

# CALIFORNIA STATE NUTRITION ACTION PLAN

## Overall Goal: Increase Fruit and Vegetable Consumption

| Areas of focus                          | Objectives   |
|---|--|
| <b>Food and Agriculture</b>             | <p><b>1. Maximize the use of California grown fruits and vegetables in all Food and Nutrition Service (FNS) programs in California.</b></p> <ul style="list-style-type: none"> <li>a. Promote California grown fruits and vegetables to the general public.</li> <li>b. Increase use of seasonal fruits and vegetables in school food service and campus wide.</li> <li>c. Expand statewide efforts to promote Farm-to-School initiatives.</li> <li>d. Obtain USDA approval for WIC program participation in fruit and vegetable pilot projects.</li> <li>e. Increase the number of certified farmers' markets serving low-income communities that utilize Electronic Benefits Transfer (EBT).</li> <li>f. Expand cooperation between growers, retailers and food banks to get more California products to food banks.</li> <li>g. Secure matching funds for the WIC Farmers' Market Nutrition Program (FMNP).</li> </ul>  |
| <b>MOU</b>                              | <p><b>2. Adopt and implement 5 A Day Memorandum of Understanding (MoU) that California's FNS programs use to increase fruit and vegetable consumption.</b></p> <ul style="list-style-type: none"> <li>a. All partners will sign and implement a 5 A Day MoU.</li> </ul>  |
| <b>Policy and Initiatives</b>           | <p><b>3. Work collaboratively to ensure national and state nutrition related policy and initiatives promote fruit and vegetable consumption.</b></p> <ul style="list-style-type: none"> <li>a. Positively influence the Institute of Medicine review of the WIC food package to include fruit and vegetables.</li> <li>b. The California Department of Health Services (CDHS), the California Department of Education (CDE) and the California Department of Food and Agriculture (CDFA) will work collaboratively on policy activities related to nutrition, obesity prevention, and promotion of fruit and vegetable consumption.</li> <li>c. Develop and implement local school district policies that promote increased participation in the school lunch and breakfast programs and increased access to fruits and vegetables throughout school campuses.</li> </ul>  |
| <b>Participation</b>                    | <p><b>4. Increase total participation in all FNS partner programs, which will result in increased fruit and vegetable purchasing power among low-income families.</b></p> <ul style="list-style-type: none"> <li>a. Improve coordination of direct certification among the Food Stamp Program (FSP), Child Nutrition Programs, and Medi-Cal.</li> <li>b. Expand strategies to increase participation in school lunch, school breakfast, after-school snacks and summer meal programs for children.</li> <li>c. WIC staff will promote referrals of eligible WIC families to the food stamp program.</li> <li>d. The Food Stamp access pilot project, with the California Association of Food Banks, completes first phase of pilot activities and determines feasibility of continuing or expanding Food Stamp access activities for a second year in order to increase participation by 225,000 persons.</li> <li>e. Promote WIC participation through the Child and Adult Care Food Program (CACFP).</li> <li>f. Encourage WIC participation in the Summer Food Service Program (SFSP).</li> <li>g. Research strategies to link Food Stamps and the CACFP and SFSP programs.</li> </ul>  |
| <b>Nutrition Education</b>              | <p><b>5. All FNS funded programs will provide information, education and resources to increase fruit and vegetable consumption in their target populations.</b></p> <ul style="list-style-type: none"> <li>a. Increase use of school based instructional gardens to promote fruit and vegetable consumption.</li> <li>b. Disseminate <i>Fruits and Vegetables Galore</i> to schools districts and some health care agencies.</li> <li>c. Develop and implement a WIC participant 5 a Day education campaign.</li> <li>d. Develop and implement a WIC staff 5 a Day education campaign.</li> <li>e. Include <i>Eating the Rainbow</i> classes in 70% of WIC Farmer's Market Nutrition Program sites.</li> <li>f. Expand 5 a Day sub-campaigns, especially to middle income communities.</li> <li>g. Integrate nutrition message into annual <i>Ag Day</i>.</li> <li>h. Showcase best practices in school districts and child care agencies.</li> <li>i. Conduct a minimum of 10 regional SHAPE California meetings.</li> <li>j. Develop marketing resources for school districts that promote seasonal California produce.</li> <li>k. Evaluate nutrition education efforts to increase fruit and vegetable consumption.</li> </ul> |
| <b>Benefits to California's Economy</b> | <p><b>6. Promote the benefits to the California economy of increased participation in FNS nutrition programs and specifically to the agricultural economy with increased consumption of fruits and vegetables.</b></p> <ul style="list-style-type: none"> <li>a. Develop documents for use in promoting the benefits to the California economy of increased fruit and consumption.</li> <li>b. Promote the economic value of the WIC FMNP.</li> </ul>  |
| <b>Food Handling</b>                    | <p><b>7. All FNS funded programs will provide information and education about food handling, storage and preparation to their target audience. If relevant, information about merchandizing will also be provided.</b></p> <ul style="list-style-type: none"> <li>a. Develop and provide various resources for food safety education.</li> </ul>   |