

# Snapshot of Wilkes County, North Carolina

July–December 2021 Progress Report



## Goals

- Determine the policy, systems and environmental changes needed to enhance healthful eating
- Remove barriers that prohibit people from accessing foods that support healthy eating patterns, including transportation, cost and knowledge of food preparation



## By the Numbers

- 117 SNAP transactions made by low-income households through Wilkes Fresh
- 377 households provided with foods that support healthy eating patterns through the refrigeration stable meals program, Wilkes Fresh market, child care produce boxes and other core programs of the project

## Success Story

Wilkes Fresh Mobile Market instituted a program to double the power of SNAP by providing shoppers 50% off their produce purchases. With help from various partner organizations in promoting the incentive, SNAP sales increased by 226% during the season, reducing financial barriers and increasing buyer choice for residents. The incentive also increased the amount of produce ordered weekly from local farms, allowing for greater cooperation between the market program and local farmers.

"A single mom of three used her SNAP card and purchased close to \$40 of produce for \$20 and thanked us for the opportunity to use her saved cash towards swimming lessons for her children. Another single grandmother parenting her two young grandchildren purchased items she wouldn't usually pick out due to financial constraints."

Sierra Watson,  
The Health Foundation