

### HOWARD COUNTY, MARYLAND – A SNAPSHOT



# **Baltimore/Washington Corridor** BALTIMORE HOWARD COUNTY City Columbia 23 WASHINGTON, D.C

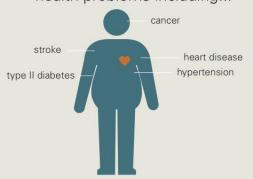
Howard County is Maryland's healthiest county yet...

56%

of

residents have a body weight in the 'overweight' or 'obese' range"

Leading to higher risk of major health problems including...



These diseases account for over half of all deaths in Howard County each year.

### **CHALLENGE**

Providing an easy way for families to create fresh, healthful and affordable meals made from local food product.

## ROVING RADISH TO THE RESCUE!



#### SOLUTION

The Roving Radish will make weekly deliveries of pre-prepared meal kits to 5 locations across Howard County, MD.

Each kit provides all of the ingredients and instructions for two flavorful and fresh meals.

The kit includes meat or other protein, vegetables and/or fruit, as well as products like pasta or rice, depending on the recipe.

Many of the ingredients will come already cut and chopped, so they are ready to cook.

The food is pre-prepared through a workforce development program at the Howard County Detention Center to build culinary workforce skills.



## **MISSION**

...dedicated to promoting farm to table healthy eating habits to our community while creating sustainable markets for our local and regional farms and providing job training for inmates at the Howard County Detention Center.

## ROVING RADISH GOAL #1



Promote healthy farm to table eating habits

## ROVING RADISH GOAL #2



## ROVING RADISH GOAL #3



Provide job training for Howard County Detention Center

#### SO HOW DOES IT WORK?



"We pride ourselves on developing personal relationships with our local and regional growers. We visit our farmers to gain an in-depth knowledge of their operations, growing practices, and history.

Common Market purchases from approximately 75 growers and processors- the majority of which are within 200 miles of Philadelphia. The majority of our farmers grow produce averaging 125 acres in size."



A pilot program offered by Howard County to bring fresh food to more people. The Roving Radish sells affordable healthy meal kits sourced from regional farms. The meal kit includes two recipes to prepare two meals for a family of four.

#### Price - \$24.00/kit Subsidized Price - \$10.00/kit\* (one meal kit per household)

\*To qualify for subsidized price you must have participated in any of the following programs in the last 12 months: Food Stamps/ Food Supplement Program (FSP) or SNAP, Women, Infants and Children (WIC), Temporary Cash Assistance (TCA), Medical Assistance - Medicaid or Maryland Children's Health Program.

#### How do I order?

Each week we take orders for the following week until Thursday at midnight or until we are sold out. You can order and pay for your kit online at www.rovingradish.com. When ordering your meal kit you must specify your pick-up location. (Pick-up time and locations listed below). Recipes for the next week will be posted online on Friday. If you have trouble logging on, please feel free to call the number listed below and we'll do our best to walk you through it, or - if need be - take your order over the phone. We are limited on the number of kits at each location so order your kits early!

Pick Up Location	Day and Time
The Bain Center	Tuesdays
5470 Ruth Keeton Way,	12:00 noon -
Columbia, 21044	1:30 pm
Monarch Mills	Tuesdays
7600 Monarch Mills Way,	3:30 pm -
Columbia 21046	5:00 pm
Bridgeway Community Church	Tuesdays
9189 Red Branch Road,	6:30 pm -
Columbia, 21045	8:00 pm
North Laurel Community Center	Wednesdays
9411 Whiskey Bottom Road,	4:30 pm -
Laurel, 20723	6:00 pm
Y of Central Maryland	Wednesdays
4331 Montgomery Road,	7:30 pm -
Ellicott City, 21043	9:00 pm









### **PARTNERS**





#### **COMMUNITY IMPACT**

496 total households served

**2481** total meal kits served

**51**% of kits sold were subsidized

154 total EBT sales

**\$48,890** of regional and local produce and proteins purchased

**162** donated kits

#### **EVALUATION**



- 92% gave the Roving Radish program the highest satisfaction rating.
- 82% of participants were female.
- 57% identified fresh produce as available but not affordable in their neighborhood.
- 45% of respondents reporting receiving federal nutrition benefits in the past 12 months.
- 23% of respondents reported using food stamps.
- 19% of respondents reported using the school meal program.
- 92% reported that health was the primary motivator for participants

(freshness, affordability, food preparation, home cooking and supporting local farmers were also identified as very important)

#### **TESTIMONIALS**

"It is near impossible to find a meal solution for busy families that is reasonably priced, healthy, quick, and convenient, but the Roving Radish was exactly that. I already miss the Roving Radish and really hope it comes back next year, in fact, I wish we could have it year round!"

"I can say with 100% certainty that my family ate healthier and tried new foods (and enjoyed them!) as a result of the program."

"To me, the main benefits of the program were:

- Time savings
- Support of local farms
- Fresh food
- Easy/convenient pickup of meals
- *Affordable cost*





Contact Info

# KELLY DUDECK

**Howard County Food Policy Director** 

kdudeck@howardcountymd.gov

(410) 313-0417

www.RovingRadish.com