

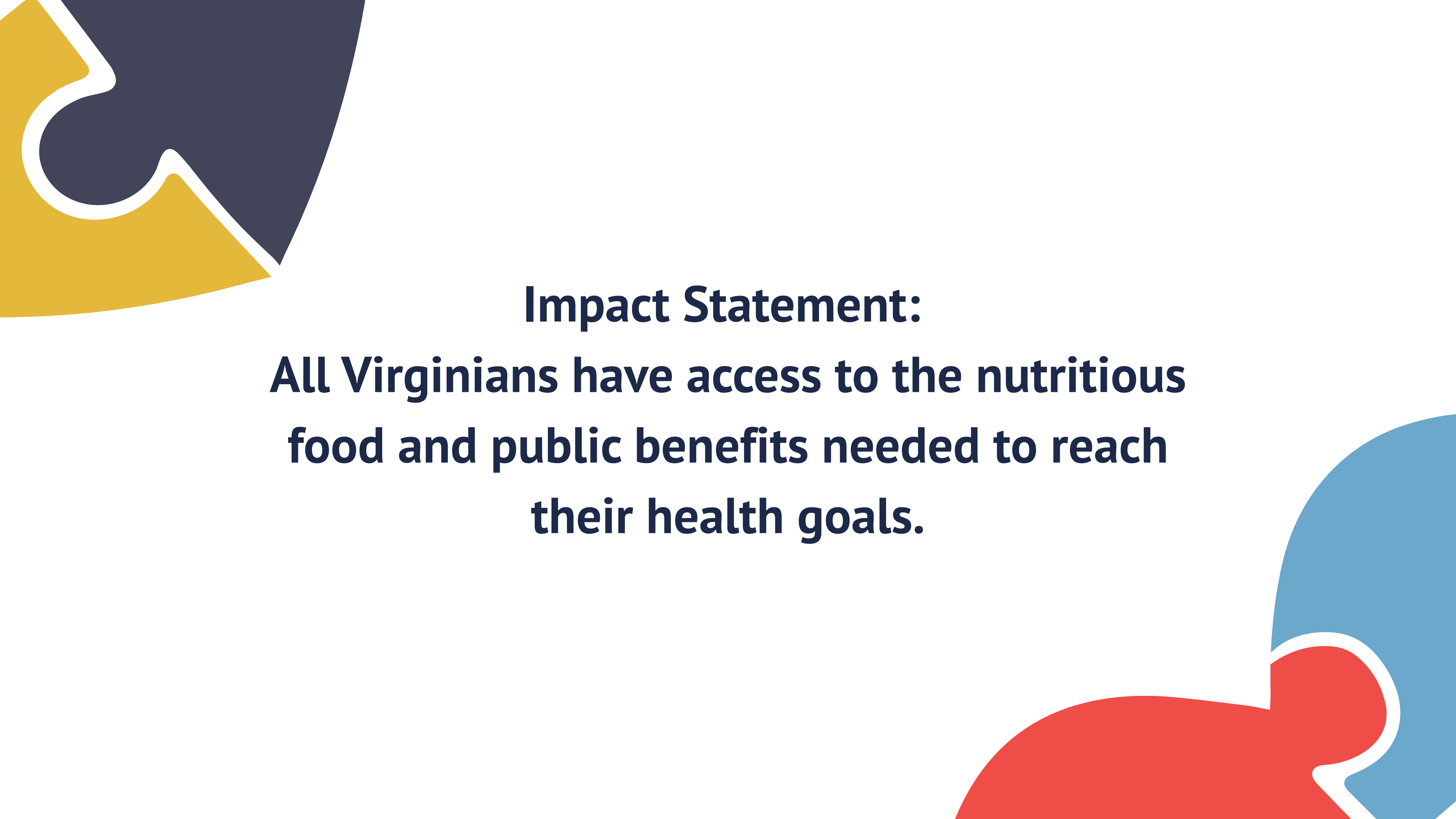
# FOOD IS MEDICINE STRATEGIC PLAN

2025-2028



FEDERATION OF  
VIRGINIA FOOD BANKS





**Impact Statement:**  
**All Virginians have access to the nutritious  
food and public benefits needed to reach  
their health goals.**

# VIRGINIA FOOD IS MEDICINE STRATEGIC PLAN 2025-2028

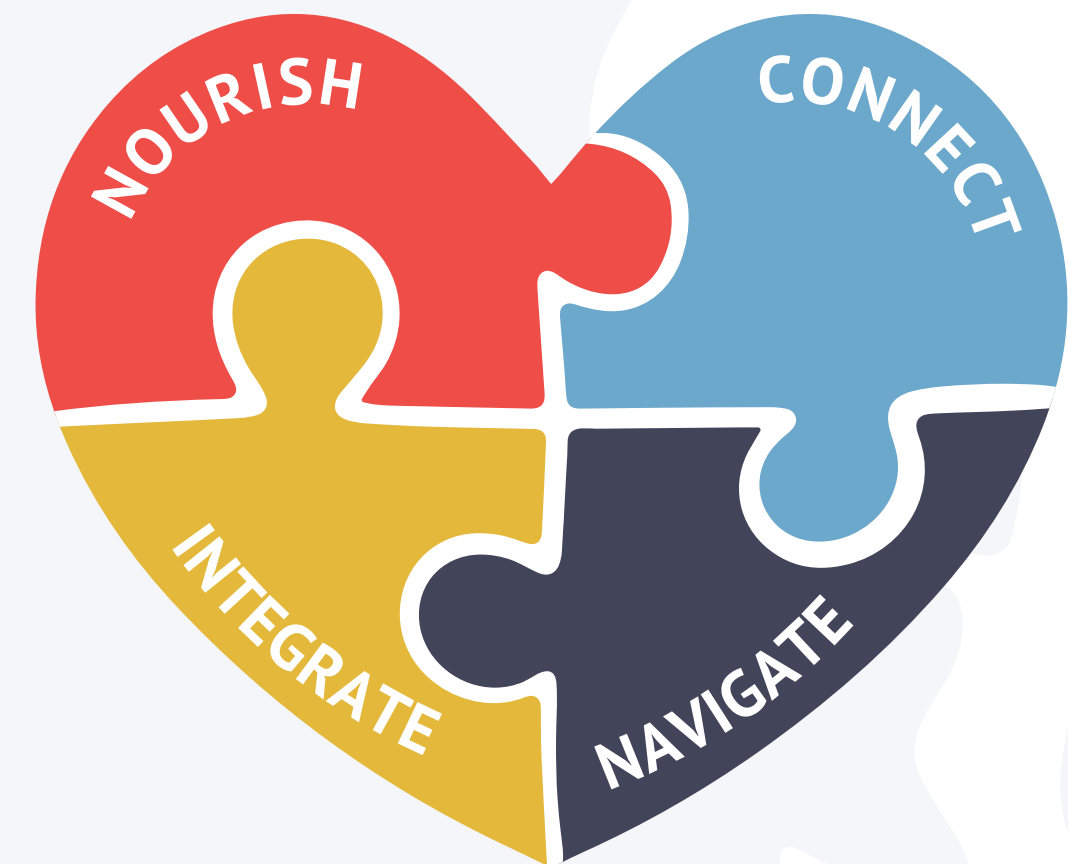
The Federation of Virginia Food Banks and its members are committed to...

**NOURISH:** People accessing food from the Federation network receive nutritious foods that meet their dietary needs and support better health outcomes

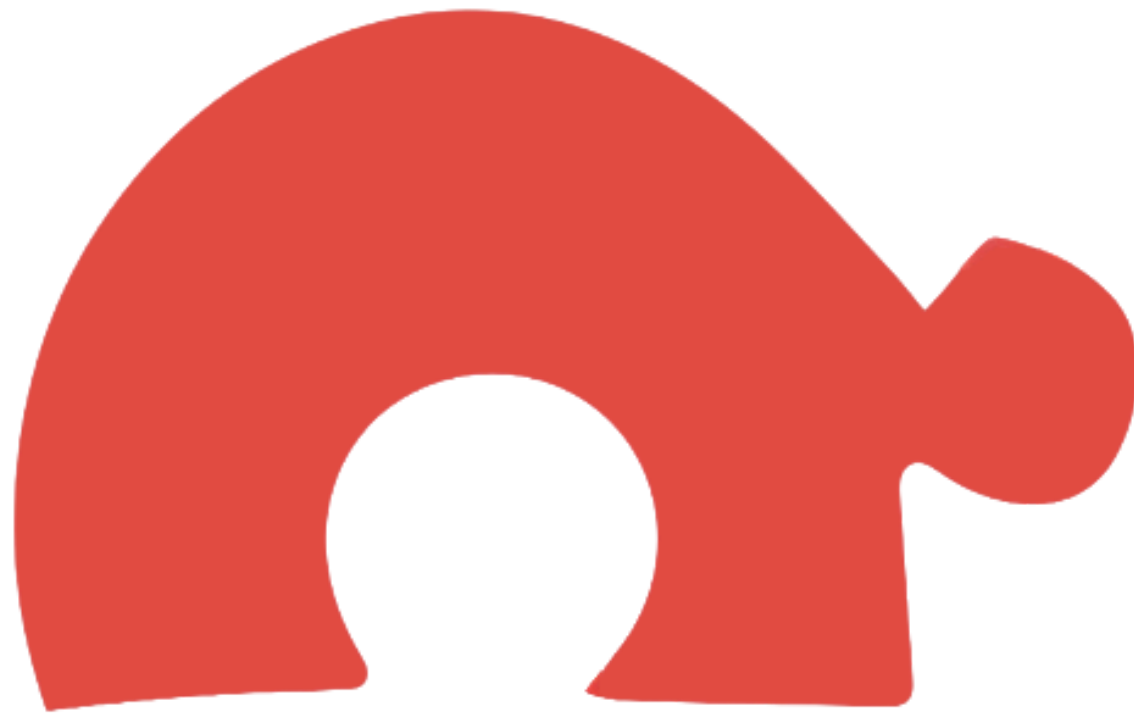
**CONNECT:** Reduce barriers to food assistance through expanded access points, delivery options, and targeted outreach

**INTEGRATE:** Integrate Food is Medicine initiatives into Virginia's healthcare sector

**NAVIGATE:** Increase benefits enrollment and utilization among eligible Virginians



# NOURISH



**The “NOURISH” piece of our strategic plan is centered around health and nutrition. The Federation and member food banks will increase nutritious foods at the food bank using HER guidelines, collect neighbor feedback on food preferences and satisfaction, develop a library of nutrition education materials, continue to create Learning Center training materials for pantries, expand the sourcing and distribution of culturally inclusive foods, and establish partnerships with local farmers and producers.**

# CONNECT



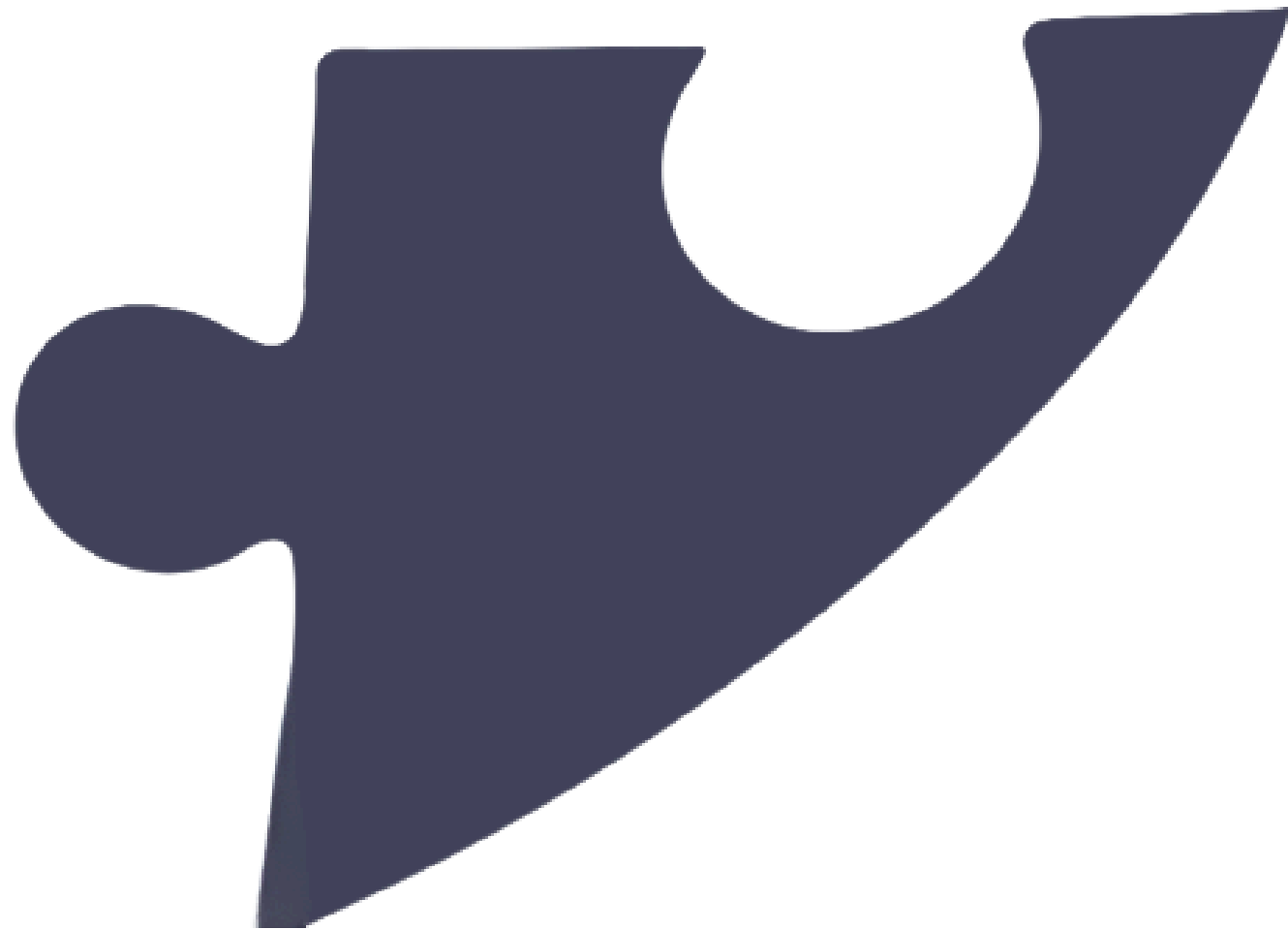
**The “CONNECT” piece of our strategic plan is all about improving network capacity and connecting food pantries with resources to support their neighbors. With this piece, the Federation and member food banks will aim to identify priority communities and address gaps, expand Healthy Pantry Initiative participation amongst pantries, and provide capacity grants for network expansion.**

# INTEGRATE



**The “INTEGRATE” piece of our strategic plan involves merging healthcare and food bank supports. Specifically, supporting and piloting Food Is Medicine programs and food pharmacy programs, expand referral and data sharing with healthcare providers, and advocate for public funding and support for FIM programs.**

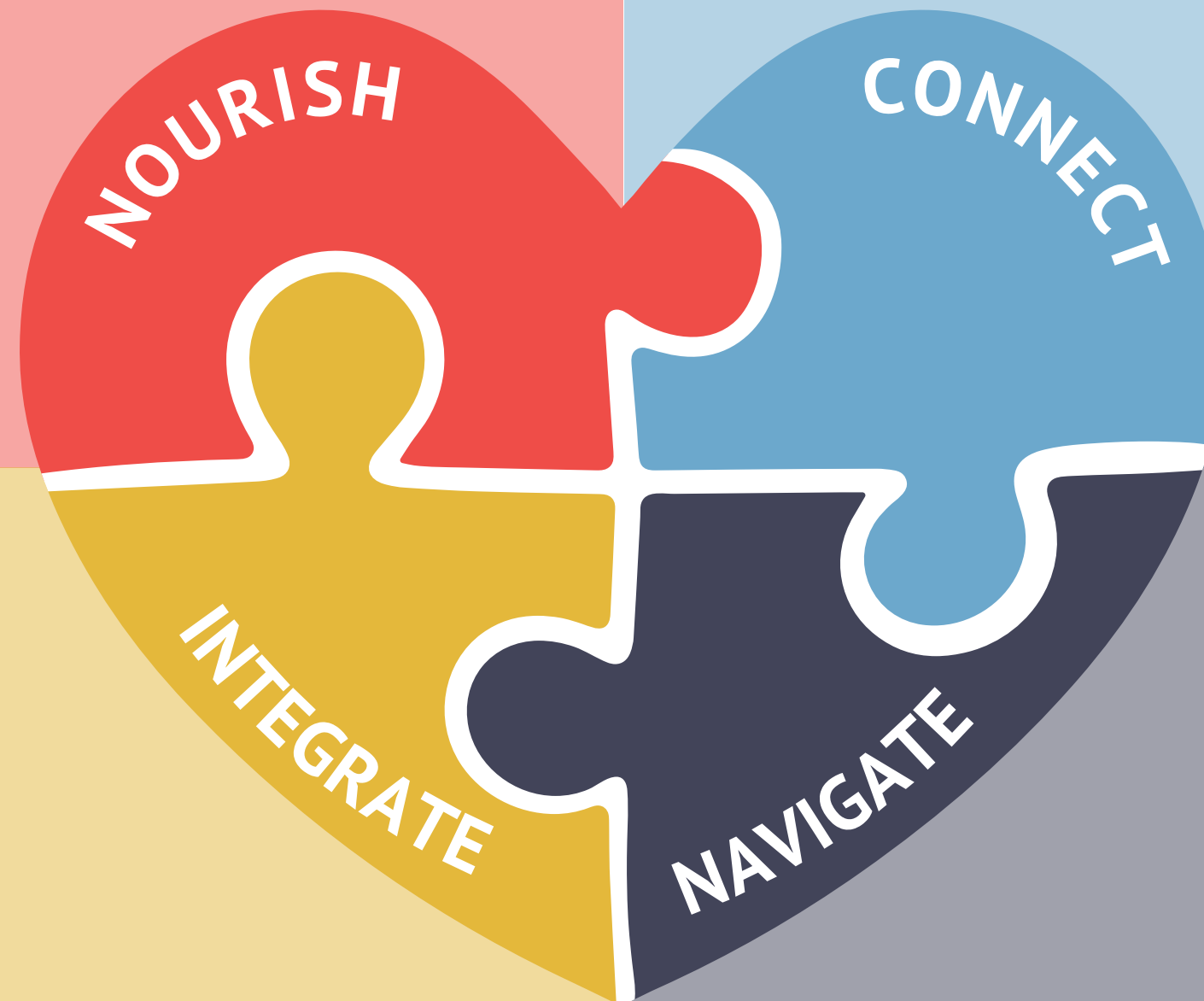
# NAVIGATE



**The “NAVIGATE” piece of our strategic plan emphasizes the value of strong benefits referral pathways. With this piece, the Federation and member food banks will aim to strengthen relationships with local health departments and social services offices, develop a centralized referral system for the state to support Medicaid/SNAP/WIC, continue with state-wide advocacy for nutrition programs, and expand Medicaid/SNAP/WIC outreach.**

# MEASUREMENT FRAMEWORK

- Increasing the amount of healthy foods at food banks, including more produce and more HER “green and yellow” foods
- Meet the health needs of guest visiting the pantry



- Increase the number of SNAP, WIC, and Medicaid applications in each region
- Increase the number of neighbors receiving benefits overall

- Make accessing food at pantries more accessible, including increasing the number of pantries offering home delivery, addressing capacity constraints through grants in priority areas, etc.
- Increase HPI participation, including the average number of practices implemented by food pantries, and use of the Learning Center

- Expand partnerships with healthcare providers, increasing referrals to food pantries
- Expand food pharmacy programs and secure public funding for all Food Is Medicine programs
- Increase the number of patients receiving food support in healthcare settings