WHOLESOME WAVE 2016 ANNUAL REPORT

Changing the world through food
Our families cannot believe what they’re getting. They tell me, ‘Before, it was difficult to have the kids eat fruits and vegetables, and now they’re, like, “Mom, what are we having for dinner?”’ It’s really making a big difference.

—Nelson Samayoa, caseworker at Eisner Health
Our Mission
Wholesome Wave empowers under-served consumers to make better food choices by increasing affordable access to healthy produce.

Our Work
Unfortunately, the cheapest food choices cause diet-related disease. But when healthy food is affordable, people buy it—and everything changes. So, in 2007, Chef Michel Nischan founded Wholesome Wave in the belief that poverty should never be an obstacle to eating fruits and vegetables. Since then we’ve been addressing America’s dietary crisis by making fruits and vegetables affordable in under-served communities across the country. We do this through two main programs: Doubling SNAP and Produce Prescriptions.

Doubling SNAP
Our flagship program doubles the value of SNAP (formerly known as Food Stamps) when spent on fruits and vegetables. When this program launched in 2007, only two farmers market operators throughout the country were matching SNAP. Since then, we’ve established this program in 46 states and counting.

Produce Prescriptions
Our Fruit and Vegetable Prescription Program (FVRx®), empowers doctors to prescribe produce to people in poverty who are at risk for diet-related disease. Participating patients, from seniors in Navajo Nation to mothers and children in Los Angeles, receive $1 a day per household member to spend on fruits and vegetables at participating farmers markets and supermarkets, and doctors track their resulting health improvements.

National Network
We lead a national network of researchers, community-based nonprofits and program operators to share best practices to change the world through food. Our national network is comprised of 1,400+ farmers markets, grocery stores, corner stores, farm stands, CSAs, hospitals, clinics and more. We help all of them make produce affordable for those who need it most.
2016 was Wholesome Wave’s biggest year ever.

The numbers speak for themselves: In 2016 we helped make produce affordable for over 550,000 Americans, and our network is rising like a rocket! We now support over a thousand partners on the ground nationwide! That’s a lot of affordability.

These are the fruits of many years’ labors, and they show that nutrition incentives work. As we often say, when people can afford produce, they buy it. Diets change overnight, and health outcomes follow over time. Our work is proving this to be absolutely true.

After years of proving and perfecting the concept, we’ve spread our wings—and our impact. From coast to coast, Wholesome Wave is helping more families in poverty spend more money on more produce. We continue to deploy our expertise to mentor partners in developing programs, attracting customers, driving efficiency and measuring the real results. It’s work that’s good for communities—and good for business.

Just look at the outcomes of our LA FVRx partnership with Target, a leading international grocer that values investing in healthy communities. They saw how our program aligned with their values and invested. Now they see an enormous return! Participating Angelinos who received produce prescriptions spent those coupons on produce at Target stores and participating farmers markets. That means real money ended up back in Target’s own registers, just as real food ended up on the tables of the families who need it most. Target also saw hundreds of first-time customers—an even bigger win. (By the time you read this, we’ll have expanded that Target partnership to Miami and Houston as well, with an eye toward many more!)

But as proud as we are to have reached over a half a million Americans last year, more than 60 million Americans still struggle to afford healthy food. So, despite all Wholesome Wave has accomplished, we’ve still got our work cut out for us.

And we can’t do it alone!

With your help, we will continue to expand these programs to more farmers markets, more supermarkets, and we can grow new partnerships with healthcare providers and large employers who self-insure. Each one of them—each one of us—has a vested interest in seeing Americans eat foods that make us healthy and strong. Imagine the impact on our economy and national debt if we could take a healthy bite out of the $1.4 trillion we spend on diet-related disease each year. So the hard work of Wholesome Wave continues as we cultivate the type of scalable partnerships that will help us reach millions. And we won’t stop until we can ensure that everyone, regardless of income, can afford healthy fruits and vegetables—every day.

With anticipation,

Michel Nischan  
Founder & CEO

Andrew Hertzmark  
Board Chair
OUR GROWING IMPACT

People reached through our programs

$3,606,969 in 2015

193% INCREASE

$10,551,157 on healthy food in 2016

Through our network and funded projects, low-income shoppers spent

153,000

2015

550,106

2016

260% INCREASE
Our presence is expanding nationwide at farmers markets, grocery stores and clinics…

46 states & DC at the end of 2016

Our network is growing…

95 members in 2015

179% increase

265 members in 2016

1,412 locations

113% increase

663 locations

2016

2015

At our CTown pilot, for every $5 coupon redeemed, produce sales increased by approximately $15.

Stretching your investment and boosting local business!
In 2016, our work spanned 46 states. Here are a few highlights:

**South LA Right on Target**
A partnership with Target set up stores & markets to reach 2,398 individuals with fresh produce.

**Growing Strong Roots in Navajo Nation**
80% of local FVRx participants strongly agreed that their child’s health improved thanks to the program.

**Wisconsin for the Win**
We helped Milwaukee’s Fondy Market single-handedly sell over $100K of healthy produce to low-income shoppers.

**The Perfect Experiment**
Our partner Experimental Station expanded programs Illinois-wide (62 locations!).

**Getting Set Up in the South**
Nutrition incentives are new to MS & TN, but with the help of AARP Foundation, they’re making a big impact.

**Aloha to Food Access**
Our Hawaii partner ran 3 markets & drove $27,000 in healthy food purchases by low-income shoppers thanks to our grants.
Going Statewide in Ohio
With our FINI grant, Ohio expanded to 75 locations, triggering $211,255 in healthy purchases.

A Mid-Atlantic Miracle
In the nation’s capital, partners used our funding & expertise to match SNAP citywide & beyond.

Lil Rhody Builds Big Solutions
We helped Farm Fresh RI expand to 28 locations, where SNAP shoppers spent $200,000.

Georgia on Our Mind
Boasting a strong state-wide network, Georgia saw $691,612 in local produce sales.

Our North Stars
ME & NH’s fully fledged statewide networks redeemed almost $400,000 in healthy food at 99 locations.

More than Just Oranges
Florida’s Fresh Access Bucks program won our innovation grant to create and pilot a customer loyalty program.

MAKING STRIDES from COAST to COAST
In 2016, our work spanned 46 states. Here are a few highlights of our impact across the country this year.
Baskets of Plenty.
“Going to fast food and buying a burger, in the long run, it’s just gonna mess up our health.”
—Paula, mother and FVRx participant
Prescriptions for Fruits and Vegetables: Just what the doctor ordered

Everyone knows that daily fruits and vegetables are essential to good health. But not everyone can afford them: 30 million Americans live in “food deserts” and twice that number struggle with food insecurity. Families in poverty often must rely on the most affordable choices, which means produce is often off the table—literally—leading to what has been called the hunger-obesity paradox.

Diet has surpassed smoking as the leading cause of disease and death in America, as diabetes, hypertension, and high cholesterol reach epidemic rates, disproportionately afflicting communities in poverty. And the resulting healthcare costs are staggering. Nationally we spend $1.4 trillion every year in treatment of these diseases and lost productivity.

But at Wholesome Wave, we see a solution: making produce affordable. Because when people can afford fruits and vegetables, they buy them. Diets change overnight and, over time, public health improves. That’s why we’ve been working since 2007 to make produce affordable for the people who need it most.

In 2016 we reached more than 500,000 Americans, but we’re particularly proud to have teamed up with Target, America’s sixth-largest national retailer, to change the lives of hundreds of families in Los Angeles.

Wholesome Wave has been perfecting produce prescription programs since 2008 and this was our largest program yet. Launched in June 2016 through an $800,000 grant from Target and a partnership with Eisner Health, our LA Produce Prescription (FVRx) Program provided 544 low-income patients and more than 1,800 family members with prescriptions that they could redeem for free produce at Target stores or area farmers markets.

A federally qualified health center, Eisner’s clientele fit Wholesome Wave’s target population: families that can’t afford fruits and vegetables. More than 98% of the clinic’s patients are below 150% of the poverty level. Patient families qualifying for FVRx earned less that $39,248 for a household of five. Prior to enrollment, most patients weren’t eating even half the recommended amount of fruits and vegetables, and 65% of participating households were food insecure. Eisner’s pediatricians say urging parents to feed more produce has been futile—if they can’t afford it, their kids can’t eat it.

Enter FVRx.
By the Numbers

93% of PARTICIPANTS met produce consumption guidelines by the end of the program.

38% of PARTICIPANTS had a decrease in food insecurity.

128% INCREASE in the number of cups of fruits and vegetables consumed per person.

Nelson Samayoa, caseworker at the clinic, explained: “The simple fact is that fruits and vegetables can be pricey, and most of our families cannot afford that. Now, with this program they can get fruits and vegetables and don’t have to worry, ‘If I get this [food] I won’t have money to pay my bills.’ A lot of parents are telling me, ‘Oh my gosh, this program is helping my kids a lot.’”

Paula, a single mom enrolled in the program, said grocery money was tight: “Budgeting, is very hard, to be honest,” she explained. “Before, it was really hard for me to even get [my son] to eat anything healthy. But going to fast food and buying a burger for a dollar, in the long run, it’s just gonna mess up our health.”

Her eyes lit up as she raved about our program, saying that, thanks to the program, she and her son were able to eat lots of cucumbers, strawberries, jicama, lettuce, tomatoes, corn, carrots and her new favorite, Brussels sprouts. All of which meant extra income for area agriculture. At a nearby weekly market, farmers took in an additional $70,000 through this program in just a few months. They made more money by selling more produce to the customers who need it most.

“It’s amazing,” said Nelson, the caseworker. “Our families cannot believe what they’re getting. They tell me, ‘Before, it was difficult to have the kids eat fruits and vegetables, and now they’re, like, ‘Mom, what are we having for dinner?’ It’s really making a big difference.”

Target went beyond the role of funder, also serving as a location for patients to redeem their fruit and vegetable prescriptions, resulting in 10-hour-per-day, 7-day-per-week access to healthy food for enrolled patients.

Through the program, which concluded in the first few weeks of 2017, we reached over 500 pediatric patients and their 1,800+ family members, who spent $280,000 on fruits and vegetables (over $140,000 of it at Target) with nearly 60% of parents reporting improvements in their children’s health over the course of the program. Ninety three percent of patients reported meeting fruit and vegetable guidelines at the close of the program, and of those who didn’t meet vegetable intake guidelines at the beginning of the program, there was a 206% increase in vegetable servings by the end. Participating patients also reported a 38% decrease in food insecurity.

And low-income families weren’t the only ones to benefit. For Target, this closed-loop program also drove brand loyalty, positive social responsibility, customer acquisition, and new revenue streams. For every $1 produce prescription redeemed at Target, customers spent an additional $1 of their own money on fruits and vegetables—a true win-win for both the customer and Target.

As Laysha Ward, chief corporate social responsibility officer at Target, put it, “Together, we will help remove barriers to wellness in our communities, working to increase the consumption of nutrient-dense food and physical activity of kids and families across the country.”

But don’t take her word for it—or ours. The program’s successful outcomes earned it a place on Fast Company’s list of 2017 World-Changing Ideas, and the U.S. Chamber of Commerce Foundation’s Health Means Business Partnership of the Year award.

And while we’re proud of these impacts, they’re just the beginning. Here at Wholesome Wave, we’re positioned to take this work to tens of millions of Americans, and to truly change the world—through food.
OVER 45,102 LBS of PRODUCE PURCHASED at TARGET with FVRx

57% of PARTICIPANTS agreed the program had a positive impact on their child’s health.
How Wholesome Wave helped Community Foodworks grow exponentially in just three years.

Back in 2010, a group of residents in DC’s diverse Columbia Heights neighborhood came together to start a farmers market. But they noticed something troubling: Area low-income families often ran out of money at the end of the month. And when they ran out of money, they ran out of food.

So Community Foodworks (CFW) didn’t just bring in farmers to sell their locally grown corn and cucumbers. The nonprofit also set out to create a SNAP-matching program, helping shoppers afford the market’s bountiful fruits and vegetables. Says CFW Director Hugo Mogollon, “It became very popular, very quickly.”

But while customers loved the program, it was tough for CFW to implement a SNAP-matching program at even one market without real skills or budget. “We were volunteer-run and had really struggled to raise money for matching SNAP,” remembers Hugo. But he says everything changed in 2014 when CFW began working with a national nonprofit poised to help them grow to the next level: Wholesome Wave.

That’s when, as Hugo puts it, “things really took off.”

The partnership began small in 2014. But in 2015, when Wholesome Wave won a national USDA grant, we were able to offer up our knowledge, expertise and funds to ramp up CFW programming, set them up with functional financial systems, build capacity and help them plan ahead. Such a situation, says Hugo, “gives you time, security and leverage. Our relationship with Wholesome Wave was a game changer.”

Hugo says the partnership unlocked doors and positioned CFW to grow exponentially. “Every year we were able to bring on new partners.” CFW grew from operating three markets in 2015 to 14 today—and they match SNAP at all of them.

Hugo looks back on how CFW has grown—hired a director, built relationships with new donors, and mounted a major
outreach campaign to reach thousands more customers. “Wholesome Wave,” he says, “was instrumental in that.” And as a result, CFW’s programs have grown nonstop. Which means scores more families in the neighborhood can afford the fresh food they need.

Take their Market Share CSA program. SNAP shoppers pay $8 a week, CFW matches it, and participants receive a beautiful bag of produce every week of the month. Spending just $32 a month in SNAP, shoppers receive four weeks of fruits and vegetables. Programs like this are great for families struggling to put food on the table—and they benefit small family farmers, too. One area farmer, for example, says she’s selling more produce to more customers—and in just two years has nearly doubled her sales.

And now CFW isn’t just leveraging Wholesome Wave’s partnership at their own markets in DC. They’re working with us and a partnership of Virginia-based organizations to bring statewide SNAP-matching programs to dozens of markets across Virginia. After two years of engaging market shoppers in metro DC, CFW is acting as a key regional lead with a network of market operators in Virginia, helping to build statewide matching programs called Virginia Fresh Match, complete with coordinated campaigns from the Eastern Shore to Appalachia.

“All the infrastructure Wholesome Wave has empowered us to create—that has been amazingly useful,” raves Hugo. “It’s not easy, Virginia is a huge state. There are so many nonprofits that have been competing for the same money. But now instead of competing we can collaborate.”

Like CFW, each local market operator could run their own matching program, and try to raise money for it. But Hugo says having a statewide grant changes everything. “The amount of resources and investment with Virginia Fresh Match at both the organizational and the state level, that’s a tremendous impact for the food system in the country. It’s just hugely helpful.”

“I’m so grateful for such a great partner,” Hugo says.

“Our relationship with Wholesome Wave was a game changer.”
—Hugo Mogollon, Community Foodworks director
Whoisome Wave invested its own assets to make several critical investments in our future growth. We overhauled our website, developed new video assets, expanded development capabilities including events, and developed a new payment technology that will allow us to scale in retail environments.
We’d like to thank the following contributors for making our work this year possible:

up to $1,000
Hassan Abbassi
Polly Adema
AIG
Amazon Smile
Ameriprise Financial, Inc.
Anonymous (8)
Debra Aring
Amanda Bacon
Nick Bailey
Airey Baringer
Paul Berglund
Victor Berliner
In memory of Ralph F. Loglisci
William Bernhard
Ken Bernstein
Suzanne Bessette-Smith
b.good Fairfield, LLC
Praveen Bhamidipati
Kim Black and Peter Nyberg
Blue Apron
Christopher Boles
Bon Appetit Management Company
In memory of Ralph F. Loglisci
Catherine and Bob Bourassa
Rob Boyle
Peter Brady
William C. Briggs
Meagan Brown
Miggs Burroughs
Joanne Butler and Robert Ramos
Cafe Lughnasa, Inc.
Alejandro Canepa
Sarah Carberry
Claudia Carter
In honor of Gene Covington
In honor of Schaune Griffen
Cesare Casella
Elizabeth Castilano
CB Hospitality Services, LLC
Patricia Chavet
Mark Chen
Juanita and Michael Churilla
In memory of Andrew Ginnis
Nancy Clark
In memory of Andrew Ginnis
Erica Claus-Numsali
Carolyn and Gary Cohen
Julia O. Cohen
Tracy Coleman
Jeffrey T. Collins
Community Coffee
Colleen Conklin
Sam and Claudia Connor
Jeffrey Cooper and Elizabeth Schrero
Shana Cooper
In memory of Andrew Ginnis
Anna Cornett
In honor of Robert Shapiro
Peter Corrigan
Chelsea Cullen
In honor of Nicole Cullen
David Dadakian
Sheila Datt Kash
Cynthia and Joel Davis
Griffin Davis
Mitchell Davis
Pam DeAnda
George DeMeglio
Daniel H. Dennett
Nicole DeSilvis
In honor of John Reik
Mark Deviney
Amy Diulullo
Jeffrey Dobrinsky
William and Lisa Donnelly
Henriette Dresens
Kimberly Endahl Tsoconos
Mark and Martha Evert
Remy E. Feldman
Lynda Field
Robert Finley and Harriet Buckle
Ange Finn
Bela Fleck and Abigail Washburn
Barbara Fox-Bordiga
David Frazier
In honor of Patsy Frazier
Ann Freeman
Lynda and Tom French
Donald Freudenheim
Ryan Friedman
Erika Gable
Crystle Gate-Partington
Lee Ganim
Jonathan Garana-Holmes
Betsy Garside and Stephen Warren
Christine L. Gavitt
Tasha Gemma
Lauren Gibbs
Tamara S. Gilfoyle
Go Greek Yogurt, Inc.
Sandra Ginnis
In memory of Andrew Ginnis
Jennifer J. and Matt Gorin
Joshua Greenberg
In memory of Andrew Ginnis
Phyllis and Paul Greenberg
In memory of Andrew Ginnis
Patricia Greenspan
Gway Marketing
Leslie Hafter
In memory of Andrew Ginnis
Jason Hammel
Hannah Hamptman
Brian Hampton
Danielle Hankin
Jennifer Hard
Chris and Ann Hayes
Thomas A. Head
Kay Henderson
In honor of the Battlefield Farmers Market, Walker County Georgia
Alan and Janet Hertzmark
Richard Higgins
Roger Hill
Eva Hobbs
Elizabeth Hogan
Helen Hollyman
Ward and Alexa Horton
Paten Hughes
Tomer and Jill Inbar
Dawn Israel
Matthew A. Jackson
Rita Jammet
Susette Jaquette
Santosh Jayaram
John Crosland III Charitable Foundation
Chris Johnson
Douglas Johnson
In honor of John Reik
Sandra K. Johnson
Brendan Johnston
Allan and Susan Kass
Alice Kaufmann
Lawrence J. Kaufman and Mary L. McNeil
Monya Keane
Patricia Keeney
Michael and Kristen Keden
Kim Kessler
In memory of Ralph F. Loglisci
KIND®
Dorothy Kirkley
In honor of Sarah Yates
Frederick Kirschennmann and Carolyn Raffensperger
Mary and Chris Kliesmet
In honor of Lori and Michel Nischan
Garrett Klugh
Terry Knight
Rachel Konstantin
Jonathann Kuo
Ruth and Alvin Kwaselew
Michelle L’Heureux
Donna Lague
Cassie LaMere
Rhianne LeFevre
Genevieve Lehman
Peter Lehner
Howard Leibowitz
Michael Leviton
Grace Lieberman
Mindy Lokshin
In memory of Andrew Ginnis
Leonard Lopate
Page Lowry
Rebecca Mandell
Max Mangin and Abigail Moyer
Yasmin Marin-Mar-Basone
Eric and Barbara Marks
Rachel Martinez
In honor of John Reik
Tara Master
Ann Mattson
Anne McBride
Fiona McBride
Ali McDowell and James Grosso
Joan D. McManus
Bethany Meadows
Cory and Sara Merchant
Metrofirst, LLC
Lily Meyer
Francis Miller
Richard Mitchell
Chris Mollere
Kris Moon
Margaret Moore
Wendy Morgan
In Memoriam
Ralph F. Loglisci (1971–2016) served as Wholesome Wave’s Director of Communications and Public Outreach from 2011 to 2013. We will honor Ralph’s legacy through our work.

Adam and Samantha Foodman
Franklin Philanthropic Foundation
Maria and Michael Fuhrman
Jerald Galloway
The George Link Jr. Charitable Trust
Celso Gonzales-Falla and Sondra Gilman
Bobbie Gunn
Josh Hankes
Douglas and Jennifer Heffer
The Heffer Family Foundation, Inc.
Andrew and Kathryn Hertzmark
William Hightower
Melissa Ho and Scott Day
I.L. Cohen Foundation
International Culinary Center
Benjamin H. Jacobson
Neil and Celine Jacobson
The James Beard Foundation
Mark and Lisa Jennings
John Snow Inc.
Karbach Brewing Company
Alexandre Kavinski
Ed and Janet Kelly
Lang Family Ranches
Lesley J. Larson
Le Pain Quotidien
Loren Levy and Steven Mandell
Catherine Ludeman-Hall
The Marcus Foundation
James Marlas and Marie Nugent-Head
Meldeen
Dorothy Merritt
Douglas Milford
Tim Miller
Juliani Moore
Jerry Mouton
Michael and Maggie Murzanski
John Musgjerd
Lori and Michel Nischan
Stephan Nygren
OneHope Foundation
Cynthia Parsa
Participant Media
People’s United Community Foundation
PepsiCo Foundation Fund
Bruce Porterfield
Kirk Posmantur
Quality Art House, LLC
Ryan Raju
Heather Raymond
Randy Ringleb
Rita and Leo Greenland
Family Foundation
Susan Rothwell

Russell Morris
In honor of Russell J
Jason Morow
George Murphy
The Neal And Margaret Schmale Charitable Fund
Jennifer Nehez
In honor of John Reik
Erica Nelson
In honor of John Reik
Alex Nimick
Julie Charette Nunn
Desmond O’Brien
Tom Osborn
Joleen Oshiro
Stephen Penrose
In honor of Kate Penrose
Mason Pettit
Performance Research Design
Jacqueline Permuth
Rachel Parmuth
Alicia and Michael Perry
Patricia Perry
In memory of Andrew Ginnis
Danielle Piendak
Andrea Pizziconi
Marylin Platzer
Allison Pon
Barbara and Don Pon
David Pon
Evan Pon
Steven and Julia Pon
Brian and Michelle Quinn
Debra Robb
Melissa Rodgers
In memory of Andrew Ginnis
Bridge Rodriguez
In memory of Andrew Ginnis
Matthew Rose
Arthur Rosen
Elisabeth Rosen
In honor of Molly Bonds
Christopher Rozell
Lauri Sacks
In honor of Selma Sacks
MaryLee Santoro
Mary E. Satterfield
Nancy Schapiro
In honor of Ilyne and M. Ravich
Laura Schreider
Ellen Schumacher Schadegg
Rachel Schofer
In honor of John Reik
Elizabeth Schrero
Kip and Lesley Schurmann Kolesinskas
John M. Seitz
Terri Sheridan
Maria Shore
Dave Simmons
Amy Smith
Sodexo
Soul Stew
Spec’s Liquor Store Delivery
Patricia Spector
Rodney Squires
In honor of Amy Hawes
Chad and Jodi Steelman
Helen Steinhauser
Daniel Stern
Kerry Stubbs
Karen Sundell
Leah Thibault
Dannie Thompson
Holly Toronto
Nicole Tramontano
In memory of Ralph F. Loglisci
Andrew Trudeau
In honor of John Reik
Francine Turk
Tracy Turner
Gale Ulmer
In honor of Lisa Tunks
United Way of Massachusetts Bay and Merrimack Valley
Alexander and Carrie Vik
Nancy and Peter von Euler
Leslee Wainscott
Karen Watson
Scott Weiss
West 46th Street Partners, LLC
Kay Whitten
Elizabeth W. Willis
Michael Wills
Leslie Wilson
James Woodruff
Paula Yeatman
Jim Zaffiro
Mark Zittman

$1,000–$9,999
Sarah Alderman
José Andrés
The Angerman Family Foundation
The Artistry of Jacques Pépin
Ariane Batteberry
Stash Bellon
Judith Belzer and Michael Pollan
Alexandra Bergstein
James Berrien
Bill & Melinda Gates Foundation
Benham Bishop
Mary Ann Blitt
John Boykin
The Bridgeport Rotary Club Foundation
Philip Colicchio and Kathy Schneck
Laurie David
In memory of Ralph F. Loglisci
Del Maguey Single Village Mezcal
Ariane Batteberry
Lisa Dennis
Rand Diamond
Angie Dickson
Raymond Falcon
Farm Credit East
The Field Club of Greenwich, Inc.
Flagship Rehabilitation
Fleisher’s Craft Butchery

In Memoriam
Ralph F. Loglisci (1971–2016) served as Wholesome Wave’s Director of Communications and Public Outreach from 2011 to 2013. We will honor Ralph’s legacy through our work.
We would also like to thank Melissa Ho, Tom Colicchio and José Andrés for their service on the board in 2016. Tom Colicchio and José Andrés have since joined our Culinary Advisory Committee.