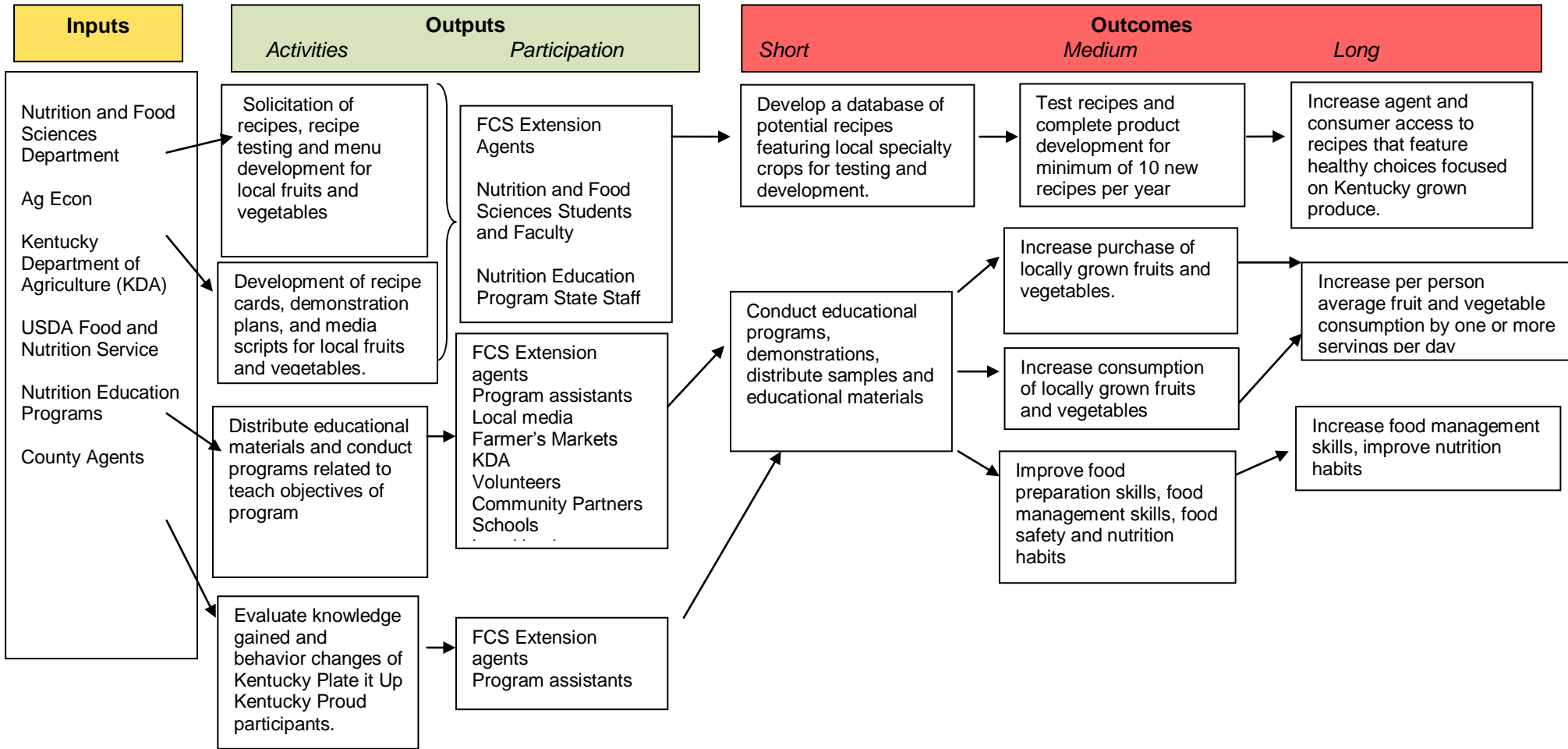


Program: Plate it Up Kentucky Proud Logic Model

Situation: FCS nutrition education programs help families gain access to food and stretch food dollars; communities to decrease hunger; and local food assistance programs to educate recipients on healthy and safe food preparation methods. FCS agents are pivotal in training consumers and producers to maximize local access to food products from farm to table.



Assumptions
 Kentucky adult obesity ranks among the 10 highest in US.
 Kentucky adults rank among the 10 highest for poor consumption of fruits and vegetables.
 Locally grown produce can provide an important access point for fresh fruits and vegetables for a healthy diet.

External Factors
 Kentucky Department of Agriculture, Governor's Office of Agriculture Policy, and other partners promote consumer purchase of locally grown Specialty crops.
 Marketing efforts and partnerships across the nation are in place to promote increased fruit and vegetable consumption for a healthy diet.