



NEW MEXICO'S Fruit and Vegetable Prescription Program (FVRx)

September 2023



What is FVRx?

Produce prescription programs like FVRx have emerged as a promising **"Food is Medicine"** health system strategy to improve nutrition, food security, health outcomes, and health disparities among individuals with nutrition-sensitive conditions. The FVRx program presents a unique opportunity to address food insecurity in New Mexico's children, to prevent serious health issues in our communities, and to support New Mexico's farmers.



FVRx is a produce prescription program **providing free fruits and vegetables to children under the age of 18** and their families living in tribal, rural, and frontier communities throughout the state. Participants include pregnant people and households feeding children under the age of 18 who qualify as food insecure, nutritionally at-risk, or at risk for chronic conditions. The funding for the FVRx program supplements, not supplants, existing resources for produce prescriptions in the state.

By providing nutritious foods, the program aims to both alleviate food insecurity and ensure a healthier future for our children. What's more, **the majority of the food provided is grown by New Mexican farmers**, keeping state funds within the local economy and helping farmers stay on the land.



Why does FVRx matter?

By focusing on pregnant individuals and young families, FVRx addresses issues related to:

Childhood Hunger: 1 in 5 New Mexico children experience food insecurity. This is the second highest rate in the country. [1] By providing additional access to healthy and nutritious foods, FVRx is helping New Mexico's children thrive and lays the groundwork for healthy eating and healthy habits over the course of their lives.



Chronic Health Conditions: Poor nutrition is a significant risk factor for type 2 diabetes, heart disease, obesity, stroke, certain cancers, and depression. These types of chronic diseases can also lead to disability and premature death – and can overburden an already stretched health care system.



Perinatal Nutrition and Neonatal Health: In 2019, 9.3% of live infants were born with low birthweight. [2] Poor nutrition can lead to pregnancy and delivery complications, low birth weight, and developmental delays among children.



Nutrition Access: FVRx is reducing barriers to nutritious, fresh produce by working with farmers and retailers in the communities where participants live.



Nutrition Education: FVRx is increasing participants' confidence in purchasing and preparing a variety of fruits and vegetables through cooking tips, demonstrations, and hands-on cooking classes.



Local Economic Development: FVRx is supporting New Mexico's food system and farming economy by purchasing from local farms and local retailers.

Impact of New Mexico's FVRx Program

- In FY23, fresh fruits and vegetables were purchased from 79 different farmers and local retailers across New Mexico, totalling \$307,189 in sales.
- FVRx served 2,667 pregnant people and families with children 0-18.

Conclusion

- By supporting FVRx, the State of New Mexico has once again shown itself to be a leader in the fight against childhood hunger and a champion for the local food system.
- Increased funding for FVRx will provide opportunities to expand partnerships in rural, tribal and frontier communities in New Mexico, grow the local economy and continue to provide New Mexico's children with the nutrition they need to thrive.

For questions about the FVRx Program, please contact:



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References

1. Feeding America. Hunger in New Mexico. <https://www.feedingamerica.org/hunger-in-america/new-mexico>
2. New Mexico Indicator Based Information System. Percentage of Live Born Infants With Low Birthweight by Year, New Mexico and U.S., 1990 to 2019. https://ibis.doh.nm.gov/indicator/view/LowBirthWt.Year.NM_US.html



NEW MEXICO'S PRODUCE PRESCRIPTION PROGRAM

What is FreshRx?

FreshRx is a produce prescription program of the New Mexico Farmers' Marketing Association that provides free fruits and vegetables to nutritionally-at-risk patients and their families living in tribal, rural, and underserved communities throughout the state. Participants include those at risk for preventable disease such as diabetes, hypertension, and other chronic conditions. The funding for the FreshRx program supplements, not supplants, existing resources for other Food is Medicine programs.



"Food is Medicine" health system strategies like the FreshRx produce prescription program have emerged as a promising approach to improve nutrition, food security, health outcomes, and health disparities among individuals with nutrition-sensitive conditions. The FreshRx program presents a unique opportunity to address food insecurity, to prevent serious health issues, and to support New Mexico's farmers who provide fresh locally grown produce to patients.



By providing nutritious foods, FreshRx aims to both alleviate food insecurity and ensure a healthier future for vulnerable populations. Additionally, the majority of the food provided through this program is grown by New Mexican farmers, keeping funds within the local economy and helping farmers stay on the land.



Why does FreshRx matter? By focusing on underserved communities, NMFMA's FreshRx program addresses issues related to:



Childhood Hunger: 1 in 5 New Mexico children experience food insecurity. This is the second highest rate in the country. ^[1] By providing additional access to healthy and nutritious foods, FreshRx is helping New Mexico's vulnerable populations thrive and lays the groundwork for healthy eating and healthy habits over the course of their lives.



Chronic Health Conditions: Poor nutrition is a significant risk factor for type 2 diabetes, heart disease, obesity, stroke, certain cancers, and depression. These types of chronic diseases can also lead to disability and premature death - and can overburden an already stretched health care system.



Perinatal Nutrition and Neonatal Health: In 2019, 9.3% of live infants were born with low birthweight. ^[2] Poor nutrition can lead to pregnancy and delivery complications, low birth weight, and developmental delays among children.



Nutrition Access: FreshRx is reducing barriers to nutritious, fresh produce by working with farmers and farmers' markets in the communities where participants live.



Nutrition Education: FreshRx is increasing participants' confidence in purchasing and preparing a variety of fruits and vegetables through cooking tips, demonstrations, and hands-on cooking classes.



Local Economic Development: FreshRx is supporting New Mexico's food system and farming economy by purchasing from local farms and farmers' markets.

Impact of New Mexico's FreshRx Program

- Between 2021 and 2023, fresh fruits and vegetables were purchased from 79 different farmers and 19 farmers' markets across New Mexico, totaling \$683,800 in sales. This included federal and state funds.
- FreshRx served 2,370 patients during this time, or a total of 5,214 people (2,370 x 2.2 average household size).

Conclusion

- By supporting FreshRx, New Mexico is proving itself to be a leader in the fight against preventable disease and a champion for the local food system.
- Funding for FreshRx will provide opportunities to continue and expand partnerships in rural, tribal and frontier communities in New Mexico, grow the local economy, and continue to provide New Mexico's underserved communities with the nutrition access they need to thrive.



For questions
about the
FreshRx Program,
contact:

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References: 1. Feeding America. Hunger in New Mexico. <https://www.feedingamerica.org/hunger-in-america/new-mexico>
2. New Mexico Indicator Based Information System. Percentage of Live Born Infants With Low Birthweight by Year, New Mexico and U.S., 1990 to 2019. https://ibis.doh.nm.gov/indicator/view/LowBirthWt.Year.NM_US.html





FreshRx Across the State

The New Mexico Farmers' Marketing Association manages the FreshRx produce prescription program statewide as funding allows. What began in 2014 in Rio Arriba County with El Centro Family Health and the Española Farmers' Market, has now served more than 2,300 patients in 11 counties, and 11 Native American communities.

A Deep Dive by County – Program Notes

- FreshRx programs run from 12-16 weeks, during the peak growing season.
- Programs range from \$20 per voucher that are used at local farmers' markets to \$45 per week for CSA-style farm-fresh produce bags delivered to the clinics.
- Programs are designed by the health clinic provider to meet the specific needs of their patient populations.
- The New Mexico Farmers' Marketing Association provides a variety of services when managing this program. They include helping each health clinic tailor the program to meet their needs, coordinating the delivery of vouchers or produce bags to the clinics, providing communications support such as Welcome Packets, coordinating nutrition education such as recipes, cooking demonstrations, supporting GoodFoodNM bilingual text messages to clients, and providing extensive program evaluation. (These services are estimated in the "Admin" line item in the tables below.)
- The tables below are based on both recent funding and number of program participants served, as well as the desired funding and number of participants that health clinics have the capacity to handle if additional funding is available.

TRIBAL COMMUNITIES (State funded in FY23 & FY24)	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Pojoaque	20	\$14,400	Black Mesa Farm CSA bags	30	\$21,600
Cochiti	20	\$14,400	Black Mesa Farm	30	\$21,600
Ohkay Owingeh	50	\$14,400	Black Mesa Farm	30	\$21,600
Nambe	20	\$14,400	Black Mesa Farm	30	\$21,600
San Felipe	20	\$14,400	Black Mesa Farm	30	\$21,600
Santo Domingo/Kewa	20	\$14,400	Black Mesa Farm	30	\$21,600
San Ildefonso	20	\$14,400	Black Mesa Farm	30	\$21,600
Santa Clara	20	\$14,400	Black Mesa Farm	30	\$21,600
Isleta Pueblo	20	\$14,400	Black Mesa Farm	30	\$21,600
Cañoncito	50	\$36,000	Black Mesa Farm	30	\$21,600
Laguna Pueblo	30	\$21,600	Black Mesa Farm	30	\$21,600
Total Food \$		\$187,200			\$237,600
Admin (20%)		\$ 37,440			\$47,520
RESOURCE NEEDS		\$224,640			\$285,120

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	BENEFIT TYPE	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Bernalillo County					
First Choice Albuquerque	170	\$40,800	La Cosecha CSA and market vouchers	170	\$40,800
First Nations Community HealthSource	70	\$37,800	Black Mesa Farm/ CSA delivery of bags	70	\$37,800
After Hours Pediatrics	200	\$64,400	Farmers' market vouchers	200	\$64,400
Presbyterian Health Services Albuquerque	60	\$19,200	Farmers' market vouchers	60	\$19,200
Total Food \$		\$161,800			\$161,800
Admin (20%)		\$ 32,360			\$ 32,360
RESOURCE NEEDS		\$194,160			\$194,160

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	BENEFIT TYPE	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Doña Ana County					
La Clinica de Familia - home visiting/foster treatment	70	\$33,600	Anthony Youth Farm/ Desert Spoon CSA delivery	150	\$72,000
Total Food \$		\$33,600			\$72,000
Admin (20%)		\$ 6,720			\$ 14,400
RESOURCE NEEDS		\$40,320			\$86,400

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Grant County					
Hidalgo Medical Services Silver City	60	\$19,200	Vouchers for the farmers' market	60	\$19,200
La Clinica de la Familia Health and Birth Center	30	\$14,000	Frontier Food HubCSA bags	30	\$ 14,400
Total Food \$		\$33,600			\$33,600
Admin (20%)		\$ 6,720			\$ 6,720
RESOURCE NEEDS		\$40,320			\$40,320

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Hidalgo County					
Hidalgo Medical Services Lordsburg	30	\$16,200	Frontier Food Hub CSA bags	60	\$32,400
Total Food \$		\$16,200			\$32,400
Admin (20%)		\$ 3,240			\$ 6,480
RESOURCE NEEDS		\$19,440			\$38,880

Otero County	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Gerald Champion Regional Medical Ctr	50	\$27,000	Desert Spoon CSA delivery	150	\$81,000
Total Food \$		\$27,000			\$81,000
Admin (20%)		\$ 5,400			\$ 16,200
RESOURCE NEEDS		\$32,400			\$97,200

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Rio Arriba County					
Presbyterian Health Services Espanola	50	\$16,000	Vouchers for local farmers' markets OR SF Farmers' Market CSA	100	\$37,300
El Centro Family Health Espanola	30	\$16,200	Vouchers for local farmers' markets OR SF Farmers' Market CSA	50	\$22,600
Total Food \$		\$32,200			\$59,900
Admin (20%)		\$ 6,440			\$ 11,980
RESOURCE NEEDS		\$38,640			\$71,880

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
San Miguel County					
El Centro Family Health Las Vegas	30	\$9,600	Vouchers for local farmers' markets	50	\$16,000
Total Food \$		\$9,600			\$16,000
Admin (20%)		\$ 1,920			\$ 3,200
RESOURCE NEEDS		\$11,500			\$19,200

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	BENEFIT TYPE	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Santa Fe County					
Southwest Care	50	\$16,000	Market vouchers	50	\$16,000
La Familia Medical Center	90	\$28,800	Market vouchers	100	\$32,000
Christus St Vincent	30	\$10,800	Santa Fe Farmer' Market CSA/MoGro	100	\$64,000
Presbyterian	45	\$21,600	Santa Fe Farmer' Market CSA/MoGro	100	\$64,000
Total Food \$		\$77,200			\$176,000
Admin (20%)		\$15,440			\$211,200
RESOURCE NEEDS		\$92,640			\$172,800

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Socorro County					
Presbyterian Health Services Socorro	30	\$16,200	Frontier Food Hub CSA bags/ Delicious NM	50	\$27,000
Total Food \$		\$16,200			\$27,000
Admin (20%)		\$ 3,240			\$ 5,400
RESOURCE NEEDS		\$19,440			\$32,400

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Taos County					
El Centro Family Health Taos	30	\$9,600	Vouchers/ Red Willow	50	\$22,600
Taos Pueblo Health and Community Services	80	\$51,200	Red Willow	60	\$ 38,400
Total Food \$		\$60,800			\$61,000
Admin (20%)		\$ 12,160			\$ 12,200
RESOURCE NEEDS		\$72,960			\$73,000

COUNTY/ CLINICS	# OF PATIENTS SERVED	PREVIOUSLY FUNDED	Type of benefit	DESIRED # OF PATIENTS (w/ additional funds)	DESIRED FUNDING
Valencia County					
PMG Los Lunas	15	\$4,800	Vouchers for local farmers' markets	30	\$9,600
First Choice Belen	40	\$12,800	Vouchers for local farmers' markets	40	\$12,800
Total Food \$		\$17,600			\$22,400
Admin (20%)		\$ 3,520			\$ 4,480
RESOURCE NEEDS		\$21,120			\$26,880

Potential New Clinic Partners Currently Identified:
Lincoln County Medical Center Ruidoso
Las Clinicas del Norte Abiquiu/El Rito
Santa Ana Pueblo
University of New Mexico