

# MAHA RECOMMENDATIONS SNAPSHOT

## Because You Can't Make America Healthy Again Without Fruits and Vegetables

Fruits and vegetables are essential to better health, lower healthcare costs, and longer lives. IFPA has proven solutions to make fresh produce accessible for every American.

### Why It Matters

#### Prevention starts with produce.

Diets rich in fruits and vegetables reduce chronic disease and support long-term wellness.

#### Food is medicine.

Integrating produce prescriptions into clinical care can reduce healthcare spending.

#### It's an "and."

Let's focus on eating more of what is good. Policy can incentivize eating less of the bad and ensure more of the good.

## What U.S. Leaders Can Do

#### Make Produce a Healthcare Benefit

- Cover produce prescriptions in Medicare, Medicaid, IHS and the VA.

#### Expand Access in Schools

- Grow the Fresh Fruit and Vegetable Program to reach all K-12 students.

#### Incentivize Healthy Choices

- Make fresh produce eligible for HSAs/FSAs and offer a tax credit for purchases that meet dietary guidelines.

#### Improve SNAP Nutrition

- Expand incentives to help SNAP recipients buy more fruits and vegetables.

#### Modernize USDA Food Purchasing

- Prioritize a wide variety of fresh produce and boost distribution to underserved communities.

#### Strengthen Nutrition Labeling

- Require clear labeling of actual fruit/vegetable content and end misleading marketing.

#### Support Growers Through Science-Driven Innovation

- Strengthen research, crop protection, and plant breeding to boost resilience and sustainability.

#### Advance Regenerative Agriculture

- Support flexible, outcome-based programs that promote soil health and resource efficiency.

**Let's build a healthier America—starting with fruits and vegetables.**

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