

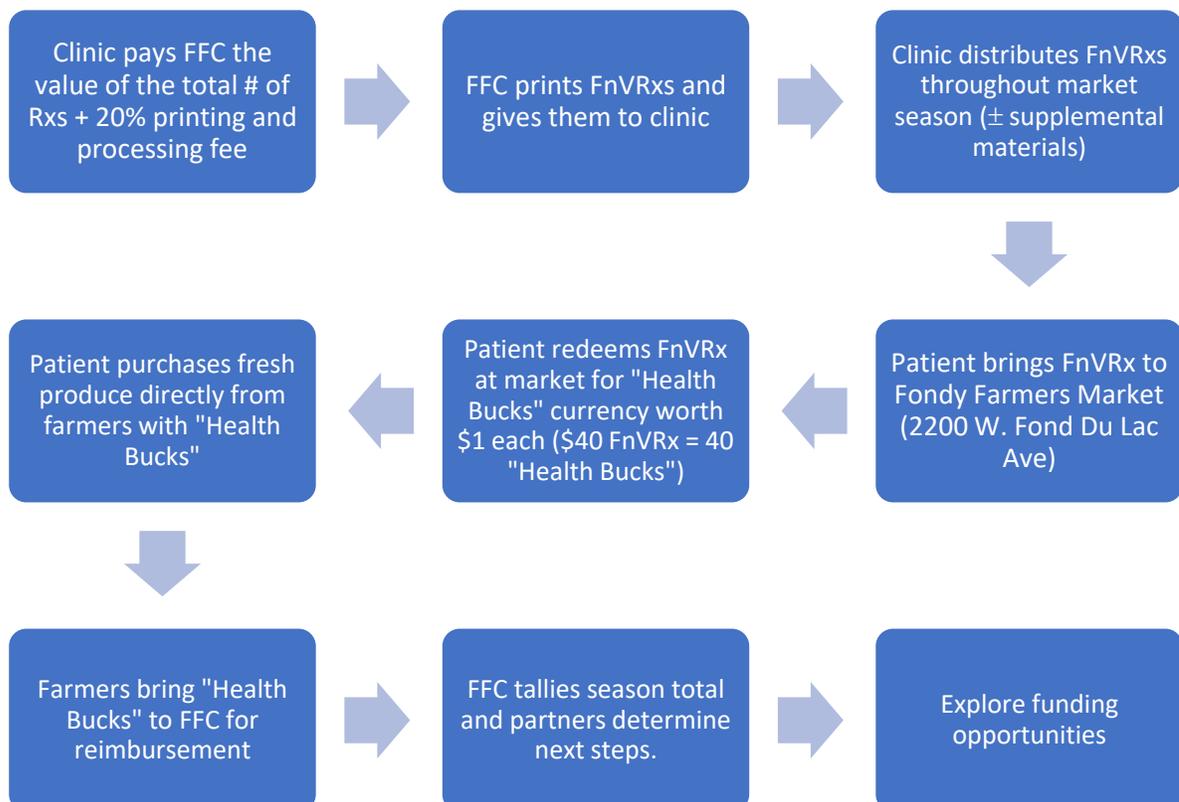
## The Fruit and Vegetable Prescription Program: A Partnership Between the Fondy Food Center (FFC) and Your Clinic

Our Mission: The Fruit and Vegetable Prescription Program (FnVRx) was started in 2017 with the intent to:

1. Medically and financially incentivize patients of Milwaukee clinics to visit a local farmers market
2. Expose Milwaukee residents who are unfamiliar with farmers markets to the ways federal food benefits can be used at market booths, as well as link residents to other health-promoting services
3. Increase consumption of fruits and vegetables
4. Promote habit-forming behaviors by giving patients two prescriptions that must be used on different market days

### How does it work?

- Prescriptions can be redeemed during the Fondy Farmers Market summer season from June-November annually. During the high harvest time it is open four days per week (T, Th, Sa, Su).
- Each individual clinic decides how many prescriptions they want to fund, how they want to distribute them, what members of their clinic staff can distribute them, and how they follow up with patients.
- Each patient receives two prescriptions each worth \$20 at the market, intended to be used on two different market days.



### How is it Funded?

- Currently, clinics fund the number of prescriptions that they choose to distribute plus a 20% printing and processing charge for Fondy to have the prescriptions made
  - For example, 100 prescriptions would cost \$4,800
    - 100 prescriptions x \$40 each = \$4,000
    - 20% of \$4,000 = \$800 for printing and processing of prescriptions
- The printing and processing charge has to be paid to the Fondy Food Center one month prior to the clinic's desired distribution date. Fondy will provide each clinic with the prescriptions.
- The cost of redeemed prescriptions is due to Fondy Food Center within 14 days of the end of the market season (typically November of every year).

### Next Steps?

If you are interested in establishing the FnVRx at your clinical site, please contact us to set up an informational meeting!

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