



wholesome  
**crave**

crave the taste. feed the mission.



wholesome  
wave



Chef Culinary  
**CONFERENCE**  
2022



# MOVING FROM TALK, TO ACTION, TO INTERACTION

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How to make lasting change  
through action and collaboration



# MAKE CHANGE

“You can talk,  
or you can do  
something...”

— PL Newman



- **2007** - Founded programs to double SNAP for fruits and veggies
- **2014** - \$100M pilot
  - for F&V in Farm Bill
- **2018** - \$250M in Farm Bill - GusNIP
- **NOW** - Food as Medicine - Produce Prescriptions



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# THE POWER OF FOOD



crave the taste. feed the mission.



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# INCUBATOR



**UMASS  
DINING**  
UMassAmherst | UMass Dining

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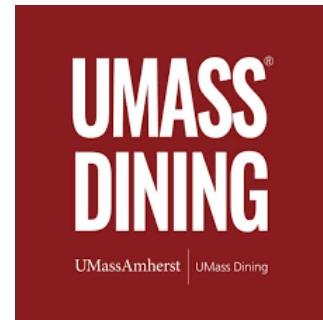
# INCUBATOR











**Banza**

CHEFS  
TO END  
HUNGER

JU  
ST  
Egg

THE ORIGINAL  
**OAT-**  
**LY!**

**PFG**  
Performance Food Group

ROW  
SEED CO.  
7

RTE  
CUISINE  
Ready-to-Eat Ancient  
Grains & Seeds

**Sysco**™

**Vesta**  
FOOD SERVICE

**US.**  
FOODS

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# THIS BOTTOM LINE



# THE MOST IMPORTANT BOTTOM LINE







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# Thank You



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