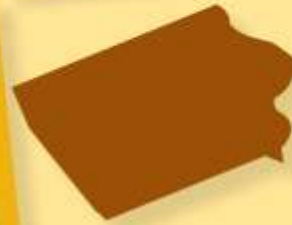


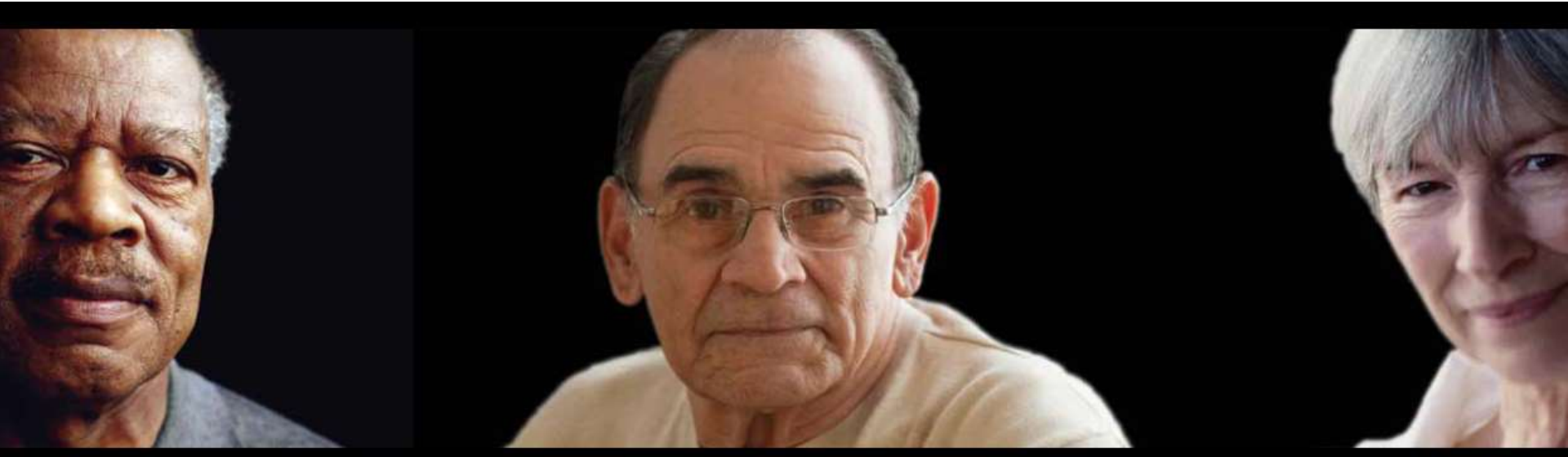
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THE GEOGRAPHY OF HUNGER AND HEALTH

AARP's Hunger Impact Mission

- To provide timely, appropriate, affordable, nutritious food to vulnerable 50+



<http://endseniorhunger.aarp.org/>

We're entering a time of **profound and permanent change** to the demographic composition of America.

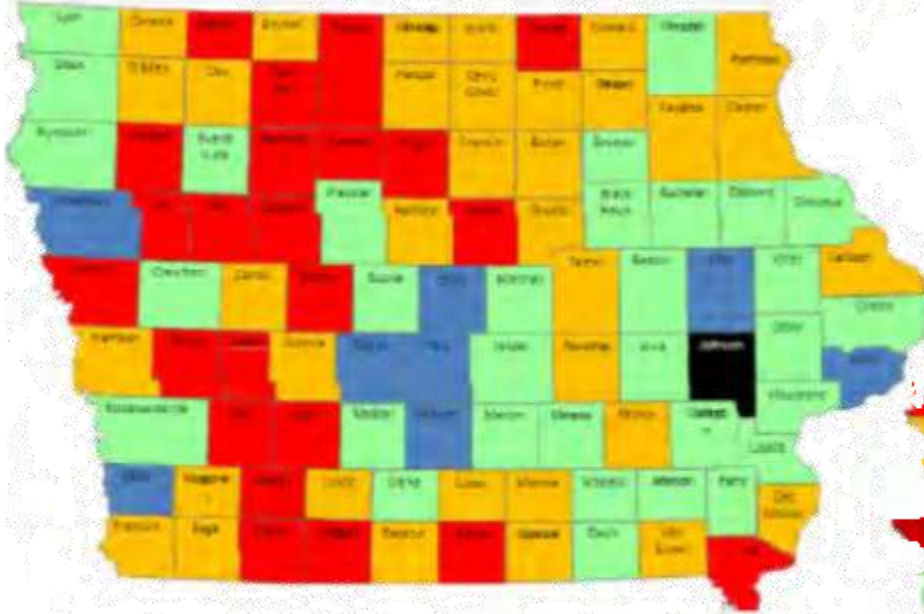


Every day **10,000**
Boomers reach age 65.



By 2030 the United States will have
twice as many people over the age of 65
as we have today.

Year 2010



The Age Wave in Iowa

Year 2030

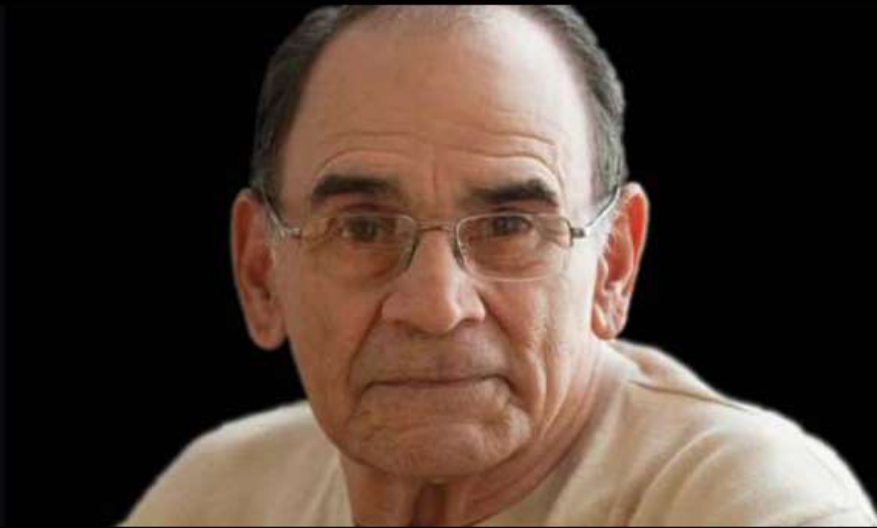


THE 'LONGEVITY ECONOMY'

**In 2012 –
Estimated to be \$7.1 Trillion
About 45 % of US - GDP**

**Huge economic impact – and huge business opportunities
- presented by the 100 million aging U.S. baby boomers
and seniors.**



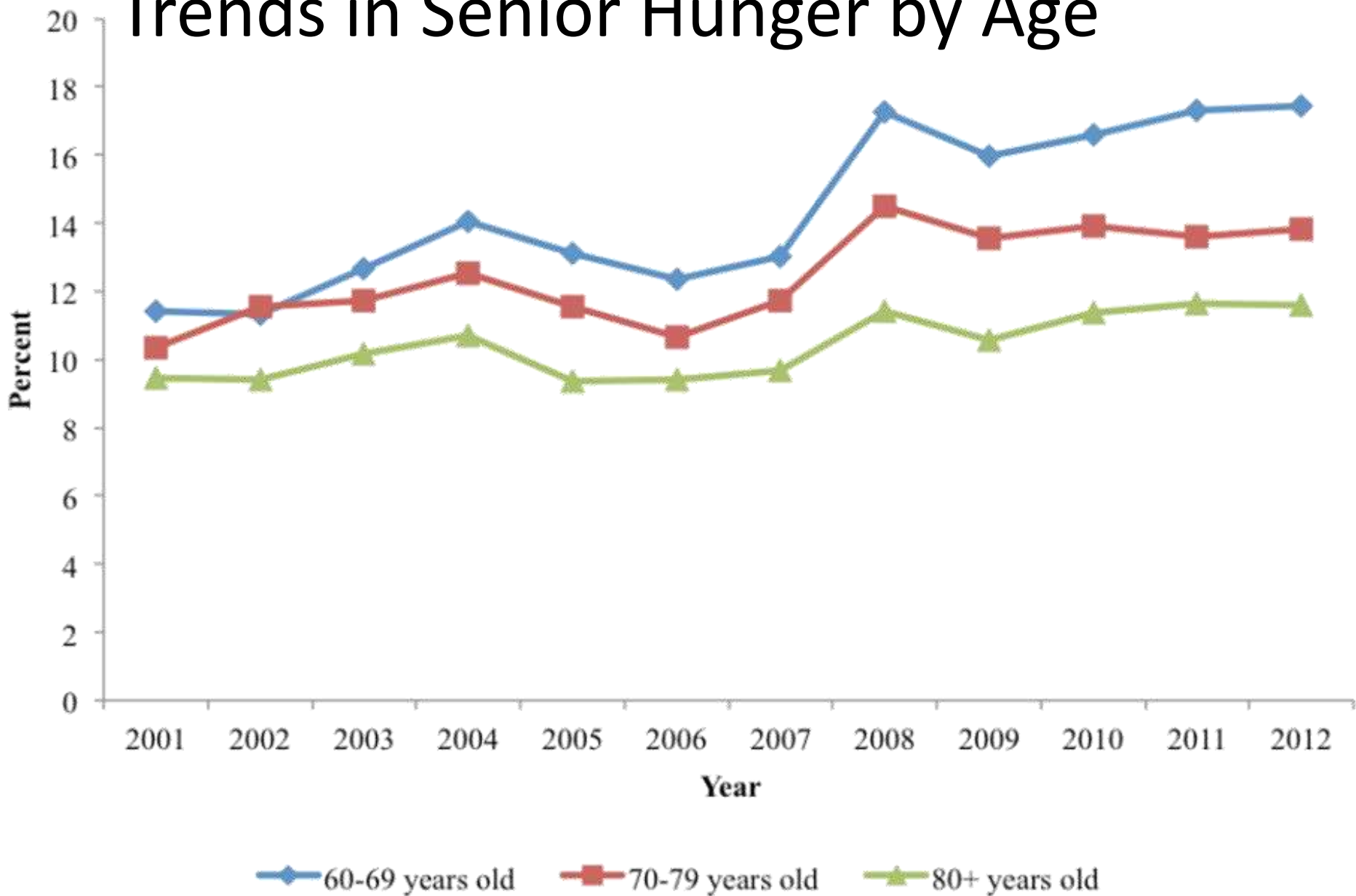


FOOD INSECURITY AMONG OLDER ADULTS

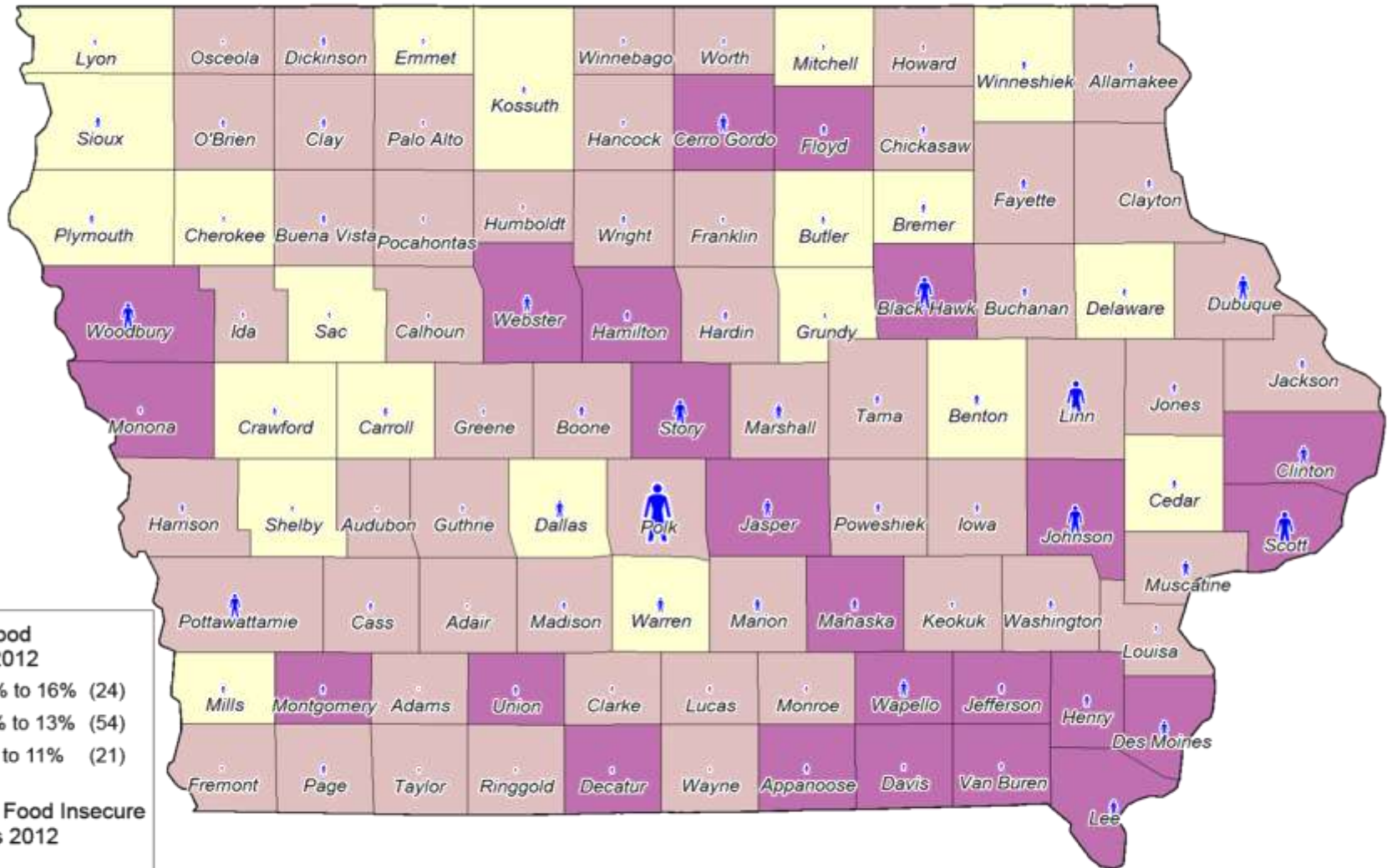
<http://www.aarp.org/aarp-foundation/our-work/hunger.html>

AARP[®]
FOUNDATION

Trends in Senior Hunger by Age



Food Insecurity by County*



Percent Food Insecure 2012

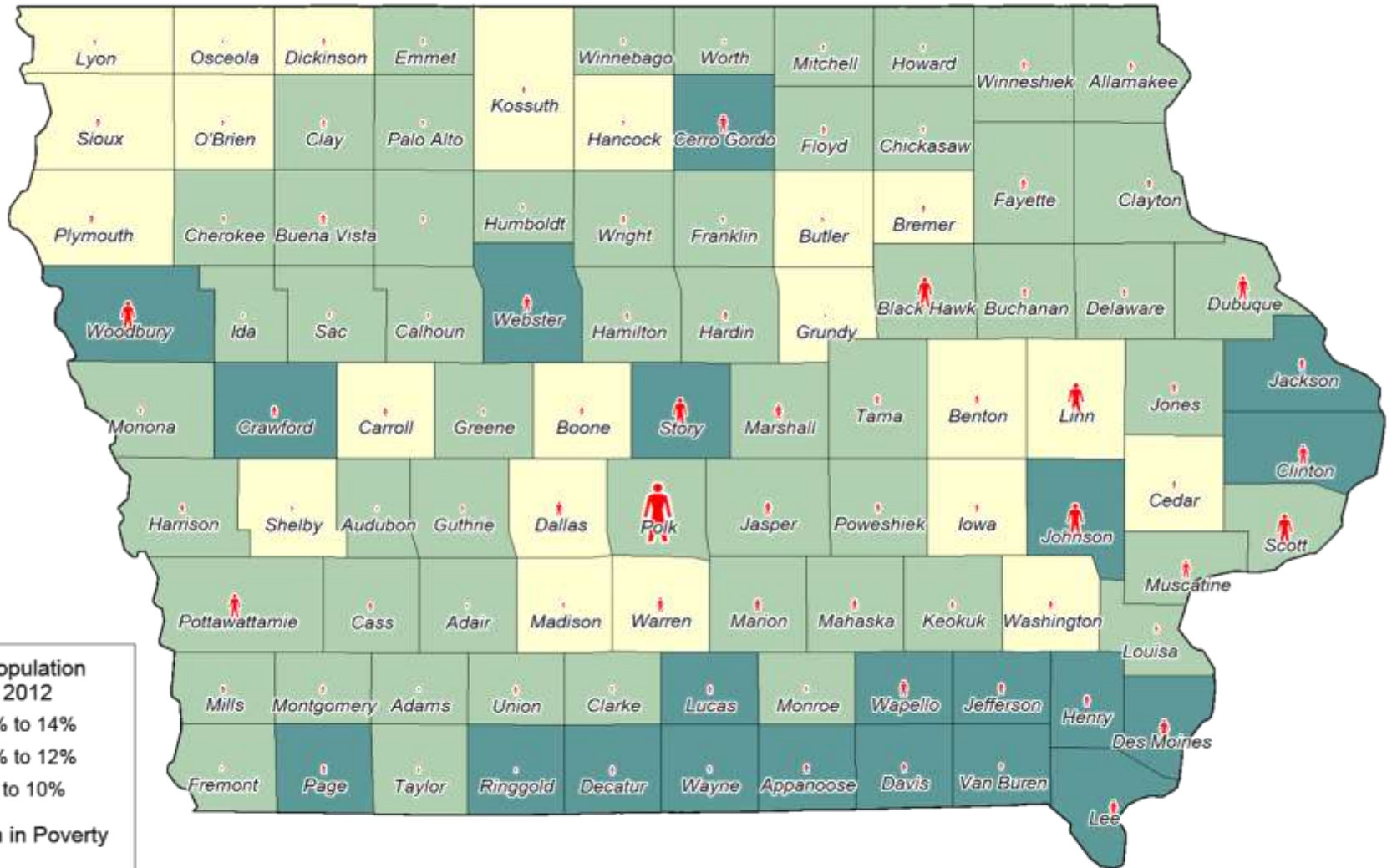
- 13% to 16% (24)
- 11% to 13% (54)
- 9% to 11% (21)

Estimated Food Insecure Individuals 2012

- 50,000
- 25,000
- 5,000

*Note: These are modeled estimates.

Poverty by County



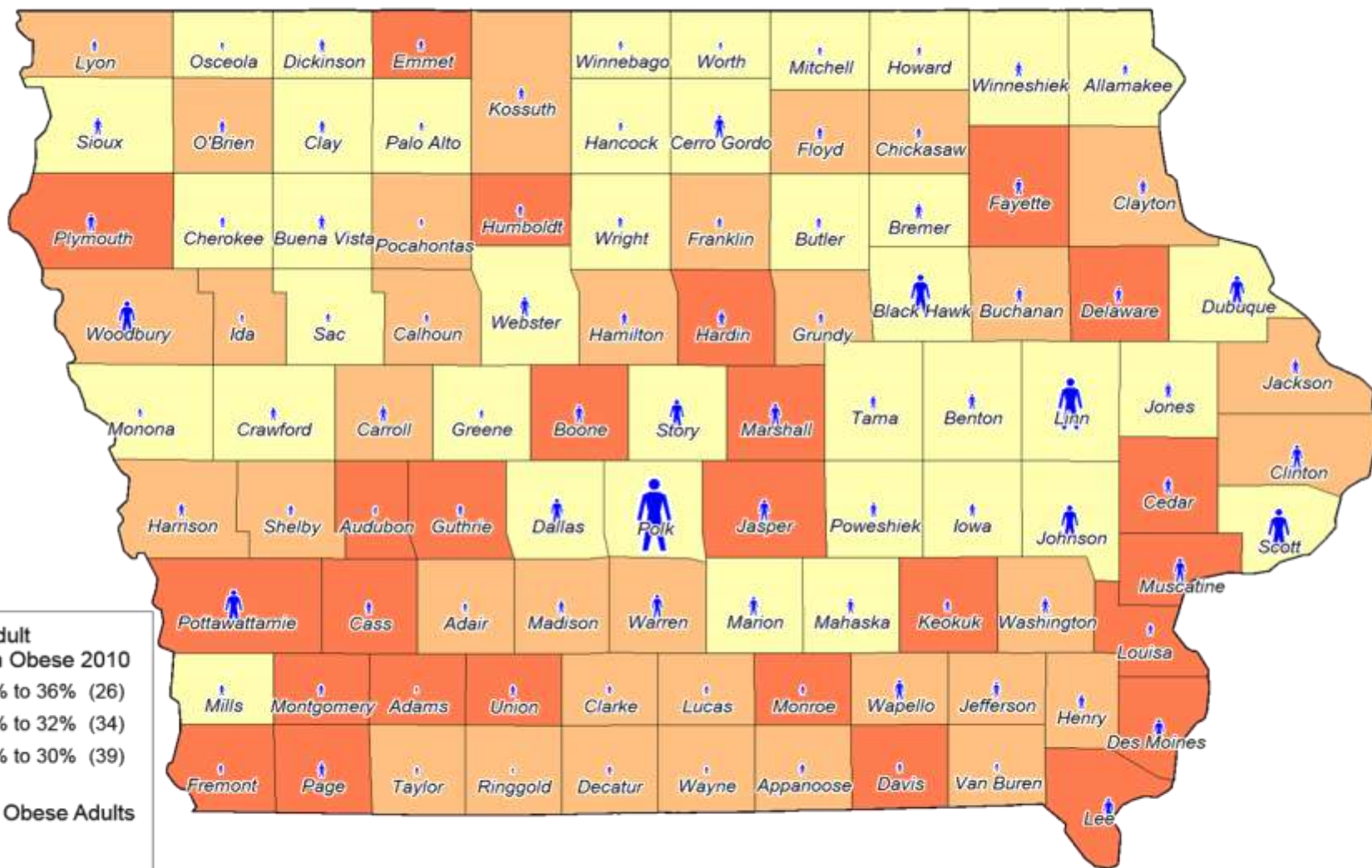
Effects of Food Insecurity

- Older adults who experience food insecurity are significantly more likely...
 - to have lower intakes of energy and major vitamins,
 - to be in poor health, and
 - have limitations in activities of daily living (ADL).

- Documented health-related consequences include:
 - longer hospital stays,
 - impairment in physical function,
 - diminished immune response,
 - depression, and
 - social isolation.

Source: Food Insecurity Among Older Adults, AARP Foundation, 2011

Adult Obesity by County





AARP Foundation Expanding Hunger Work

1. Hunger as a Health Issue
2. Maximizing value for the low income consumer through the existing food supply chain

Real Possibilities for Hunger Impact

- Enhance nutritional quality, freshness and safety of foods consumed by the 50+ vulnerable population
- Provide for efficient distribution systems that work to reduce cost and increase availability and access to healthy, nutritious foods for low-income populations:
 - (a) food value chain leveraged to supply more nutritious foods in store/through delivery and
 - (b) medical systems leveraged for food by prescription
- Strengthen food knowledge to enhance buying power, purchasing habits and cooking skills that result in healthy, nutritious and age-appropriate meals

THANK YOU !

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