



# Brighter Bites is a nonprofit that creates communities of health through fresh food.

Our evidence-based program for low-income families in elementary schools, preschools, and summer programs is **the solution to create lasting demand for produce.**

## THE FORMULA



### PRODUCE DISTRIBUTION

25 pounds of fresh produce weekly per family



### NUTRITION EDUCATION

in-class and at-home nutrition education



### FUN FOOD EXPERIENCE

recipe tastings/samples & digital engagement

*\*Done consistently for 16 weeks across the school year and up to 8 weeks in the summer to create healthy habits and durable behavior change.*

*We use real-time KPI monitoring to track program dosage, reach, fidelity, and acceptability.*



## THE IMPACT

Since 2012, Brighter Bites has served over **500,000 people**, distributed **hundreds of thousands of nutrition education materials**, and delivered nearly **50 million pounds of fresh produce.**

*\*We are growing rapidly due to the scalable and replicable model.*



significant increase in the amount of fruits and vegetables consumed



two-fold increase in cooking meals from scratch, and a significant increase in eating meals together



significant decrease in added sugars consumed among children

## THE STATS



### HEALTHIER HABITS

Of the **98%** of parents who reported eating more produce while participating in Brighter Bites, **96%** were able to maintain that increased level after the season ended.

*\*Brighter Bites is creating consistent demand for fresh produce.*

*Our sophisticated data collection platform distinguishes us from other nonprofits.*



### SUSTAINED CONSUMPTION

Research by UTHealth School of Public Health shows that an average Brighter Bites family consumes **19 additional servings** of fresh fruits and vegetables over one week, two years after participating in the Brighter Bites program.



## THE PARTNERSHIPS

Brighter Bites has developed **dynamic public-private partnerships** among leaders in the produce industry, government, food banks, schools, corporations, foundations, and individuals.

We leverage the strength of these partners and utilize existing infrastructure to replicate our successful model.

*\*USDA partnership could catapult the Brighter Bites solution into all communities across the country.*

*The better we nourish, the brighter we flourish.*

WWW.BRIGHTERBITES.ORG

