



Garden on the Go Program Overview

Problem: Thirty-six per cent of Hoosier adults are overweight and 27% are obese. Indiana has the 27th highest obesity rate among children ages 10-17 (14.6%). But only 23% Hoosiers report eating the recommended five daily servings of fruits and vegetables.

The USDA reports that 68% of individuals who live in low-income areas have limited or no access to supermarkets that offer fresh fruits and vegetables. Yet, diets rich in fruits and vegetables offer a number of health benefits and have been linked to a lower prevalence of obesity or reduced weight gain.

Indiana University Health is committed to fighting “diabesity,” a term we use to reflect the close connection between obesity and diabetes—two of the leading health epidemics affecting 1 in 4 Hoosiers.

Strategy: Establish a mobile produce delivery program that will increase access to affordable, fresh fruits and vegetables for our most underserved neighbors in Marion County.

Public housing, senior housing and other low-income communities will be served by the produce truck on a regularly scheduled basis. Produce inventory will come from a combination of non-local and local food sources to ensure capacity to meet the need year round.

The truck will begin operating a four day a week delivery schedule with stops averaging 1-1.5 hr per stop. Customers will board the truck and shop for produce just as they might at a local store. The truck will be set up to handle SNAP/EBT transactions.

Garden on the Go began service May 4, 2011.

First year goal: 15,000 point of sales transactions.