



North Carolina Fruit and Vegetable Outlet Inventory

AN OVERVIEW

Background

The North Carolina Division of Public Health administers the North Carolina Fruit and Vegetable Outlet Inventory (NC FVOI). This inventory identifies farmers' markets, produce stands and road-side stands with predictable location and hours and where fruits and vegetables are sold. This information is used to support efforts to increase the number of fruit and vegetable outlets across the State. The NC FVOI is a paper-based and online survey. Data is collected June through September by local health department staff. The NC FVOI has been used in several ways.



Uses of the NC Fruit and Vegetable Outlet Inventory

NC Directory of Farmers' Markets, Roadside Stands and Produce Markets

The outlets identified each year are compiled into a directory and disseminated to local health department staff. This directory is used to promote locations where community members can purchase fresh fruits and vegetables.

Evaluation

The information collected through the NC FVOI is analyzed as part of larger evaluation efforts that aim to better understand the impact fruit and vegetable outlets have on healthy eating habits. The number of new and enhanced outlets is an evaluation measure for the Community Transformation Grant Project. The Community & Clinical Connections for Prevention and Health Branch measures the number of adults or families that access farmers' markets in underserved areas as well as the number of farmers' markets that are in NC census tracts without at least one healthy food retailer.

Mapping

Maps are created by indicating the location of existing outlets. These maps identify areas with an abundance of outlets as well as areas with few or no outlets. Areas with few identified outlets are prioritized by state and local staff as areas to focus on increasing the number of outlets.

North Carolina Division of Public Health: Administrators of the NC Fruit and Vegetable Outlet Inventory

Community Transformation Grant Project

The Community Transformation Grant Project works to support public health efforts to reduce chronic diseases, promote healthier lifestyles, reduce health disparities and control health care spending. North Carolina received these funds to create opportunities for tobacco free living, active living, healthy eating and clinical preventive services for all North Carolinians.

Community Clinical Connections for Prevention and Health Branch

The Community and Clinical Connections for Prevention and Health Branch staff works with partners to implement evidence and practice-based interventions to improve physical activity and nutrition; reduce obesity; prevent and control diabetes and promote cardiovascular health, with a focus on high blood pressure.

For more information on the NC FVOI please go to the Community and Clinical Connections for Prevention and Health website at: www.communityclinicalconnections.com.

Healthy Communities Program

The Healthy Communities Program, formerly the *Statewide Health Promotion Program*, supports community-based programs that improve the health of North Carolinians by reducing the prevalence of chronic diseases and preventing unintentional injury. Funds are distributed to local health departments throughout the state to work with community partners in creating policy changes and environmental supports addressing at least one of the major chronic disease and injury risk factors.



**Community & Clinical
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