

FRESH PRODUCE: access and equity

Food & Community

W.K. KELLOGG FOUNDATION

Recently, the W.K. Kellogg Foundation commissioned a nationwide poll to survey views on access to fresh produce, among other topics. The findings confirm that there is broad support for the work you're doing each day. People want produce that is healthy, affordable, green and fair – and they want equal access for all.



INCREASING ACCESS

93% of people surveyed say it's **VERY IMPORTANT OR SOMEWHAT IMPORTANT** that all Americans have equal access to fresh fruits and vegetables.

PUTTING SNAP DOLLARS TO WORK

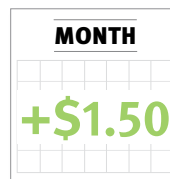
75% of people support

a national program to double the value of SNAP benefits when used at farmers markets – boosting both local farm economies and access to fresh food for low-income families.

WE ALL HAVE A ROLE TO PLAY

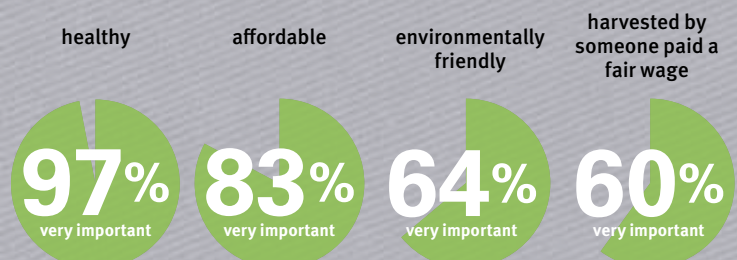


FAIRNESS FOR FARMWORKERS



88% of people surveyed strongly or partly agree they would pay \$1.50 more for produce each month if it **guaranteed workers harvesting the produce were paid fairly.** (According to a study by the Economic Policy Institute, this would raise a seasonal worker's average annual pay from \$10,000 to \$14,000, which would be above the poverty line.)

HOW IMPORTANT IS IT THE FRESH PRODUCE YOU BUY IS:



PUTTING PERSONAL MONEY AND TIME INTO LOCAL, FRESH PRODUCE



You can view the full poll and results at www.foodandcommunity.org/conference.

Nationwide survey of 800 adults using mobile or landline phones conducted by Lauer Johnson Research April 18 – 22, 2012.