

# VeggieRx in Central Oregon



HDFFA's produce prescription program has increased food access and healthy eating behaviors for Central Oregonians with diet related diseases. The program has evolved to reach and meet the needs of our community members over the past four years.

- Connection with clinics, hospitals, and healthcare providers all over Central Oregon to connect food insecure patients to fresh food.
- Piloted VeggieRx at the Bend Farmers Market



- Adapted to the restraints of the COVID-19 pandemic and switched to a CSA-style model
- Piloted a program for home bound Veteran participants
- Moved to direct contracts with partnering farms to secure produce for the next season



VeggieRx pledges to continue allyship and advocacy for produce prescription programs. HDFFA will continue to work with state and national groups to further the program with the aim of embedding it within healthcare.

2018



2019

- Expanded programming to Redmond and Prineville
- Partnered with Neighbor Impact's mobile food pantry to better reach under-served zip codes

2020



2021

- Partnered with St. Charles Cardiac Clinic to measure biometrics and health care costs of participants
- Expanded Veteran program and served 75 Veterans all over Central Oregon.
- Held VeggieRx at Fill Your Pantry event



Increased average daily fruit and vegetable intake by 1.3 cups/day



4,280 food kits, each consisting of 7-15 lbs of fresh produce, were distributed to participants



450 people received nutrition education through HDFFA resources and access to a registered dietitian

**VeggieRx has improved healthy eating behaviors & food access for program participants**

The VeggieRx program has enrolled over 500 participants. All participants were experiencing food insecurity and had a diagnoses of pre-diabetes, diabetes, heart disease, or obesity. Most (60%) participants had a household income of less than \$25,000 per year. The program maintained a strong attendance rate and graduation rate (70%) from program start in 2018. Based on participant household size, the program has positively impacted over 1,200 food insecure Oregonians from 2018-2021.

“ Being on an extreme budget for food, I have never had an opportunity to try alternative healthy eating. Being taught how to sub out unhealthy for healthy has made a huge difference and learning how to store healthy foods to keep longer helps prevent me from buying cheap processed foods that aren't healthy at all. I'm amazed of how much more energy I seem to have now that I'm eating more fresh foods.” - VeggieRx participant 2021



**VeggieRx worked closely with regional farmers & provided meaningful income to partnering farms.**



HDFFA has partnered with 26 farms to source vegetables and fruits for VeggieRx



Over \$85,500 has been spent directly to farmers in Central Oregon through the VeggieRx program



That's an economic impact of \$148,984 using the regional multiplier of 1.74