



Healthy Harvest Produce Market

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TMC

Truman Medical Centers: *Healthy Harvest Produce Market.*

TMC's corporate vision of leading the way to a healthy community is something we take very seriously. "As a healthcare institution, our mission is to care for the sick," says TMC CEO and president John Bluford. "But our vision is to help our community live in a healthy manner, so they are less likely to get sick."

One of the most important components of a healthy lifestyle is good nutrition. Working with Morrison Healthcare Food Services and Blue Cross Blue Shield of Kansas City, TMC has developed the Healthy Harvest Produce Market to further the cause of good nutrition for TMC employees and neighbors.

More than just a farmer's market

From April to October, TMC's popular Healthy Harvest Produce Market is open for business every Wednesday on Hospital Hill, and the second Tuesday of the month at TMC Lakewood. The Market:

- offers a wide variety of fruits and vegetables at lower-than-retail prices
- provides free recipes and other nutrition information
- features TMC Registered Dietitians to provide nutritional education
- presents special events, such as a "Stress Fest" featuring a massage therapist giving back massages.

A community benefit

Like many of our patients, a number of TMC's employees live in the urban "food desert," with limited access to fresh and nutritious foods. Many residents of the urban core don't have home gardens. They don't have farmers markets or large grocery stores nearby. And they haven't had easy access to reliable nutrition information to help them make healthy food choices – until now.

The Healthy Harvest Produce Market has been well received become popular not only with TMC employees, but with neighborhood organizations as well. We receive visits from

- Religious groups
- Neighborhood groups
- Local businesses
- Nursing homes
- UMKC students and staff
- Children's Mercy Hospital staff

Growing by leaps and bounds

As with every idea whose time has come, TMC's produce market was well received from its inception, and continues to increase in popularity.

Its impact is evidenced by the more than 471 responses to a post-season market survey conducted in order to solicit feedback from employees. Half of respondents to the survey indicated that because of the market, they ate more fruits and vegetables than they would have normally, and one-third of survey respondents strongly agreed or agreed that they tried a new fruit or vegetable, learned to prepare something in a new way and/or learned information about how to be healthier.

The 2011 market included many enhancements, a few of which are:

- An expanded selection of products, including cheeses and breads.
- Longer hours to accommodate night and second shift employees
- A broader reach within our community by the ability to serve SNAP (Supplemental Nutritional Assistance Program – “food stamps”) recipients.
- Collaboration with the Kansas City Chiefs and other organizations to offer special wellness events related to healthy eating and lifestyles.



For hours of operation, call Guest Services at TMC Hospital Hill, 816-404-3325, or TMC Lakewood, 816-404-7411

HEALTHY HARVEST PRODUCE MARKET by the numbers

	2009	2010	2011
Average customers <i>(per week)</i>	264	360	434
Total pounds sold <i>(estimated)</i>	52,833	96,000+	105,000

About TMC

Truman Medical Centers is a not-for-profit two acute-care hospital health system in Kansas City. The TMC Health System includes TMC Hospital Hill, TMC Lakewood, TMC Behavioral Health, the Jackson County Health Department and a number of primary care practices throughout Eastern Jackson County. Recently named one of the nation’s top academic medical centers, TMC is the primary teaching hospital for the University of Missouri-Kansas City Schools of Health Sciences and specializes in asthma, bariatrics, diabetes, women’s health, and trauma services. For more information, please call (816) 404-3785 or visit at www.trumed.org or on Facebook.



TMC Hospital Hill | 816-404-1000
TMC Lakewood | 816-404-7000