

# Produce Path

Produce Path is a two-part system for farmers market customers and managers with one goal:

*paving a path to healthy food access*



**What is Produce Path?** Produce Path is a mobile application (Android and iOS) and web-based platform with two interconnected portals.



The **Produce Path Manager Portal** (developed in 2015) helps farmers market organizations and managers collect, manage, and evaluate information about their farmers market(s) and incentive programming. The manager portal can be used by other direct-to-consumer markets, including CSAs and mobile markets.

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*[Produce Path] is ... a critical tool for collecting and analyzing key program metrics, including detailed participant demographic information and vendor performance statistics ...*

**- Manager Portal User**

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“

*It's like Google, but better.*

**- Customer Portal User**

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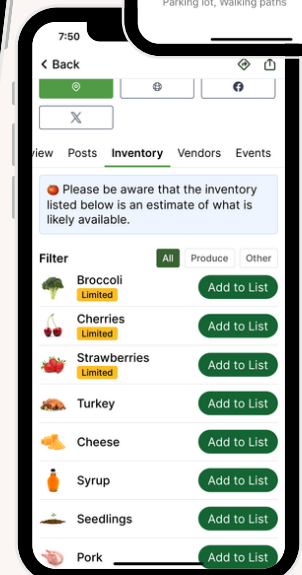
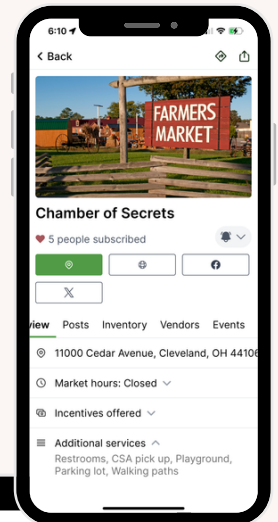
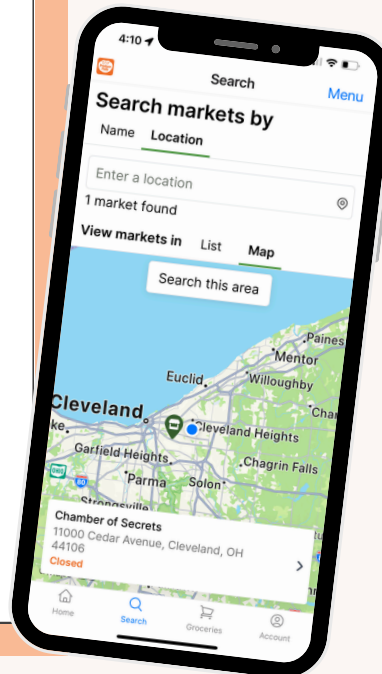


The **Produce Path Customer Portal** (developed in 2022) is a customer-facing extension of the Manager

Portal that allows market managers to share real-time updates directly with customers, keeping them informed and engaged. It's currently available at select markets in Ohio and was designed with direct input from end-users to ensure it meets their needs

Customers using this interface can:

- Find nearby markets
- Subscribe to their favorite markets for direct updates
- Check product and vendor availability
- View market details like location, hours, and incentive programs
- Create grocery lists and find recipes



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# Supporting Produce Path in the Community

We're committed to making Produce Path a success for everyone. Here's how we're supporting communities that use it:

## GROWING NETWORK

Five organizations in five states support the use of the manager portal at over 400 farmers markets.

## DIRECT ASSISTANCE

Our CWRU team provides technical help to markets using Produce Path.

## ON-THE-GROUND OUTREACH

Community champions attend events in 11 Ohio counties to help new users download and understand the app.

## EDUCATIONAL SUPPORT

We partner with farmers market educators to address common barriers that may prevent people from using the markets or the app.

## Produce Path by the Numbers

### MANAGER PORTAL

5 States

Over \$11.6 million  
SNAP Spent

Over 400  
Farmers Markets

Over \$11 million  
Nutrition  
Incentives  
distributed

1124  
App Users

### CUSTOMER PORTAL OHIO ONLY

28 Farmers  
Markets

5 Rural and  
6 Urban  
counties

\$18,260  
in Produce  
Prescriptions

## The Impact of Produce Path

Produce Path is making a real difference in communities.



**Expanding Access to Healthy Food:** Produce Path supported a coupon program that provided 431 patients in three counties with \$100 coupons each to buy fresh fruits and vegetables at local farmers markets.



**Improving Market Operations:** Through the CDC Racial and Ethnic Approaches to Community Health (REACH) program, farmers markets in Cuyahoga County were able to make their fruit and vegetable voucher programs more efficient using Produce Path.



**Boosting Spending at Markets:** Farmers markets that use the Produce Path Customer Portal saw a significant increase in spending. On average, they distributed \$17 more in nutrition incentives and received \$18 more in SNAP benefits per week compared to markets not using the portal.