THE VEGGIERx NUTRITION EDUCATION PROGRAM

is a behavior change program for low income individuals, youth, and families with diet-related health conditions. The program provides nutrition education, health monitoring, and access to healthy foods through a series of 8 classes over 16 weeks. Participants engage in discussions and hands-on activities about nutrition and cooking, and receive vouchers to spend on produce at local farmers’ markets.

“This program has changed our lives! It is just me and my son since my wife passed away, and neither of us knew anything about food or what to eat. These classes really helped us learn how to eat and live healthy, and we are very happy and excited to find ways to keep eating lots of veggies!”

- VeggieRx Participant, Vallejo 2016

2016 IMPACTS

116 Participants completed program
494 People received vouchers
$27,133 In vouchers spent
198 Total pounds lost

99% Reported being very or somewhat comfortable cooking with fresh produce
82% Reported being likely to continue buying produce at farmers’ markets after the program
92% Reported eating more fresh fruits than when they started VeggieRx
89% Reported eating more vegetables than when they started VeggieRx
85% Reported knowing where to purchase fresh produce near their home after the program
39% Lost weight during VeggieRx (with an average of 4.5 lbs lost per participant)

*Survey results after completion of 16-week program