



Working together we can become the nation's healthiest community.



Supporting local food systems helps support sustainably run farms, can help protect our health and the health of our communities, and stimulates local economies.

Monadnock Menus

HEALTHY EATING / SUSTAINABLE LOCAL FOOD SYSTEM

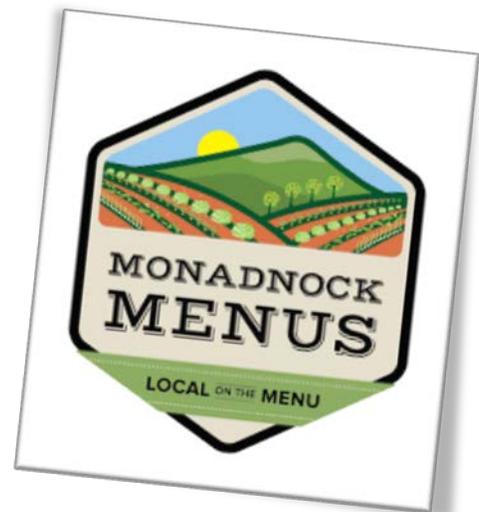
Making Healthy Local Food Affordable and Accessible

CHALLENGE: Robust Farm Community, Costly Distribution

The Monadnock Region of NH has a robust farm community that provides a variety of products to market in this rural area of 100,000+ people. With more than 100 small farms and more than a dozen farmers' markets, it is still not easy for farmers to bring their produce to wholesale markets in the region, such as schools and assisted living facilities.

For consumers, low-income residents in particular, have difficulty accessing farmers' markets in this spread-out region.

According to Keene Housing, a local organization dedicated to providing safe and affordable accommodations for the elderly and low-income families,



Results

Upon discovering that low-income families were having difficulties affording local food and getting to farmers' markets, Monadnock Menus created a pilot program, Farm to Family Buying Club, which has garnered four times the expected number of participants

63 percent of respondents to its recent survey did not have a personal vehicle; of those without a personal vehicle 70 percent said they were somewhat/very concerned about their ability to afford nutritious food for their family.

SOLUTION: A Streamlined System

In 2014, Cheshire County Conservation District created Monadnock Menus, a project to get more local food to institutions and low-income families. The project consists of an online sales platform, trucking and a delivery schedule. Not only did institutions get a streamlined solution to ordering local food but Monadnock Menus' Farm to Family Buying Club pilot program, created with the help of Keene Housing, is bringing affordable fresh local produce to low-income families. Families can use the buying club with another program, Granite State Market Match, to get \$1 for every \$1 they spend on local produce (up to \$10 each week).



Sustaining Success

Local food is as popular as organic food, but getting affordable local food to a broader population is difficult. The lack of a streamlined ordering/delivery system makes it challenging for institutions to order local food efficiently and economically. The lack of transportation among low-income residents makes it difficult for low-income families to travel easily to farmers' markets. Monadnock Menus has been successful in overcoming these obstacles by providing a streamlined method of ordering/delivery of wholesale produce to local institutions and low-income buying clubs.

In 2015, participating producers were up by 25 percent over the previous year. Buyers include school districts, hospitals, nursing homes, a correctional facility, local marketplaces and more.



“Using Monadnock Menus saved me time and resources...

...It allows the farmer and small producers to spend more time growing, raising or creating their products and less time marketing and selling to individual businesses.”

Denise Meadows, Owner Free Range Chick Catering and Hannah Grimes Marketplace Manager