

Produce Rx



Virginia Garcia Memorial
HEALTH CENTER



Latino Health Equity Conference – Portland, OR



Forest Grove Farmers Market

Succhini
\$2.50/Lb

POTATOE
\$2.75/Lb

KAIE
BROCCOLI
\$2.75

RADISH
\$1.75

Nutrition Incentives at Adelante

Supports
farmers &
community

2014
Produce Rx
Program

Programmatic
challenges &
plans for the
future



2009

2011

Challenges &
barriers for the
Latinx & Immigrant
communities

SNAP Match

WIC & Senior Farm
Direct Nutrition Program
Vouchers Matching





vegetables



fruit

herbs



eggs

milk



flowers



Santos

family farm

Live well, eat well, be well

Yan
Farm
www.
face



“The program helps me afford healthy produce while supporting my local community.” – SNAP Shopper



Produce Rx Program



Produce Rx



For the purchase of fresh fruits, vegetables, and edible plant starts

To redeem, present voucher at
the Forest Grove Farmers Market
Valid through December 2018
No change given

Issued to: 0000-000
(Participant ID)



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**ADELANTE
MUJERES**



Patient Centered Programming

Clinic Involvement





Cooking Demos/ Compartiendo Té



May

Oct.

Nov.-Dec.

Jan.

March

Farmers Market / Monthly Cooking Workshops

Indoor Farmers Markets

“Compartiendo Té” workshop

Orientation

Graduation

vouchers expire

Clinic identify new participants and we enroll them



“Before I start in the program the doctor prescribe me Insulin. Now, since I start eating more healthy and adding vegetable and fruit to my food , it help me to decrease my diabetes.”

– PRx participant



Challenges and plans
for the future...



Start a program in your area!
Download Produce Rx Manual
www.adelantemujeres.org



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