

WHOLESOME WAVE'S FRUIT & VEGETABLE PRESCRIPTION PROGRAM® | 2013 OUTCOMES

The Fruit and Vegetable Prescription Program measures health outcomes linked to increased fruit and vegetable consumption. FVRx promotes innovative partnerships between healthcare providers, farmers markets and families with diet-related diseases. The four to six month program is designed to provide assistance to overweight and obese children. FVRx is also expanding to target community members with Type 2 diabetes and other diet-related diseases.



FVRx patients realize positive health outcomes during the FVRx season

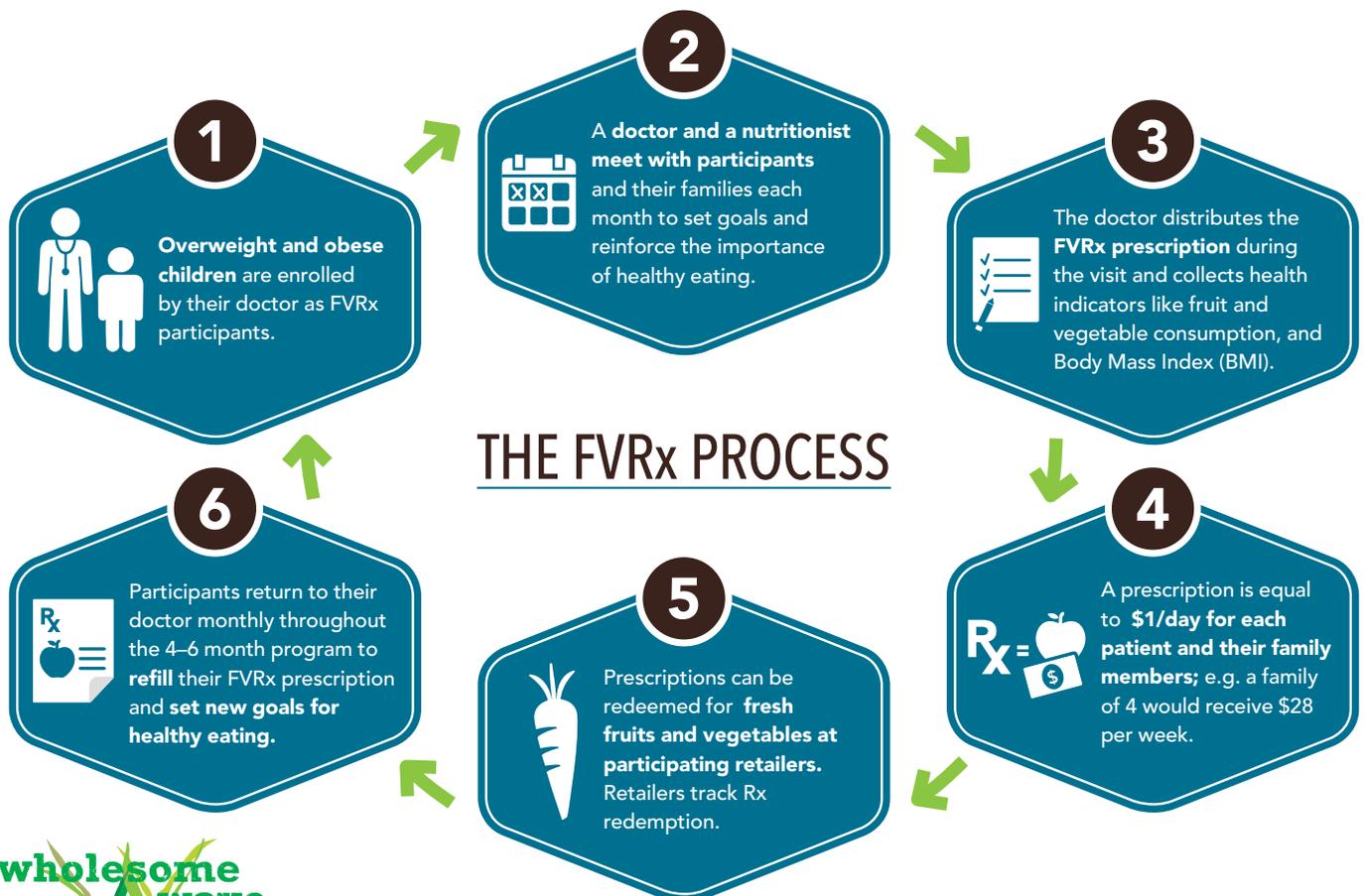
Families reported a significant increase in household food security.

54.9% of the participants who completed the FVRx program increased their consumption of fruits and vegetables. The average increase was 2 cups.

41.6% of child participants decreased BMI.

“You are allowing us a different way of working with our patients. Within a clinical setting, I’ve got to be very prescription-focused. Here [with the FVRx Program], they have lots of choices, and we are giving them the means. We are removing the access problem.”

— Nutritionist, NY





Shopping behaviors are changed and knowledge about local and healthy foods is improved.

Participants significantly increased their knowledge about their neighborhood farmers markets, where to buy locally grown produce, and the importance of fruits and vegetables in their diet.

61% of households reported never or rarely having shopped at farmers markets *prior* to the FVRx program

During the FVRx season, participants:

Made an average of

12 visits to the farmers market

Spent an average of

\$366 per household

82% said that most or all of their fruits and vegetables came from the farmers market during the FVRx program



WHOLESOME WAVE is a national 501(c)(3) organization that strives to create a vibrant, just and sustainable food system for everyone. Through initiatives in 25 states and DC, Wholesome Wave increases affordability and access to fresh, locally grown food in ways that improve health, generate revenue for small and mid-sized farm businesses and bolster local economies. For more information, visit www.wholesomewave.org, email info@wholesomewave.org, or call 203.226.1112.



FVRx empowers patients and providers to act on recommendations.

96% of participants reported being told about the importance of fruits and vegetables by their healthcare provider at every visit

61% made monthly visits to their healthcare provider

96% of participants agreed that they were happier with their healthy weight management program due to their participation in FVRx

“Before this program, we didn’t always have enough money to buy fresh fruits. The whole family is eating more and many new types of fruits and vegetables. We shopped at farmers markets before, but we do so more frequently now because of this program.” — Parent of FVRx Patient, NY



Patients and families impacted by the FVRx program

1,288 adults and children in 5 states and Washington D.C.

64% received SNAP

22% received WIC

90% on Medicaid or other public insurance.