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**FOR IMMEDIATE RELEASE**

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## **WHITE HOUSE HUNGER CONFERENCE: INDIANAPOLIS COMMITS TO DOUBLING VEGETABLE AND FRUIT CONSUMPTION BY 2030**

*Partnership for a Healthier America (PHA) and International Fresh Produce Association (IFPA) will team up with Indianapolis to increase access to healthy food*

**Washington, D.C.** – Today, at the [White House Conference on Hunger, Nutrition, and Health, Partnership for a Healthier America \(PHA\)](#), the premier national nonprofit working toward food equity, announced a new partnership with the International Fresh Produce Association (IFPA) and the City of Indianapolis that will double consumption of vegetables and fresh fruits in the city by the year 2030. The partnership is focused on establishing a produce infrastructure that will reach millions of Americans and serve as a model for increased access to healthy food.

IFPA will work with the City of Indianapolis to identify challenges and opportunities around its produce infrastructure, providing technical assistance and identifying produce supply chain partners within the city to double the availability of vegetables and fruits. Indianapolis' commitment will support PHA's existing efforts to provide [100 million additional servings of produce](#) to the marketplace by 2025. PHA's commitment to add 100 million additional servings of vegetables, fruits, and beans to the marketplace was made as part of the organization's participation in the White House Conference.

"Cities have enormous potential to both procure better food for their citizens and to shape access to better, nutritious food -- including vegetables and fruits," said **Nancy E. Roman, President & CEO of Partnership for a Healthier America**. "We look forward to working with the International Fresh Produce Association and the city of Indianapolis to shape and guide this critical work."

"This collaboration between the City of Indianapolis and the Partnership for a Healthier America will provide a dramatic boost for residents' access to healthy food," said **Mayor Joe Hogsett**.

“That increased access leads not only to better health outcomes individually, but also a higher quality of life for entire neighborhoods.”

“Increasing consumption of fresh fruits and vegetables is at the core of what the International Fresh Produce Association does in terms of creating a vibrant future for all,” **said IFPA CEO Cathy Burns.** “We’re excited to partner with PHA on this important effort, learn from the outcomes in Indianapolis, and explore how they could be scaled for future opportunities and initiatives.”

The new commitment deepens the growing commitment to addressing food equity in Indianapolis. Earlier this year, PHA and Mayor Joe Hogsett announced an expansion of the [Good Food for All](#) program, providing 1,000 local families with five weeks of free produce boxes and then 12 weeks of produce discounts. Last year, PHA brought the first phase of its Good Food For All program to Indianapolis, providing 834,467 servings of high-quality fruits and vegetables, reaching 1,020 families with help of our local partner, the City of Indianapolis' Community Food Access Coalition.

Members of the press interested in covering the partnership or speaking to an expert at PHA should contact Morgan Hopkins at [mhopkins@skdknick.com](mailto:mhopkins@skdknick.com).

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### **About Partnership for a Healthier America**

Partnership for a Healthier America is the premier national nonprofit organization working to create lasting, systemic changes that transform the food landscape in pursuit of health equity. PHA develops evidence-based approaches that are implemented in partnership with the private sector, nonprofits, and government, leveraging PHA’s assets and the partner’s knowledge to accelerate the pace of transformation. Learn more at [www.ahealthieramerica.org](http://www.ahealthieramerica.org).

### **About the International Fresh Produce Association**

The International Fresh Produce Association (IFPA) is the largest and most diverse international association serving the entire fresh produce and floral supply chain and the only to seamlessly integrate world-facing advocacy and industry-facing support. We exist to bring the industry together to create a vibrant future for all. We grow our member’s prosperity by conducting advocacy; connecting people and ideas; and offering guidance that allows us all to take action with purpose and confidence. While IFPA is built on the legacy of United Fresh and Produce Marketing Association, it is not just a combination. It is transformational. Recognizing the industry required an even more powerful and unified voice, the leaders of the former United Fresh and Produce Marketing Association chose not to merge, but rather to create an entirely new organization to supersede their organizations, effective January 1, 2022.

### **Indianapolis Division of Community Nutrition and Food Policy**

The City’s first-ever Division of Community Nutrition and Food Policy formed in early 2021 and is housed within the Office of Public Health and Safety, an agency conceived by Indianapolis

Mayor Joe Hogsett to prioritize and expand the City's efforts to tackle key public health and safety issues. The Division is working toward a more equitable, sustainable, and accessible food system for the City of Indianapolis by facilitating food distributions with local schools, churches, and food banks; managing digital technology to increase resident access to food pantries; and providing low-cost transportation to grocery options. The Indianapolis Division of Community Nutrition and Food Policy has served over 8500 families and nearly 1 million pounds of food to date. To learn more about these programs and others, visit the Office of Public Health and Safety's [website](#). Keep up with Indianapolis' leading food access newsletter for Marion County Residents by subscribing to [The Beet](#).