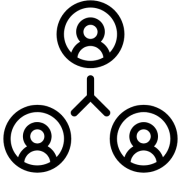


# Veggie RX 2019

## Successfully expanded our VeggieRx program in Central Oregon



- Expanded from its pilot year offerings in Bend, adding Redmond and Prineville locations.
- Provided **fresh food to 148 participants (70% program growth)**
- Connected with **200+ providers**, who referred **450+ patients**
- Strengthened community linkages among **health care, non-profit, participants and farmers** to effectively address the needs of food insecure individuals

## Partnered with local organizations and piloted a new VeggieRx model



- VeggieRx and Fresh To You, a mobile fresh food pantry by Neighbor Impact, collaborated to reach rural areas experiencing food insecurity in Central Oregon
- Participants received styled meal kits (Fresh Harvest Kits) full of locally grown produce as an alternative to our farmers market based model

## Reached Central Oregonians experiencing social inequities



- 50% of the participants earned a household income of **<\$15,000 per year**
- More than **1/3 of participants** had their Supplemental Nutrition Assistance Program (SNAP) benefits reduced or removed within the last year
- **100%** of participants were experiencing food insecurity

## Effectively increased produce consumption and confidence to prepare fresh vegetables and fruits



- Increased vegetable and fruit intake by **1.4 cups/day**
- Continued to eat as many vegetables and **prioritized buying vegetables even after program**
- Participants reported increased motivation to eat fresh foods after the program
- Participants reported spending more money on fruits and vegetables after the program

## Participants benefited from multiple aspects of the program



- **95%** were satisfied with the program
- **96%** found the nutrition information valuable
- **88%** found value in the social aspect of the program
- Attendance averaged **75%**

## Positively impacted the local food economy



- Benefitted over **20 farms**
- Increased farm sales by **\$14,642** through farm direct purchases
- Invested **\$25,475** in the local food economy from farm direct purchases as determined by using an established Central Oregon multiplier of 1.74