Stanislaus & Merced Counties

SUCCESSES

- Reached a total of 3,199 enrolled youth (2,114) and adult (1,085) program participants.
- Each individual averaged 3 nutrition education contacts.
- 40% of adult participants graduated.
- Trained 77 additional education extenders in schools.

IMPACTS

Knowledge change:

Adults in Stanislaus County
- 47% will increase the frequency in which they plan meals.
- 49% will shop with a list more frequently and
- 42% will think about healthy choices.

Adults in Merced County
- 90% of participants know easier ways to save money on food.
- 80% of participants know simple, healthy meals to make.
- 80% understand food ads.
- 44% do not run out of food as often (are more food secure).

County Statement:
Stanislaus County is approximately 1495 square miles located in the Northern San Joaquin Valley, there is 344 persons per sq. mile. Agriculture is the number two industry and Wine Grape Production is the primary agricultural product in the county. The unemployment rate in Stanislaus county fluctuates between 9-12%. Thirty-seven percent of the population is food insecure. Merced County is larger at 1934 square miles but only houses 132 persons per sq. mile. Merced has a 21.5% poverty rate and an unemployment rate that varies between 10% and 12%. Merced is the fifth leading agricultural county in California. Eight percent of the population is food insecure.

Serving the Community
Providing evidence based nutrition education to clientele:
- Teach adults how to change their food shopping and food spending habits.
- Teach youth to make healthy food choices and how to grow their own.

Serving Individuals
- Adult classes provide information for families to Plan, Shop Save and Cook on a budget.
- Youth nutrition education classes provides opportunities for youth to get excited about trying locally grown, fresh produce in a variety of ways.

Serving California Agriculture
- Stanislaus and Merced Counties have a Dirt Fresh News and a produce tasting program that provides youth with information about local farmers and the food they grow.
- Dirt Fresh is used in conjunction with Harvest of the Month with streamlined messages across all SNAP-Ed funded agencies
- This program is further enhanced by providing Garden Enhanced Nutrition Education and creating school gardens at interested locations.

Serving Education
- The focus of our Nutrition Education programming and our Garden Enhanced Nutrition Education is purchasing local grown, fresh produce and that you can grow your own at home.

Building Partnerships
UC CalFresh collaborates with many community partners to maximize success Ecogogical Model (SEM). This includes The Local Health Departments, Central Valley Opportunity Centers, Health and Human Services and school districts throughout both counties.

Funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Services (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE).

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