Agenda

- About Us
- The 50+
- Food Security
- Shared Value
- Finding Solutions
Hunger  Housing

Income  Isolation

AARP® Foundation
A Growing Generation

108,729,506 adults age 50+ in US

Based on 2014 Census projections. Population is estimated to grow by another 10 million by 2020.

Percentage of those in the 50+ cohort who are ages 50-59: 41.4%
60-69: 30.5%
70+: 28.1%
Food Insecure 50+

**Food Insecurity:** Limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways.

*Over 10 million older adults are at risk of food insecurity across the U.S.*
Baby Boomers and Beyond: Facing Hunger after 50

• 13 million older adults utilize food assistance through the Feeding America network.
• 52% of households with an older adult using FA services currently receive SNAP
Grandparent headed households are 3x as likely to be food insecure.
Hunger is a health issue
FOR BABY BOOMERS, HUNGER IS A HEALTH ISSUE
AND THIS LEADS TO SIGNIFICANT HEALTH CARE COSTS.

4.5 MILLION+ BABY BOOMERS AGE 50-59 ARE FOOD INSECURE.

FOOD INSECURE BABY BOOMERS ARE MORE LIKELY TO EXPERIENCE CHRONIC HEALTH CONDITIONS.

DIABETES
19% have diabetes

MENTAL AND EMOTIONAL PROBLEMS
28% have depression

REDUCED MUSCLE MASS, POOR VISION AND LOWER BONE DENSITY
95% have at least one act of daily living limitation (ADL)

BABY BOOMERS SPEND TWICE AS MUCH ON HEALTH CARE AS YOUNG ADULTS DO.²

FOOD INSECURITY²
Costs U.S. adults an estimated $130.5 billion.

AARP FOUNDATION
What is Food Security?

Food Security happens when a household has access by all members at all times to enough food for an active, healthy life.

To increase food security, we must implement solutions that keep vulnerable people well nourished over time.
Hunger Impact Team: Tackling Hunger Proactively

Our Mission:
To enhance timely, appropriate, affordable, nutritious food to vulnerable 50+

Our Goals:
1. Improve nutritional quality, freshness and safety of foods consumed by the 50+ vulnerable population
2. Provide for efficient distribution systems that work to reduce cost and increase availability and access to healthy, nutritious foods
3. Strengthen food knowledge to enhance buying power, purchasing habits and cooking skills that result in healthy, nutritious and age-appropriate meals
Engaging Corporate Stakeholders

This shared value strategy focuses on market-driven models that:

- Address Hunger as a Health Issue
- Maximize value for the 50+ consumer through the existing supply chain

Traditional donor funding approach

Community
CHARITY MEETS A NEED

Significant Population impact

HOPE TO SCALE $$$

CAUSES

SYMPTOMS

$ hunger funds

Invest here, leverage funds

TAP INTO SCALE $$$

CAUSES

SYMPTOMS

Significant Population impact

BUSINESS SOLVES A PROBLEM
Shared Value

• We have turned the traditional business framework on its head, instead relying on a Shared Value model. This has led to partnerships and new opportunities with the corporate sector.
• Shared value defines a new role for business in society that goes beyond traditional models of corporate social responsibility.
• Shared value adds a Social Dimension to Strategy

“The solution lies in the principle of shared value, which involves creating economic value in a way that also creates value for society by addressing its needs and challenges. Businesses must reconnect company success with social progress. Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success.”

----- Porter and Kramer, 2011
Our Strategy

Hunger as a Health Issue
- Hunger Summit
- Tufts University MyPlate for Older Adults
- IOM Workshop
- Savvy Food Shopping
- Research

Food Supply Chain
- FINI/Fre$h Savings
- Top Box
- CPG/Retailer Engagement
- Private Sector Partnerships

Systems Change
- State Engagement
- Policy Messaging
- Food Rx/Medicare/Medicaid
- Farm Bill Advocacy
Execution Examples: Programs and Policy

- Fresh Savings program funded by Food Insecurity Nutrition Incentive (FINI): USDA awarded AARP Foundation over $3m to help strengthen fruit and vegetable incentives for older adults

- Top Box: Bringing to scale affordable, healthy boxes of food targeted to low-income consumers

- Savvy Shopping: Grocery stores tours for older adults; how to shop on a budget

- Food Rx/Medicare/Medicaid: Partnerships with providers and hospital systems to encourage coverage for fruit and vegetable prescriptions that increase health and wellness
Execution Examples: Research/Thought Leadership

- **Hunger Summit:** Convening top food and beverage company leadership, June 2015

- **Institute of Medicine Workshop on Nutrition and Aging:** Sponsored by AARP Foundation, October 2015

- **Tufts University Human Nutrition Research Center on Aging:** Updating MyPlate for Older Adults to correspond with release of the Dietary Guidelines

- **HAHI Coalition/CDC/FDN Research:** Original research conducted by AARP FDN, leading gov't agency and health/food sector
Reports and Research

Food Insecurity among Older Adults (AARP Foundation)

Baby Boomers and Beyond: Facing Hunger after Fifty (Feeding America)

Securing Essentials: Findings on Nutrition Knowledge and Food Insecurity among Older Adults (AARP Foundation)

Older Americans in Poverty: A Snapshot (AARP Public Policy Institute)

More than a Meal (Meals on Wheels report, funded by AARP Foundation)
To learn more, visit: aarpfoundation.org