Veggie Rx Project of the Columbia River Gorge
A Project of Gorge Grown Food Network
Gorge Grown Food Network
Connecting farmers & consumers since 2006

WHAT WE DO:
• **Address Food Insecurity** – Mobile markets, Veggie Prescription Program, Food Stamp Matching funds, Nutrition education
• **Link local buyers and sellers** – Farmers’ markets, Who’s Your Farmer directory
• **Educate & Train** – Community Food Leaders, Farmers Market Network, School Gardens
• **Food Business Support & Promotion** – Food Business Incubator

WHAT YOU CAN DO:
• **Buy local food first** – Support regional farmers and our economy
• **Volunteer** with Gorge Grown, your local food bank or community garden
• **Donate** to Gorge Grown today – Every $100 will support a Veggie Prescription for 5 families
Hunger in the Gorge

BORGE WIDE FOOD SURVEY RESULTS
May 2015 Columbia Gorge CCO Consumer Advisory Council

For more information on the results of this survey please contact: Suzanne Cross, MPH: suzanne@gorgehealthcouncil.org

BASIC FINDINGS:
• 1 in 3 worry about running out of food
• 1 in 5 run out of food
• 1 in 7 skip meals
High Level of Food Insecurity

- Households on SNAP, WIC and/or School Lunch programs still experience HIGH levels of Food Insecurity

<table>
<thead>
<tr>
<th></th>
<th>Surveyed Population</th>
<th>SNAP/WIC/Free Lunch</th>
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</thead>
<tbody>
<tr>
<td>Ran out of food</td>
<td>22%</td>
<td>34%</td>
</tr>
<tr>
<td>Went without a meal</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Went without a meal so children can eat</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Children went without a meal</td>
<td>3%</td>
<td>5.5%</td>
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</table>
How Veggie Rx works

- Increased Access
- Improved Health
- Support Local Economy
Building the Network

<table>
<thead>
<tr>
<th></th>
<th># of Veggie Rx distribution partners</th>
<th>$ of Veggie Rx distributed to partners</th>
<th># of Veggie Rx retail partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1 (Aug – Sep)</td>
<td>5</td>
<td>$8,000</td>
<td>10</td>
</tr>
<tr>
<td>Phase 2 (Oct – Jan)</td>
<td>35</td>
<td>$62,000</td>
<td>19</td>
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Distribution in 4 counties of the Gorge:
Clinics / Health Departments / WIC / OCDC
Headstart / DHS / Senior Services / Social Workers
Housing Authority / Hospitals
Veggie Rx Redemption Partners

All 10 Gorge Farmers’ Markets during market season

**Hood River:** Rosauers, Mercado Guadalajara, Farm Stand, Mother’s

**The Dalles:** Grocery Outlet, La Michoancana

**Goldendale:** Holcomb’s Sentry Market, Grist Mill

**Stevenson:** A & J Select Market

**Carson:** Carson General Store

**White Salmon:** Harvest Market (Thriftway), Dickey Farms

**Klickitat:** Canyon Market

**Odell:** Mid-Valley Market, Cody Orchards Farm Stand

**Parkdale:** McIsaac’s Market, Kiyokawa Family Orchards

**Cascade Locks:** Columbia Market

**Dufur:** Kramer’s Market

**Maupin:** Maupin Market

More farm stands to come summer of 2016…
Supporting our local farmers and economy
Connecting Veggie Rx recipients to other services

- Bilingual Gorge Food Access Resource Pages
- Food Hero Cookbooks (OSU)
- SNAP match promotion for markets
- Offering Veggie Rx as incentives to attend cooking and nutrition classes
Early Feedback

“I feel so much better when I eat healthy foods, but I usually can’t afford them. This program is a blessing.” — diabetic patient

“Shopping at the farmers market for the first time made me feel like part of my community.” — senior citizen

“Having Veggie Rx to offer my patients gives me the confidence to talk to them more about food insecurity and nutrition.” — doctor
Preliminary Data

• Number of Veggie Rx recipients: 800+
• Average # of people per household: 3
• Number of people screened: 4,377
• Number of positive screenings: 902 (21%)
• Phase 1 redemption rate: 50%
Overview of the PhotoVoice Focus Group Evaluation Themes:

1. **Overall stress reduction**
   - Allows recipients to focus energy on other life needs like relationships and connecting to other services.

2. **Increased social interactions**
   - Recipients felt more comfortable inviting others into their house, offering food to friends and family.

3. **Food as medicine**
   - Veggie Rx is less expensive than medication.

4. **Desire to share and help others**
   - Participants are interested in serving as peer to peer Veggie Rx trainers.
Financial Sustainability

Current Funding
- Oregon Community Foundation
- Columbia Gorge Health Counsel
- Regional Hospital Foundations
- Local Business Sponsorships
- Ongoing Donor Campaign

Future Funding ~ $500,000 annually
- Grant opportunities (local, state wide)
- Clinics self funding for patients+
- Continued support from Hospitals
- CCO - Pacific Source
Thank you

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