Improving Community Health through a Produce Prescription Initiative

**Program Initiative**
Combined produce vouchers with public health-based nutrition education programs.

**Participants**
A majority of participants were female, African American & food insecure.

**Vouchers**
Most program participants were provided with four $5 vouchers.

**Voucher Redemption Rate**
The overall voucher redemption rate was 18%.

**Outcomes**
Many participants indicated they visit farmers’ markets more now than before and that they tried a new farmers’ market because of the produce prescription initiative. All who participated in the first year of the program stated they would participate again.