

HOP Grows Rural Economies



Understanding the Healthy Opportunities Pilot's Impact on WNC's Food and Farm Economy

92% of HOP food referrals include food grown right here in WNC.



333,488

Healthy Food Boxes
Distributed



264,574

Healthy Meals
Distributed



18

WNC Counties
Supported



35,464

Fruit and Vegetable
Prescriptions
Distributed



\$25.6 M

Amount of HOP
Funds Reinvested In
Local Food Businesses



458

WNC Farms &
Ranches Supported

(March 2022 – June 2025)

“HOP is a gamechanger for small farms who rely on consistent sales outlets. The program helps those facing food insecurity as well as provides sales outlets for our farm. It is truly a win-win combination that improves our community as a whole.”

– R Farm, Buncombe County

“The HOP program allowed us to expand our fields with confidence. It also gave our 18-year-old son a reason to believe in the future of farming. HOP made that future seem viable.”

– Huffman Farms, Burke County

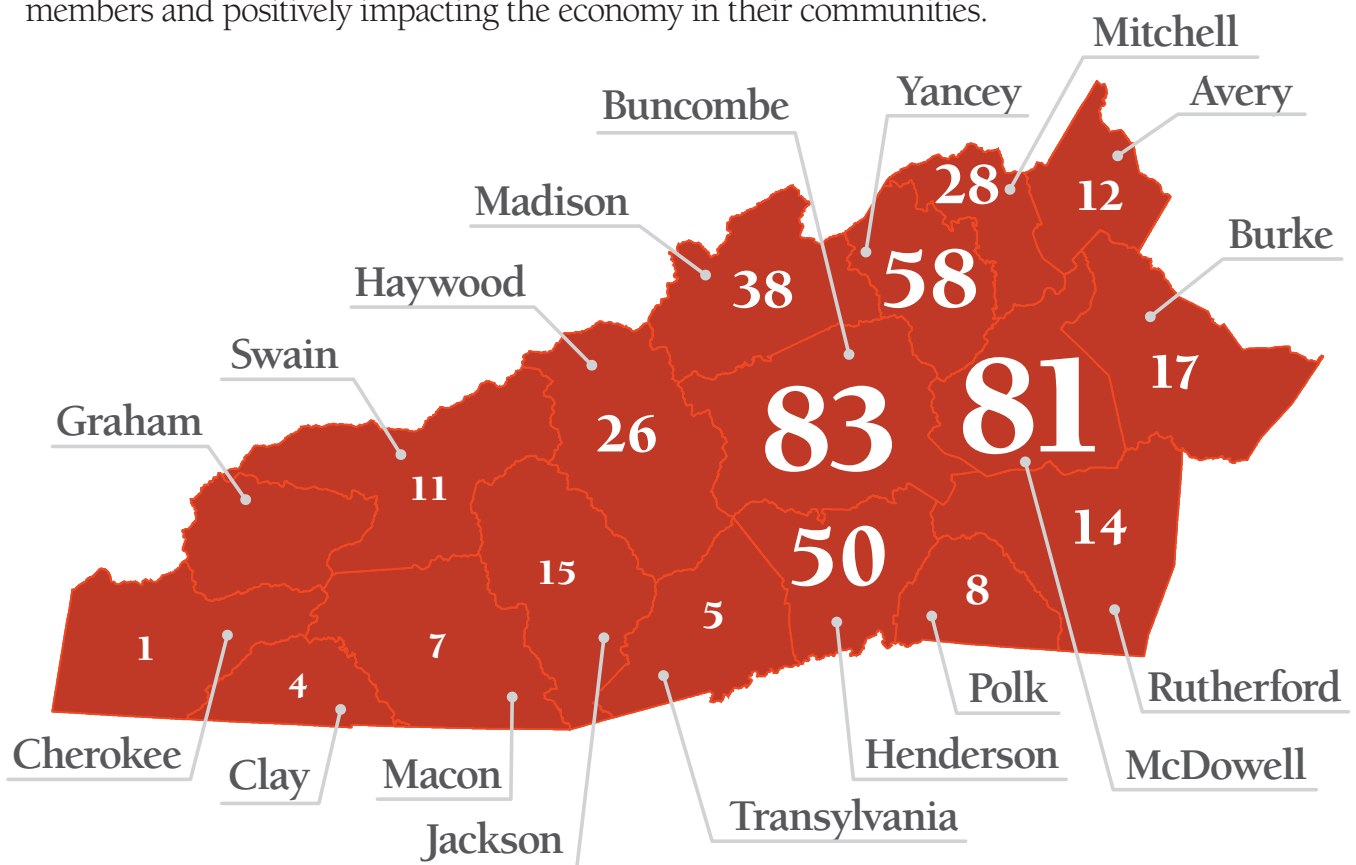
“HOP helps us stabilize cash flow year-round—not just during our seasonal window. Our team has taken pride in knowing the work they do helps families, grandparents, and neighbors eat better, live better, and stay out of the hospital.”

– Darnell Farms, Swain County

HOP Grows Rural Economies

WNC's HOP Network of Farms

17 counties in the region have farms participating in the HOP network. Over half of those counties have at least 10 farms – **458 total** – serving countless community members and positively impacting the economy in their communities.



“ I might have quit by now, after Helene, but seeing the impact it has on the community, and the joy from the people that receive our fresh food... it's just beautifully orchestrated. If HOP goes away, three employees will go away. ”

– Riverview Farm, Henderson County



Learn **More**

828.278.9900

wnc-hop.org/farms