



**Field & Fork
Network**



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Nutrition Incentive & Produce Prescription Programs: A New York State Landscape Assessment

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PRIMARY ORGANIZATIONS



Field & Fork Network: Founded in 2009, Field & Fork Network is a 501(c)(3) non-profit organization based in Buffalo, NY which focuses on connecting communities to innovative solutions that foster a sustainable food system. Since 2014, Field & Fork Network has been running Double Up Food Bucks NY, a nutrition incentive program that matches Supplemental Nutrition Assistance Program fruit and vegetable purchases dollar for dollar, Field & Fork Network operates throughout the state of New York, excluding metro New York.



New York State Department of Health: The New York State Department of Health's mission is to protect and promote health and well-being for all, building on a foundation of health equity. With Centers for Disease Control and Prevention funding through its bona fide agent, Health Research Inc, the Department of Health leads the New York State Physical Activity and Nutrition Program to support health and early life growth development for all residents, especially those impacted by chronic diseases. The Program implements community level interventions that support community level nutrition, physical activity, and infant human milk feeding to improve health equity.



Centers for Disease Control and Prevention (CDC): The State Physical Activity and Nutrition Program is a CDC funded program which awards funds to 17 states to develop and implement initiatives to reduce health disparities related to nutrition, physical activity, and obesity. Recipients must leverage state investments, partnerships, and resources to support health for all Americans.

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EXECUTIVE SUMMARY

Field & Fork Network, in partnership with the New York State Physical Activity and Nutrition Program, conducted a landscape assessment providing an overview of current nutrition incentive and produce prescription programs in New York. This assessment focuses broadly on New York State and includes a more detailed analysis within nine counties in Western New York: Erie, Wyoming, Niagara, Cattaraugus, Chautauqua, Orleans, Genesee, Allegany, and Monroe counties. The goal of the assessment is to enhance program reach, end-user communications, and overall effectiveness and impact of produce prescription (PRx) and nutrition incentive programs in these counties.

Field & Fork Network identified seven nutrition incentive programs currently operating in New York State. These programs are run by a mix of organizations including state government agencies, city government agencies and non-profits. All seven programs focus on increasing access to healthy and/or NY-grown produce by providing incentive dollars to purchase fruits and vegetables or NY-produced foods. Four of these programs operate from a Supplemental Nutrition Assistance Program (SNAP)- match model, distributing incentives when customers spend SNAP. Two programs operate from a model that distributes to certain target demographic groups, such as low-income seniors and pregnant women. One program operates as a mix of the two models with components of SNAP-matching and distribution to veterans. These programs administer nutrition incentives to customers through a variety of methods including paper vouchers/coupons, tokens, loyalty cards, and instant discounts. There are four nutrition incentive programs currently operating in the nine counties of Western New York. As of May 2024, there are 126 Nutrition Incentive Redemption Sites, including grocery stores, farmers markets, farm stands, and mobile markets that accept nutrition incentives as a payment method with many locations accepting multiple programs. Common challenges faced by nutrition incentive programs include overconcentration of redemption sites in urban areas, lack of staff capacity focused on nutrition incentive program expansion and customer outreach, sustainability of program funding, and customer confusion about program details.

This landscape assessment also focused on PRx programs in New York. As of May 2024, there are 18 active PRx programs across various regions of the state. These programs address food insecurity and chronic health conditions by providing vouchers for healthy produce, primarily redeemable at farmers markets and grocery stores. In Western New York, three PRx programs operate across nine counties, utilizing 38 unique locations. Common challenges to implementing PRx programs in New York include program funding sustainability, maintaining regular communications and program interest with healthcare partners, and a lack of program evaluation due to capacity and staffing issues that make it more difficult to track outcomes and apply for future program funding. Proposed solutions include the development of the [Medicaid 1115 Waiver](#) demonstration to increase funding support for PRx programs, and enhanced healthcare sponsorships via template contracts to be used across different partners and regions of the state. The findings underscore the need for coordinated efforts to expand and sustain PRx initiatives statewide.

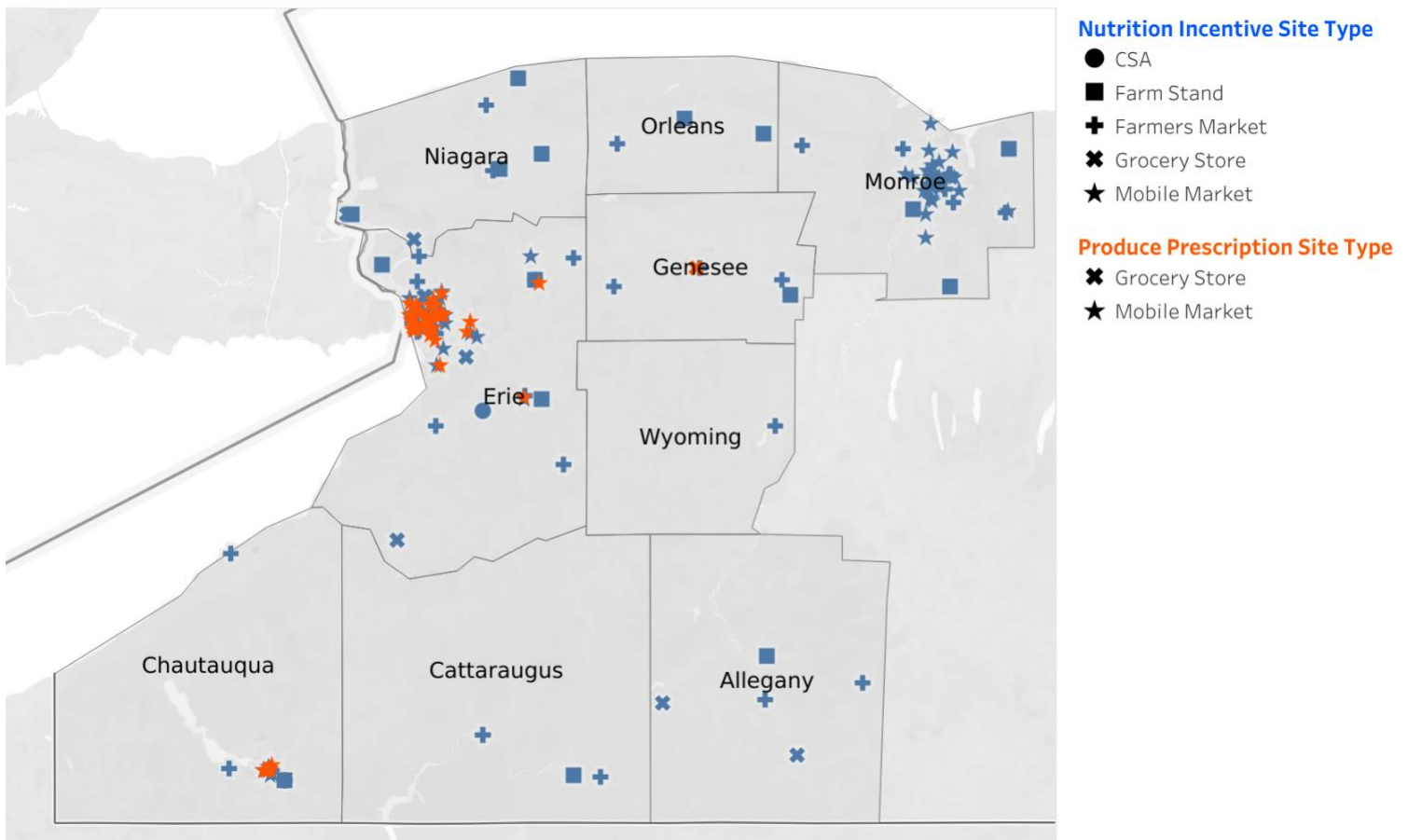
Nutrition incentive and PRx programs are proven methods for getting affordable, healthy foods into the hands of some of the most vulnerable New Yorkers. The organizations that run these programs have laid a strong foundation for programs to have widespread, positive impacts across the state.

INTRODUCTION

Background

In March of 2024, Field & Fork Network entered into partnership with the New York State Department of Health as part of the Centers for Disease Control and Prevention’s State Physical Activity and Nutrition (SPAN)¹ program. The SPAN program aims to reduce health disparities related to nutrition, physical activity, and obesity, and runs from 2023 – 2028. Priority nutrition strategies of the SPAN program are focused on expanding nutrition incentive and produce prescription programs to address these health disparities. In accordance with this partnership, a key task was to further understand the landscape of nutrition incentive and PRx programs across New York, with a more granular focus on nine Western New York counties of the state: Erie, Cattaraugus, Chautauqua, Wyoming, Genesee, Niagara, Monroe, Allegany, and Orleans. The focus on these counties was based on both proximity to Field & Fork Network’s headquarters in Buffalo, NY, and the diverse landscape of urban centers and rural areas encapsulated by this area.

Figure 1: Map of Nutrition Incentive and Produce Prescription Redemption Sites in Western New York



The following report documents Field & Fork Network’s research into understanding the breadth of these programs to identify gaps, obstacles, patterns, possible enhancements, and nuances in program operations, with a goal of informing pathways forward for opportunities to continue to evolve and maximize impacts of nutrition incentive and PRx programs in New York State.

Context

Both PRx and nutrition incentive programs have been evolving and expanding rapidly in recent years, a claim supported by the surge in funding by the United States Department of Agriculture (USDA) National Institute of Food & Agriculture’s Gus Schumacher Nutrition Incentive Program (GusNIP). Since 2019, the program has awarded over 270 million dollars in funding to 197 projects throughout the US to support nutrition incentive and PRx programs². This growth has sparked interest from state policymakers, foundations, healthcare networks, universities, and others in the food systems community. Although both programs focus on health, it is essential to highlight their differences. Table 1 outlines the key differences between PRx and nutrition incentive programs. In short, PRx programs address medical needs directly and are clinical in their approach, while nutrition incentive programs promote healthier lifestyles by making fruits and vegetables more affordable for SNAP shoppers and assesses impact often through the lens of produce and incentive sales.

Table 1: Overview of Produce Prescription and Nutrition Incentive Programs

Aspect	Produce Prescriptions (PRx)	Nutrition Incentives (NI)
Purpose	Encourage healthy eating through PRx	Increase purchasing power of fruits and vegetables
Target Population	Patients with diet related health conditions and/or status of food insecurity	SNAP recipients or other underserved populations
Eligibility	Identified by healthcare providers	Those who qualify for SNAP; other income-based/demographic criteria
Funding	Healthcare orgs, grants, government, GusNIP	USDA/GusNIP, state programs, grants
Administration	Healthcare providers, clinics, CBOs	Nonprofits, farmers markets, retail, state agencies
Delivery Method	PRx redeemable at markets or stores	Varied – tokens, digital, paper vouchers, loyalty accounts, etc.
Duration	Limited treatment period	Ongoing with funding and eligibility
Incentives	Free or discounted produce	1 for 1 match, discounts (often 50%), distributed vouchers
Reporting	Medical outcomes, redemption rates	Sales data, redemptions, participation rates
Challenges	Healthcare integration, systematic barriers to patient compliance	Funding sustainability, participant awareness, technology integration

To further understand nutrition incentive and PRx programs, it's also important to highlight why such programs are needed. Within New York State, an average of one in seven families used SNAP benefits in 2022 according to Hunger Solutions NY³, and approximately one in four families reported experiencing food insecurity.

As stated above, this report namely focuses on the nine counties of Western New York (WNY). Tables 2 and 3 below include important demographic and health metrics for those counties. This information is vital to understanding where possible program enhancements and expansion efforts could be focused. Resources used to compile these charts include the NYS Department of Health⁴ and SNAP data from the New York State Office of Temporary and Disability Assistance (OTDA)⁵.

Table 2: Nine WNY Counties Demographic Metrics

County	Population	Race and Hispanic Origin (%)	SNAP Participation Rate	Persons in Poverty (%)	Median Age	Self-Reported Food Insecurity among Adults (%)	Language other than English Spoken at Home persons aged 5+ (%)
Allegany	46,456	White Alone – 95.1 Black or African American Alone – 1.7 American Indian and Alaska Native Alone – 0.4 Asian Alone – 1.2 Native Hawaiian and Other Pacific Islander Alone - <0.1 Two or More Races – 1.6 Hispanic or Latino – 2.2 White Alone, not Hispanic or Latino – 93.4	19.1	18.5	38.9	22	4.7
Cattaraugus	77,042	White Alone – 91.2 Black or African American Alone – 1.7 American Indian and Alaska Native Alone – 3.7 Asian Alone – 0.9 Native Hawaiian and Other Pacific Islander Alone - <0.1 Two or More Races – 2.5 Hispanic or Latino – 2.5 White Alone, not Hispanic or Latino – 89.6	17.5	16.2	43.3	21.6	4.7

County	Population	Race and Hispanic Origin (%)	SNAP Participation Rate	Persons in Poverty (%)	Median Age	Self-Reported Food Insecurity among Adults (%)	Language other than English Spoken at Home persons aged 5+ (%)
Chautauqua	126,903	White Alone - 92.8 Black or African American Alone - 2.9 American Indian and Alaska Native Alone - 0.9 Asian Alone - 0.7 Native Hawaiian and Other Pacific Islander Alone - 0.1 Two or More Races - 2.6 Hispanic or Latino - 9.8 White Alone, not Hispanic or Latino - 84.9	20.7	17.6	43.4	24.8	8.5
Erie	918,702	White Alone - 77.8 Black or African American Alone - 13.9 American Indian and Alaska Native Alone - 0.8 Asian Alone - 5 Native Hawaiian and Other Pacific Islander Alone - 0.1 Two or More Races - 2.4 Hispanic or Latino - 6.4 White Alone, not Hispanic or Latino - 73.1	14.2	13.2	40.3	22	11
Genesee	57,280	White Alone - 92.6 Black or African American Alone - 3.1 American Indian and Alaska Native Alone - 1.2 Asian Alone - 0.7 Native Hawaiian and Other Pacific Islander Alone - <0.1 Two or More Races - 2.3 Hispanic or Latino - 4.9 White Alone, not Hispanic or Latino - 88.8	16	10	42.7	15.7	3.4

County	Population	Race and Hispanic Origin (%)	SNAP Participation Rate	Persons in Poverty (%)	Median Age	Self-Reported Food Insecurity among Adults (%)	Language other than English Spoken at Home persons aged 5+ (%)
Monroe	739,848	White Alone - 76 Black or African American Alone - 16.5 American Indian and Alaska Native Alone - 0.5 Asian Alone - 3.9 Native Hawaiian and Other Pacific Islander Alone - 0.1 Two or More Races - 3.1 Hispanic or Latino - 10.1 White Alone, not Hispanic or Latino - 68.9	15.4	13.9	39.5	18.7	13.2
Niagara	209,281	White Alone - 86.5 Black or African American Alone - 7.8 American Indian and Alaska Native Alone - 1.2 Asian Alone - 1.4 Native Hawaiian and Other Pacific Islander Alone - 0.1 Two or More Races - 3.1 Hispanic or Latino - 4.1 White Alone, not Hispanic or Latino - 83.5	16.3	14.4	43.1	18.7	5.2
Orleans	40,352	White Alone - 91.1 Black or African American Alone - 4.9 American Indian and Alaska Native Alone - 0.8 Asian Alone - 0.6 Native Hawaiian and Other Pacific Islander Alone - 0.1 Two or More Races - 2.5 Hispanic or Latino - 5.5 White Alone, not Hispanic or Latino - 86.9	18.9	11.2	43.2	18.4	6.5
Wyoming	40,085	White Alone - 93.1 Black or African American Alone - 4.6 American Indian and Alaska Native Alone - 0.5 Asian Alone - 0.5	15.8	12.1	42.9	11.2	3.1

County	Population	Race and Hispanic Origin (%)	SNAP Participation Rate	Persons in Poverty (%)	Median Age	Self-Reported Food Insecurity among Adults (%)	Language other than English Spoken at Home persons aged 5+ (%)
Wyoming Cont.		Native Hawaiian and Other Pacific Islander Alone - 0.1 Two or More Races - 1.3 Hispanic or Latino - 3.7 White Alone, not Hispanic or Latino - 90.3					

Table 2 Data Source:

U.S. Census Bureau. (n.d.). New York. QuickFacts. Retrieved June 15, 2024, from <https://www.census.gov/quickfacts/fact/table/newyork,US#>

Table 3: Nine WNY Counties Health Metrics

County	Adults who have Obesity (%)	Persons without Health Insurance, under age 65 (%)	Adults with Cardiovascular Disease (%)	Adults Living with a Disability (%)	Adults with Diagnosed Diabetes (%)	Adults who Consume No Fruits or Vegetables Daily (%)
Allegany	36.6	5.1	8.7	27.5	14.7	29.8
Cattaraugus	43.1	6.5	10.5	31.5	12.1	37.4
Chautauqua	35.6	5.5	8.9	31.5	15.8	35.2
Erie	33.9	4	8.9	29.5	10.6	32.7
Genesee	39.8	5.1	12.2	33.6	13.4	35.3
Monroe	31.3	4.6	7.8	28	10.4	29.3
Niagara	30.9	4.5	10.7	27.4	15.5	36.3
Orleans	48.4	6.1	11.8	35.3	16.8	37.2
Wyoming	35.4	4.6	8.9	29	10.9	32.1

Table 3 Data Sources:

New York State Department of Health. (2023). Information for Action. Retrieved June 15, 2024, from https://www.health.ny.gov/statistics/prevention/injury_prevention/information_for_action/

Field & Fork Network employed several methods to collect, analyze, and interpret data for this report. Our approach consisted of researching available literature, specific program website reviews, surveys, and virtual interviews. Our aim was to ensure accurate, relevant, and reliable information is shared. As such, we focused on programs that we could confirm were currently in operation, and although there may be other programs that are not included in this assessment, we believe that we have captured information pertaining to the main program operators of nutrition incentive and PRx programs in New York.

Nutrition Incentive Methods: Field & Fork Network is the recipient of several GusNIP grant awards, the most recent award in 2023, and has been operating nutrition incentives in New York for 10 years. This experience, combined with a vast partnership network of fellow nutrition incentive providers across the nation and the state has informed much of the nutrition incentive section of this report. Additional data collection included website research, one virtual interview, and demographic research using census and food insecurity data.

PRx Methods: As a member of several coalitions dedicated to Food as Medicine, Field & Fork Network was able to draw upon its partnerships to set up interviews, distribute surveys, utilize recommended literary resources, and make new connections. Field & Fork Network staff conducted seven interviews using a semi-structured interview guide (see Appendix C for interview guide questions) with PRx program operators from various geographic regions across New York State, representing a myriad of program sizes and a broad demographic base. Additionally, in partnership with the Alliance for a Hunger Free New York⁶, 34 surveys (see Appendix C for survey link) were distributed to Food as Medicine organizations, again representing a statewide distribution. Of those surveys, nine respondents completed the section specific to PRx programs. Literature reviews of existing PRx reports and website reviews were also used as research methods for this report.



Photo credit: Cooperstown Farmers Market
Cooperstown, NY

NUTRITION INCENTIVES IN NEW YORK STATE

Introduction to Nutrition Incentives in New York State

Nutrition incentives are programs that provide participants cash-equivalent benefits or vouchers that can be used to purchase nutritious foods like fruits, vegetables, and/or specific categories of New York produced products, thereby incentivizing their purchase. Field & Fork Network identified seven major nutrition incentive programs that operate across New York State (refer to Appendix D: New York State Nutrition Incentive Programs for information and details about these programs). It should be noted that there are other smaller programs across the state that operate at a limited capacity or are being established and were therefore not included. It was found that all regions of New York State are in the coverage area of at least two of these programs. However, in practice, these nutrition incentive programs are not easily accessible to everyone. The populations served by these programs can vary but tend to focus on specific low-income and underserved populations including SNAP participants, veterans, senior citizens, pregnant women, and women with children.

Nutrition incentive programs fell into two general categories: 1) SNAP-match or distribution to certain demographics (note, SNAP-match program models match SNAP purchases), or 2) SNAP purchases of nutritious foods with additional vouchers that can then be spent on additional eligible food products. Demographic-based distribution program models distribute vouchers to specific demographic groups.

Western New York Nutrition Incentive Programs and Operations

Within nine counties of Western New York (Erie, Wyoming, Niagara, Cattaraugus, Chautauqua, Orleans, Genesee, Allegany, and Monroe) there are four widespread nutrition incentive programs currently operating: Double Up Food Bucks NY (DUFBNY)⁷ administered by the non-profit Field & Fork Network; Fresh Connect Checks (FCC)⁸ administered by New York State Department of Agriculture and Markets; Senior Farmers Market Nutrition Program (SFMNP)⁸ administered by New York State Office of the Aging in partnership with the Department of Agriculture and Markets; and the WIC Farmers Market Nutrition Program (WIC FMNP)⁸ administered by New York State Department of Health in partnership with the Department of Agriculture and Markets. The details of these programs can be found in Table 4.

Table 4: Overview of Nutrition Incentive Programs Operational in Western New York

Program	Incentive Structure	Operating Period	Incentive Form	Target Population	Eligible Foods	Redemption Sites
Double Up Food Bucks NY	SNAP-match. \$1 for \$1 match on SNAP purchases up to \$20/day.	Year-round or June through October depending on site	Tokens; loyalty account; paper coupons	SNAP participants	Fresh fruits & vegetables; produce-bearing seedlings	Grocery stores; Small retail; Farmers markets; Farm stands; Mobile markets

Fresh Connect Checks	SNAP-Match. \$2 for \$2 match on SNAP purchases up to \$50/day OR Demographic Distribution. Vouchers distributed to veterans	Year-round	Paper vouchers	SNAP participants; Veterans and active service members	Any SNAP-eligible goods produced in NY-state	Farmers markets; Farm stands; Mobile markets
WIC Farmers Market Nutrition Program	Demographic distribution. Distributed coupon booklets that contain five \$5 coupons.	June 1 - November 30	Paper vouchers	People at or below 185% of the federal poverty level who meet one of the following criteria: pregnant women; breastfeeding women; postpartum women; children aged 1-5 who are enrolled in the WIC program	Fresh fruits & vegetables	Farmers markets; Farm stands; Mobile markets
Market Nutrition Program	Demographic Distribution. Distributed coupon booklets that contain five \$5 coupons.	Distribution begins on July 1 and is on a first come first serve basis	Paper vouchers	Low-income seniors at or below 185% of the federal poverty level	Fresh fruits & vegetables	Farmers markets; Farm stands; Mobile markets

There are 126 sites in the nine counties where customers can use at least one of these nutrition incentive programs, with many accepting multiple programs^{7, 9}. These sites are commonly known as redemption sites. A full list of sites and the incentives that they accept as of May 2024 can be seen mapped out in Figure 2 and listed in Appendix E: Nutrition Incentive Redemption Sites in Western New York. All sites interested in offering one of the above nutrition incentives must go through an approval process. Program specific site eligibility and approval processes for redemption and distribution of nutrition incentives can be found in Table 5.

Figure 2: Nutrition Incentive Redemption Sites in Western New York

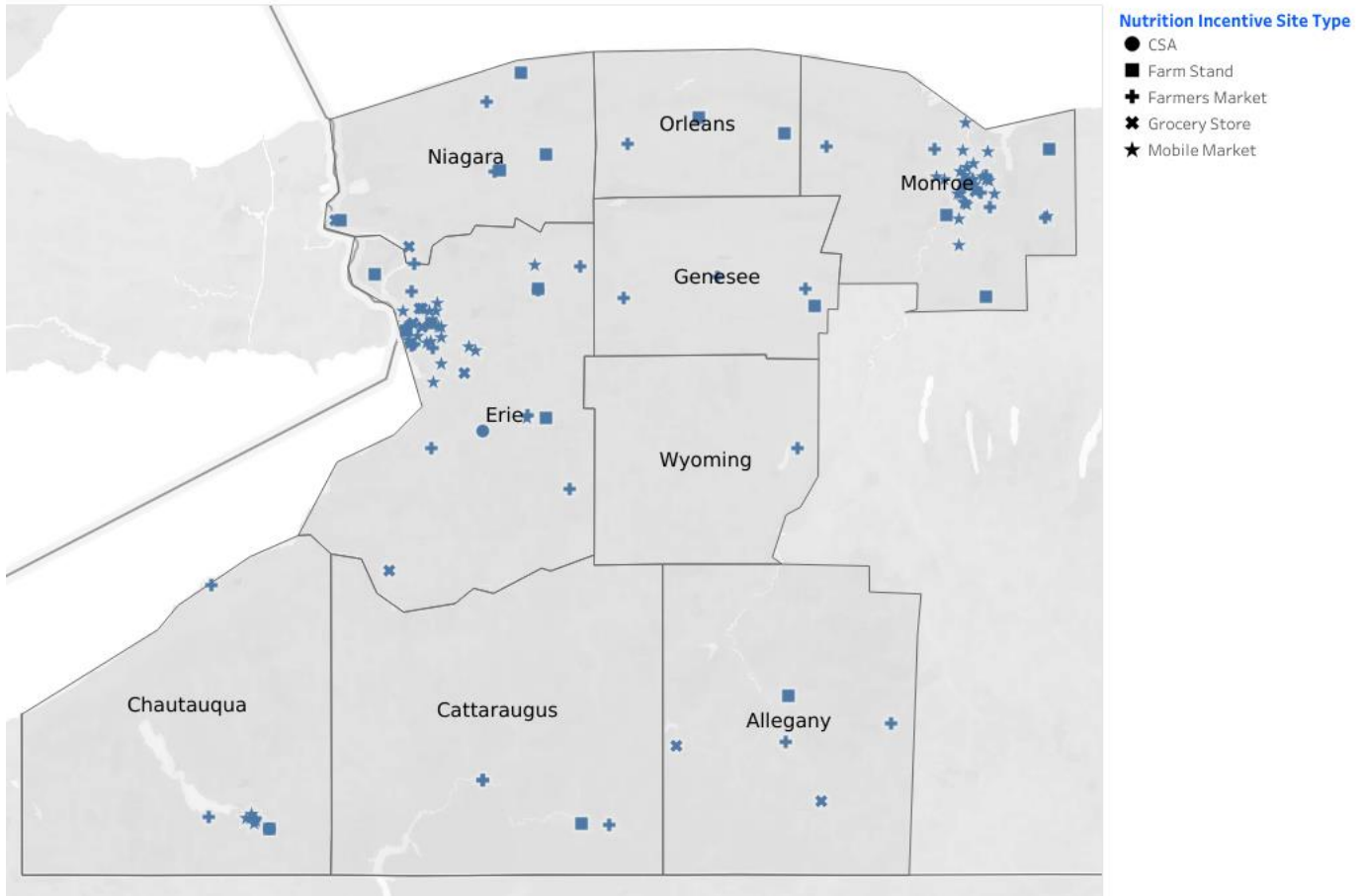


Table 5: Nutrition Incentive Distribution or Redemption Approval Process

Program	Eligible Redemption Sites	Redemption Approval Process	Eligible Distribution Sites	Distribution Approval Process	Additional eligibility details
Double Up Food Bucks NY	Grocery stores; Small retail; Farmers markets vendors; Farm stands; Mobile markets	Formal application process through program team or participation at approved farmers market	Grocery stores; Small retail; Farmers markets; Farm stands; Mobile markets	Formal application process through program team.	Non-farmer market sites both distribute and redeem DUFBNY. Distribution sites must accept SNAP.
Fresh Connect Checks	Farmers markets vendors; Farm stands; Mobile markets	No official application	Farmers Markets; Office of Veterans Services	No official application	Farmers markets that distribute must have a central SNAP terminal and use tokens.
WIC FMNP	Farmers markets vendors; Farm stands; Mobile markets	Formal application process or participation at approved farmers market	Local WIC offices	Only distributed through WIC offices	
Senior FMNP	Farmers markets; Farm stands; Mobile markets	Formal application process or participation at approved farmers market	Local Office of the Aging offices	Only distributed through Office of Aging offices	

Nutrition Incentive Customer Outreach and Marketing Efforts in Western New York

Our team also investigated the marketing strategies and customer outreach efforts associated with these nutrition incentive programs. The primary marketing activities were conducted at the site level where redemption occurs. This included the use of physical marketing materials and signage to inform customers about the program, as well as social media posts and listings on websites indicating the acceptance of the incentive. All programs utilized earned media, including print, online, and television coverage, to promote their initiatives. This media exposure often coincided with the release of vouchers (such as WIC FMNP, Senior FMNP, and FCC) or the introduction of new operational methods and redemption sites (such as DUFBNY and FCC). These marketing activities were predominantly concentrated in areas with active redemption sites. In addition to traditional marketing channels, these programs engaged in direct participant outreach. For instance, WIC FMNP, Senior FMNP, and FCC conducted outreach through local WIC offices, Offices for the Aging, and Veteran Services offices, respectively, by distributing vouchers and educating participants on their usage. Double Up Food Bucks NY engaged in direct outreach through tabling at redemption sites and community events. All nutrition incentive programs partnered with organizations, nonprofits, and government agencies that shared their mission goals. These partnerships included, but were not limited to, Cornell Cooperative Extension branches; Nutrition Incentive and Produce Prescription Programs: A New York State Landscape Assessment

SNAP-Education teams, focused on nutrition education for SNAP participants; food banks; food pantries; county social service offices; school systems; and community-based organizations. Additionally, all programs provided some level of language translation for their marketing and outreach materials. Comprehensive Spanish translations were available, and materials in other common languages were also provided, although these were not always easily accessible on program websites.

The nine counties profiled have large percentages of households that speak a language other than English at home, with the highest three counties being Monroe County (13.2%), Erie County (11%), and Chautauqua (8.5%). While members of these households have varying levels of English proficiency, the somewhat intricate process that goes into receiving, finding a location to redeem, understanding what incentives can be spent on, and ultimately redeeming nutrition incentives,

suggests that outreach and educational materials in a participants' most comfortable language are crucial. Field & Fork Network worked with a group of current nutrition incentive redemption sites and community partners that serve populations of non-English speakers to collect a list of recommended languages most relevant to the nine counties. Field & Fork Network ended up collecting a list of 30 languages recommended for marketing and outreach material translations. For a full list of recommended languages please see

Appendix H: Recommendations for Language Translations into non-



Photo credit: Double Up Food Bucks NY Community Ambassador Brady Market - Syracuse, NY

English Languages from Partner Organizations. Due to varying levels of reading proficiency among customers and clients, many partners recommended focusing language translations on materials with simple language and pictures, and short nutrition incentive tutorial videos. This is a recommendation for English materials as well.

Nutrition Incentive Gaps and Opportunities for Enhancement

Through literature, program reviews, and conversations with program operators, there were common barriers and gaps identified among all nutrition incentive programs. These included: concentration of redemption sites in urban areas, lacking program administration technology, limited staff capacity, imperfect marketing and outreach efforts, and inadequate funding and a lack of supportive policies at the federal and state level. These barriers limit nutrition incentive access and expansion efforts across the state. These barriers are outlined in greater detail in Table 6, along with potential program enhancements and solutions that might help mitigate the barrier effects.

Table 6: Nutrition Incentive Operational Barriers and Potential Solutions

Barrier Type	Barrier Description	Potential Solutions
Marketing and Outreach	Lack of customer awareness about these programs in areas where they operate. Lack of easily understood customer information in a variety of languages. Limited customer and potential redemption site awareness outside of current areas of operation.	<ul style="list-style-type: none"> • Simplify and streamline customer focused marketing material of NI programs • Place materials translated into other languages in an easy to access area on websites and share with redemption sites and community partners • Increase partnerships with existing community organizations to expand outreach efforts
Urban Site Concentration	High concentration of NI redemption sites and outreach in large urban areas like Buffalo and Rochester. Lack of redemption sites in smaller county hub cities like Niagara Falls, Batavia, Jamestown, Olean, etc. Lack of redemption sites in these hub cities lead to a lack of program education and access in rural counties.	<ul style="list-style-type: none"> • Identify high-need, underserved areas by NI programs and focus expansion efforts • Create strong partnerships with established organizations in underserved areas focused on site expansion and participant outreach/education • Collaborate expansion efforts among NI programs to avoid duplication of efforts
Program Administration Technology	Many NI redemption sites use printed paper vouchers or tokens. Each paper voucher or token spent needs to be hand counted multiple times by the participant, vendor and program management team leading to opportunities for loss or miscounting while also costing numerous labor hours. Concurrently there are frequent issues with NI-related technology such as SNAP processing leading to disruption in service to customers. Participant confusion around specific NI programs due to similarities.	<ul style="list-style-type: none"> • Explore technology alternatives to paper vouchers and tokens such as EBT card integrated electronic Healthy Incentive Program • Encourage development of administrative techniques and technology that are easily accessible for participants and vendors • Provide participants and redemption sites with marketing materials that outline all NI programs offered
Limited Program Staff Capacity	Lack of staff capacity leads to slower expansion of NI programs and redemption sites. This also leads to limited site support and participant outreach and education.	<ul style="list-style-type: none"> • Additional funding opportunities to support new program staff focused on expansion and outreach • Create a unified messaging campaign among the programs that boost education around nutrition incentives as a whole • Create a coalition of nutrition incentive programs in Western New York and New York State to increase communication and reduce effort duplication

Barrier Type	Barrier Description	Potential Solutions
Deficient Funding and Supporting Policies	Few and inconsistent long-term funding opportunities. This leads to inadequate funding and staff capacity that stymies expansion efforts.	<ul style="list-style-type: none"> • Create the policy and funding necessary to implement a state supported EBT-integrated healthy incentive program • Advocate for programs such as WIC, Senior FMNP, and GusNIP to be included in multi-year, stabilized federal funding mechanisms. • Increase funding for and lower the required match for GusNIP funding

Conclusion

Nutrition incentives are a proven instrument for making nutritious foods more affordable for underserved and low-income populations, while also providing a boost to local farmers and economies. There are seven large nutrition incentive programs that were found to cover all regions of New York State. In the nine regions of Western New York, there are four major programs currently operating: Double Up Food Bucks NY, Fresh Connect, WIC FMNP, and Senior FMNP. Collectively, these programs operate at 126 sites across all nine counties. Many of these sites are clustered around the Buffalo and Rochester metro areas with other sites spread across the less populated areas. These programs all face gaps in program operations and barriers to further expansion, difficulty reaching rural areas, a lack of program administration technology, limited staff capacity, imperfect marketing and outreach efforts, and inadequate funding and supportive policies at the federal and state level. Future efforts to mitigate these barriers should focus on increasing consistent funding mechanisms, increasing dedicated staff capacity, exploring EBT card-integrated technology solutions to administer programs, collaboration on expansion efforts to avoid duplication, and increasing rural outreach partnerships and marketing.

PRODUCE PRESCRIPTIONS IN NEW YORK STATE

Introduction to Produce Prescription Programs in New York State

Prior to this statewide landscape assessment of PRx programs in New York State, the most prominent research conducted on existing PRx programs was a national field scan commissioned by Wholesome Wave and conducted by DAISA Enterprises throughout 2020-2021.¹⁰ As stated in this field scan, the National Produce Prescription Collaborative defines a PRx program as, “a medical treatment or preventative service for patients who are eligible due to a diet-related health risk or condition, food insecurity or other documented challenges in access to nutritious foods and are referred by a healthcare provider or health insurance plan. These prescriptions are fulfilled through food retail and enable patients to access healthy produce with no added fats, sugars, or salt, at low or no cost to the patient. When appropriately dosed, PRx programs are designed to improve healthcare outcomes, optimize medical spend, and increase patient engagement and satisfaction.”¹¹ As mentioned in the methods section of this landscape review, we conducted an analysis of existing PRx reports and other published literature, collaborated with the statewide Food as Medicine Coalition to create and administer a PRx survey (see appendix C for survey link), as well as created a semi-structured interview guide (see appendix C for interview guide questions), and conducted interviews with seven PRx implementing partners across New York State as a part of this landscape assessment.

In total, we identified 18 unique, active PRx programs in NYS that operate in a variety of settings and redemption sites (see Appendix F for complete list of programs). These 18 identified programs cover all major regions of the state, including Western New York, Central New York, Southern Tier, North Country, Capital Region, Hudson Valley, Long Island and New York City, though some regions have higher concentrations of PRx operating programs and redemption sites than others. While many nutrition incentive programs identified in the previous section of this report serve the entire state, all identified PRx programs operate in specific counties or regions of the state.

Table 7: PRx Partnership Types and Roles

Partner Types	Organization Types	Common Roles
Administrative Organizations	Nonprofits, Public Education Agencies	Voucher creation and tracking, communications between partners, program coordination
Healthcare Providers	FQHCs, Outpatient Health Clinics	Participant eligibility screenings, participant referrals
Redemption Sites	Farmers markets, Mobile markets, Farm stands, Grocery stores	Voucher redemption and reimbursement submission

There are three common partnering entities involved in operating PRx programs: administrative organizations, typically public education or nonprofit agencies, involved in the creation, distribution and tracking of PRx vouchers, program coordination, and communication between other partners; healthcare providers, such as federally qualified health centers and outpatient health clinics, typically involved in the screening and referral of participants into the program; and redemption partners, such as farmers markets, farm stands, mobile markets, and retail grocery stores or other food-retail locations where the PRx vouchers are commonly accepted and then submitted for reimbursement back to the administrative organizations.

Table 8: PRx Program Model Themes

Program Length	Incentive Amount	Voucher Type	Eligibility Criteria	Nutrition Education
6-24 weeks	\$84-\$192/program session	72% paper vouchers, 22% no vouchers, 6% digital/VISA card	Food Insecurity and/or Chronic Disease Risk/ Diagnosis	67% of programs have a nutrition education component

Common themes emerged between identified PRx programs and their operating models. All PRx models identified had a program length between 6-24 weeks, and all fell within the growing season in New York State between May and October. One identified program that partnered with brick-and-mortar retail grocery had more flexibility to run their program year-round on a rolling basis as they were not tied to operating only when farmers markets, farm stands, and mobile markets were also operating (most commonly on a seasonal basis in New York). The amount of the voucher incentives ranged from \$84-\$192 per person per program session. Most programs allotted between \$15-\$20 per person per week, while some gave an entire booklet of vouchers up front to be

used at the participants’ discretion until they ran out. Weekly voucher distributions typically were associated with a nutrition education component, where participants would attend a one-hour class and receive their voucher. Among voucher types, paper vouchers were the most common, with 72% of identified programs utilizing paper vouchers. Twenty-two percent of programs had no vouchers and directly gave out produce to enrolled participants, and 6% (one program) of the identified programs used digital vouchers in the form of a VISA gift card. Eligibility criteria to be enrolled into the program varied between programs, but all had similar themes. All identified programs gave relative flexibility to healthcare providers conducting enrollment screenings in determining who to enroll into the program. Programs used a combination of food insecurity status (on/eligible for government assistance programs such as SNAP or WIC) and health status (at risk for or diagnosis of a chronic disease such as obesity, cardiovascular disease, or diabetes) to determine participant eligibility. Sixty-seven percent of programs had a nutrition education component, commonly offered in-person or virtually as weekly, one-hour classes on different nutrition topics.

PRx Programs in Western New York

For the purpose of this assessment and future work, we decided to focus on the nine counties of Western New York (Erie, Wyoming, Niagara, Cattaraugus, Chautauqua, Orleans, Genesee, Allegany, and Monroe). This included looking at gaps in PRx programs, program enhancements recommendations, and funding and policy needs identified by PRx programs within the region and across the state. Within the nine-county region of Western New York, there are three PRx programs identified and 38 redemption sites between them. The three programs identified include the Fruit & Veggie Prescription Program from Buffalo Go Green, the Fruit and Vegetable Prescription Program or Produce Bucks from the Cornell Cooperative Extension of Erie County, and the Veggie Rx Program from The Chautauqua Center.

Figure 3: Map of Produce Prescription Redemption Sites in Western New York

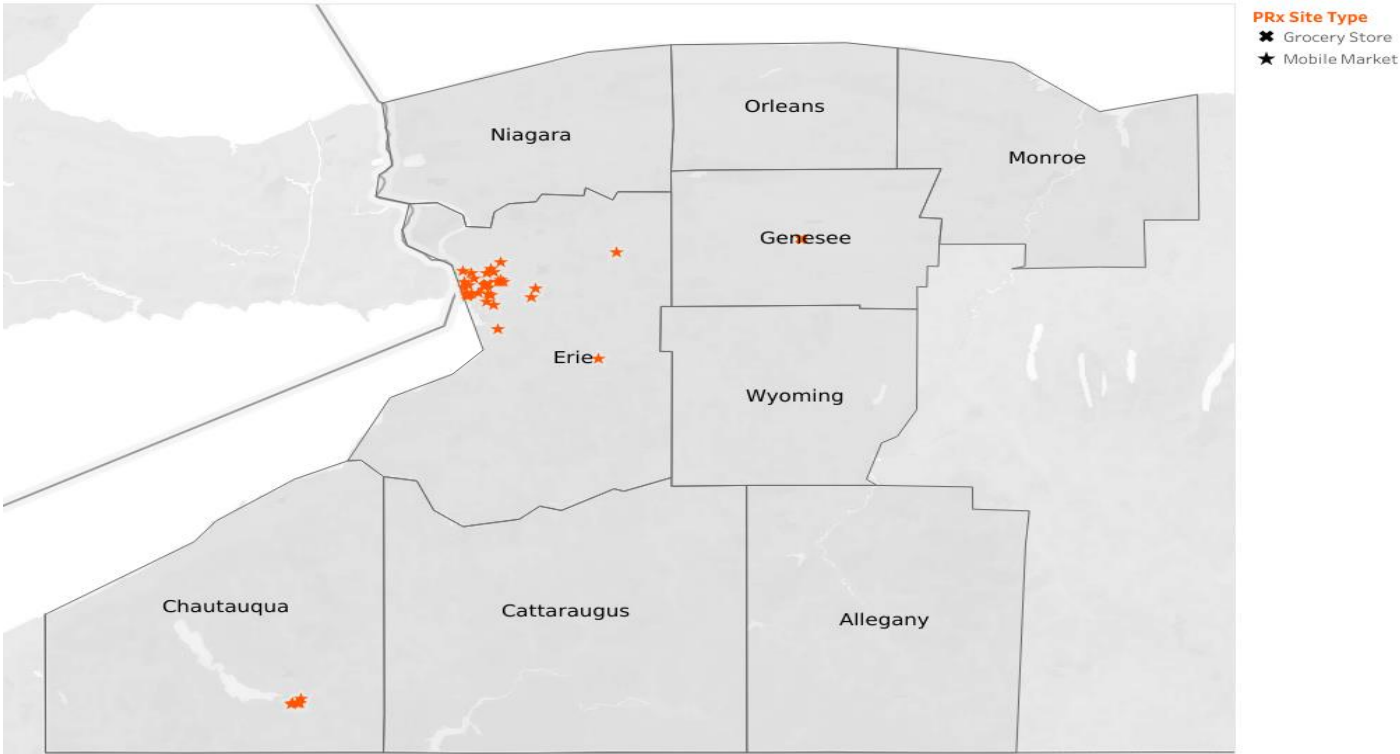


Table 9: PRx Programs in Western New York

Operating Organization	Entity Type	Program Name	Redemption Sites	Voucher Type	Incentive Amount	Eligibility Criteria	Areas Served
Buffalo Go Green	Nonprofit Organization	Fruit & Veggie Prescription Program	Mobile markets	Paper	\$5/week May-October	At the discretion of the healthcare provider	Erie County
Cornell Cooperative Extension of Erie County	Nonprofit Education Organization	Fruit and Vegetable Prescription Program/Produce Bucks	Farmers markets, Mobile markets, Grocery stores	Paper	\$20/nutrition education session, 6-8 weeks in length	Food insecurity	Erie, Genesee County
The Chautauqua Center	Federally Qualified Health Center	Veggie Rx Program	Farmers markets, Mobile markets	Paper	4 free produce items/week for the season	Open to all patients, geared towards those with or at risk for chronic health conditions	Chautauqua County

PRx Program Gaps and Opportunities for Enhancement

After conducting our literature review and analyzing the survey and interview data collected, there were common themes regarding gaps and barriers to PRx program implementation and sustainability that are prevalent in many of the programs identified in New York State. Major gaps include a lack of consistent funding sources, which contribute to staffing/capacity issues and program sustainability. Strength and consistency of healthcare partnerships is another gap, which can be influenced by staff turnover and the presence or absence of an internal champion to encourage use of the program. Additionally, program tracking/evaluation efforts are difficult due to a lack of consistent funding and staff capacity. Lack of evaluation results also makes it more difficult to secure future program funding. Also identified were potential policy solutions to help mitigate these barriers, including: 1) revisions in the federal Gus Schumacher Nutrition Incentive Program in the federal Farm Bill; 2) potential funding and technical support through the developing Medicaid 1115 Waiver in New York State; and 3) a standardized framework between organizations and healthcare providers for partnering with and providing funding for PRx programs to help mitigate barriers, such as HIPAA compliance and health information confidentiality concerns, to partnering with healthcare providers .

Table 10: PRx Operational Barriers and Potential Solutions

Barrier	Barrier Description	Potential Solutions
Funding	<p>Many PRx programs are grant funded and need to consistently seek out funding to continue operating. This takes up staff time and capacity and makes innovation, expansion and sustainability more difficult to achieve.</p>	<ul style="list-style-type: none"> • Medicaid 1115 Waiver: transparency and clear communication of the application process for CBOs to apply for funding for their PRx programs. • Increased funding and a more simplified, inclusive process for applying to the GusNIP grant at the federal level. • Increased healthcare provider funding/ sponsorships of PRx programs that highlight the cost savings associated with healthier patients.
Partnerships	<p>Staff turnover, busy schedules, and HIPAA and other confidentiality laws within the healthcare system contribute to an overall decline in momentum from healthcare provider partners which leads to decreased program participation and efficacy.</p>	<ul style="list-style-type: none"> • Having a partnership coordinator role designated to maintaining regular communications with healthcare partners and ensuring the program is always top of mind. • Having a designated PRx champion on the healthcare team was seen as key to ensuring the program continued to operate effectively. • Establishing a framework for policies and/or agreements between organizations and healthcare providers that address HIPAA compliance and other confidentiality concerns to remove this barrier of convincing healthcare providers to participate.
Evaluation	<p>Some partners had little to no tracking and/or evaluation of their PRx programs, making it difficult for them to define/enhance their program impact and make the case to funders and sponsors to receive additional funding. Increased information on how programs can increase health equity is needed.</p>	<ul style="list-style-type: none"> • Establishing metrics and processes for tracking across multiple programs; is directly tied to the issue of funding and staff capacity to take the time to do this. Patient-centric program development can help address unseen equity needs from the start.
Geographic	<p>The only PRx redemption locations in Western New York are in Erie, Chautauqua, or Genesee counties, highlighting a service gap of PRx programs in the region.</p>	<ul style="list-style-type: none"> • Identify high-need areas in counties without existing PRx programs in Western New York for potential future program operations/redemption sites. • Establish partnerships in unserved regions of Western New York that lay the foundation for future PRx programs to be implemented. • Encourage communication between existing active PRx programs and their service areas to increase collaboration, resource sharing and geographic coverage.

Conclusion

PRx programs are multi-faceted and inter-agency programs designed to combat food insecurity and chronic health conditions among participants while simultaneously providing a cost-savings benefit for healthcare providers. There are various PRx programs across New York State, some more established than others, but all sharing common operational themes, model designs, and facilitation barriers. This landscape assessment identified 18 active produce prescription programs. Of these 18, three are in the nine-county region of Western New York that have 38 unique redemption sites in the region, and all are in either Erie, Chautauqua, or Genesee County. There were common gaps and barriers to implementing PRx programs in Western New York and across the state identified. Future efforts to help mitigate these barriers should focus on: 1) securing sustainable funding via state policies such as the Medicaid 1115 Waiver or the creation of standardized healthcare provider sponsorships that help fund these programs with administrative organizations; 2) establishing strong partnerships with healthcare providers that involve regular communication of program progress, needs, and barriers to ensure continuous involvement and participant engagement; and 3) outlining common metrics for data tracking and analysis purposes that will enhance program evaluation, improvement, and the ability for administrative organizations to apply for and secure consistent funding for their PRx program.



Photo credit: Field & Fork Network

The content of this publication is solely the responsibility of the authors and does not necessarily represent the official views of Health Research, Inc., or the State of New York

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APPENDIX A: INTERACTIVE MAP LINKS

Figure 1: Map of Nutrition Incentive and Produce Prescription Redemption Sites in Western NY

[https://public.tableau.com/
views/2024ProducePrescriptionandNutritionIncentiveRedemptionSitesinWNY/2
024NIandPRxSitesinWNY?:language=en-](https://public.tableau.com/views/2024ProducePrescriptionandNutritionIncentiveRedemptionSitesinWNY/2024NIandPRxSitesinWNY?:language=en-)

Figure 2: Map of Nutrition Incentive Redemption Sites in Western NY Interactive Map:

[https://public.tableau.com/
views/2024NutritionIncentiveRedemptionSitesinWNY/2024NISitesinWNY?:lang uage=en-
US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link](https://public.tableau.com/views/2024NutritionIncentiveRedemptionSitesinWNY/2024NISitesinWNY?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

Figure 3: Map of Prescription Produce Redemption Sites in Western NY Interactive Map:

[https://public.tableau.com/
views/2024ProducePrescriptionRedemptionSitesinWNY/2024PRxSitesinWNY?: language=en-
US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link](https://public.tableau.com/views/2024ProducePrescriptionRedemptionSitesinWNY/2024PRxSitesinWNY?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

APPENDIX B: TABLES WITHIN THE NARRATIVE

Table 1: Overview of Produce Prescription and Nutrition Incentive Programs

Table 2: Nine WNY Counties Demographic Metrics

Table 3: Nine WNY Counties Health Metrics

Table 4: Overview of Nutrition Incentive Programs Operational in Western NY

Table 5: Nutrition Incentive Distribution or Redemption Approval Process

Table 6: Nutrition Incentive Operational Barriers and Potential Solutions

Table 7: PRx Partnership Types and Roles

Table 8: PRx Program Model Themes

Table 9: PRx Programs in Western NY

Table 10: PRx Operational Barriers and Potential Solutions

APPENDIX C: PRX INTERVIEW GUIDE AND SURVEY

Produce Prescription Landscape Assessment in NYS Semi-Structured Interview Guide

The goal of conducting these interviews is to gain a better understanding of the current state of produce prescription programs in NYS, best practices for operating, any gaps or barriers in PRx program sustainability and success and future policy directions and implications. Interviewees should either have direct experience running their own produce prescription program or have extensive knowledge from overseeing other PRx programs such as coalition leaders or researchers.

1. **Do you operate your own produce prescription program?**
 - a. [Probe] If so, how long have they been operating?
 - b. [Probe] If not currently operating, what is their involvement in this space?
2. **Who are your main partners for the program? What types of organizations are they?**
 - a. [Probe] How did the partnerships materialize?
 - b. [Probe] Who is in charge of what?
 - c. [Probe] If not running your own program, what are the most common types of partners you see amongst other produce prescription programs?
3. **(If they operate their own program) How does your program operate?**
 - a. [Probe] What is their program model?
 - b. [Probe] What is the eligibility criteria for participation?
 - c. [Probe] How much (\$\$) of an incentive do they offer?
 - d. [Probe] How long does their program run?
 - e. [Probe] How many individuals participate in their program?
4. **How is your program funded?**
 - a. [Probe] How much does it cost to run your program in a given year?
 - b. [Probe] If not running their own program, what do they see as the most common sources of funding for PRx programs?
5. **How do you measure the success of your produce prescription program?**
 - a. [Probe] If they do not run their own program, what common metrics do they see others use to measure the success of their programs?
6. **What are the largest gaps or barriers to operating your produce prescription program?**
 - a. [Probe] Ask them to elaborate on internal/operational barriers vs external/participant barriers.
 - b. [Probe] If they do not run their own program, what do they feel are the largest barriers other programs experience when operating their programs?
7. **What policy initiatives could help improve or expand produce prescription programs across NYS?**
 - a. [Probe] Are they involved in advocacy work involving PRx policy? Medicaid 1115 Waiver?
8. **Is there anything else we should know to help us better understand the current state of PRx programs in NYS?**

Food as Medicine/PRx Survey: <https://form.jotform.com/220697319341054>

APPENDIX D: NEW YORK STATE NUTRITION INCENTIVE PROGRAMS

Program Name	Operating Organization	Geographic Operation Area(s)	Program Model	Program Structure	Incentive Format	Redemption Site(s)
Double Up Food Bucks NY	Field & Fork Network	Statewide outside of NYC	SNAP-match	\$1 for \$1 match on SNAP purchases of produce or general SNAP purchases, up to \$20/day. Incentive spent on produce.	Dependent on site: tokens, coupon, loyalty card, internal loyalty system	Grocery, Farmers markets, Farm stands, Mobile markets, SNAP online retailers
Get the Good Stuff	New York City Department of Health	NYC	SNAP-match	\$.01 for \$.01 match on SNAP purchases of produce, up to \$10/day. Incentive spent on produce.	Loyalty Card	Grocery
HealthBucks	New York City Department of Health	NYC	SNAP-match	Farmers Markets: \$2 for \$2 match on SNAP purchases, up to \$10/day. Community Organizations: No match, participants must participate in a health/nutrition course. Incentive spent on produce.	Paper vouchers	Farmers markets
FreshConnect	New York State Department of Agriculture and Markets	Statewide outside of NYC	SNAP-match and Demographic Distribution	Farmers Markets: \$2 for \$2 match on SNAP purchases, up to \$50/day. Veterans: No match needed. Checks are distributed through the local office of veteran's affairs. Incentive spent on NYS produce SNAP eligible items.	Paper vouchers	Farm stands, Farmers markets, Mobile markets
CSA is a SNAP	Glynwood	Hudson Valley Region	SNAP-match	50% SNAP purchases of CSA shares. Incentive spent on CSA share.	Discount	CSAs
NYS WIC FMNP	New York State Department of Health in	Statewide	Demographic Distribution	Eligible low-income pregnant women, women with children, and children participants are issued	Paper vouchers	Farmers markets, Farm stands, CSAs, Mobile

	conjunction with New York State Department of Agriculture and Markets			FMNP checks or coupons. Coupon booklets contain five \$5 coupons, with a total value of \$25. Incentive spent on produce.		markets
NYS Senior FMNP	New York State Office of the Aging in conjunction with New York State Department of Agriculture and Markets	Statewide	Demographic Distribution	Eligible low-income senior participants are issued FMNP checks or coupons. Coupon booklets contain five \$5 coupons, with a total value of \$25. Incentive spent on produce	Paper vouchers	Farmers markets, Farm stands, CSAs, Mobile markets

References for Appendix D

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APPENDIX E: NUTRITION INCENTIVE REDEMPTION SITES IN WESTERN NEW YORK

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Giant Food Mart - Cuba	72 Genesee St, Cuba NY, 14727	Grocery store	Year-round	Yes	No	No	Yes	Allegany
Giant Food Mart - Wellsville	44 Park Ave., Wellsville NY, 14895	Grocery store	Year-round	Yes	No	No	Yes	Allegany
Belmont Farmers' Market	12 Willets Ave, Belmont, NY 14813	Farmers market	June 6-October 10	Yes	No	Yes	Yes	Allegheny
Wagoner Bees & Produce Farm Stand	8901 County Rd 15, Angelica, NY 14709	Farm stand	May 1-November 15	Yes	No	Yes	No	Allegheny
Alfred Farmers' Market	87 S Main St, Alfred, NY 14802	Farmers market	June 9-October 13	Yes	Yes	Yes	No	Allegheny
Enchanted Mountains Farmers' Market	Jefferson Street, Salamanca, NY 14779	Farmers market	May 24-October 25	Yes	No	Yes	Yes	Cattaraugus
Canticle Farm Market	3835 South Nine Mile Rd, Allegany, NY 14706	Farm stand	Year-round	Yes	No	Yes	No	Cattaraugus
Olean Area Farmers' Market	Lincoln Park, 1st and Union Streets, Olean, NY 14760	Farmers market	May 4-October 26	Yes	No	Yes	No	Cattaraugus
Salamanca Farmers Market	768 Broad Street, Salamanca NY, 14779	Farmers market	May 23-October 31	Yes	No	No	Yes	Cattaraugus
Jamestown Mobile Market-Bush Elementary	150 Partridge St, Jamestown, NY 14701	Mobile market	June 13-October 24	Yes	No	Yes	Yes	Chautauqua
Jamestown Mobile Market-Code Building	511 E 2nd St, Jamestown, NY 14701	Mobile market	June 13-October 24	Yes	No	Yes	Yes	Chautauqua
Jamestown Mobile Market-The Resource Center	200 Dunham Ave, Jamestown, NY 14701	Mobile market	June 12-October 23	Yes	No	Yes	Yes	Chautauqua
Jamestown Public Market	Cherry St, Jamestown, NY 14701	Farmers market	June 8-October 26	Yes	No	Yes	Yes	Chautauqua
Lakewood Farmers' Market	25 Shadyside Ave, Lakewood, NY 14750	Farmers market	June 20-September 5	No	No	Yes	No	Chautauqua
Jamestown Mobile Market-Chautauqua Center	612 W 6th St, Jamestown, NY 14701	Mobile market	June 12-September 26	Yes	No	Yes	Yes	Chautauqua
Jamestown Mobile Market-Prendergast Library	509 Cherry St, Jamestown, NY 14701	Mobile market	June 12-September 26	Yes	Yes	Yes	Yes	Chautauqua

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Jamestown Mobile Market-Silver Tree Seniors	21 S Lakeview Ave, Jamestown, NY 14701	Mobile market	June 12-September 26	Yes	Yes	Yes	Yes	Chautauqua
Carlberg Farm - CSA	1982 Peck Settlement Rd, Jamestown NY, 14701	CSA	May 1-October 30	Yes	No	No	Yes	Chautauqua
Carlberg Farm Livestock and Produce	1982 Peck Settlement Rd., Jamestown NY, 14701	Farm stand	May 1-October 31	Yes	No	No	Yes	Chautauqua
Dunkirk Farmers Market	45 Cliffstar Court, Dunkirk NY, 14048	Farmers market	June 14-October 11	Yes	No	No	Yes	Chautauqua
Hamburg Farmers' Market	700 Lakeview Ave, Hamburg, NY 14075	Farmers market	May 4-October 26	Yes	No	Yes	No	Erie
Huntington Farm Stand II	2100 Baseline Rd, Grand Island, NY 14072	Farm stand	June 15-October 14	Yes	No	Yes	No	Erie
5 Loaves Farm Stand-Delavan Ave	1397 Delavan Ave, Buffalo, NY 14215	Farm stand	July 1-September 30	Yes	No	Yes	No	Erie
Bowman Farms Farm stand	1480 Grover Rd, East Aurora, NY 14052	Farm stand	June 11-October 16	Yes	Yes	Yes	No	Erie
Clarence Hollow Farmers' Market	10717 Main St, Clarence, NY 14031	Farmers market	June 1-October 26	No	No	Yes	No	Erie
Clinton Bailey Sat Farmers' Market	1443 Clinton St, Buffalo, NY 14206	Farmers market	Year-round	Yes	No	Yes	Yes	Erie
East Aurora Farmers' Market	571 Main St, East Aurora, NY 14052	Farmers market	May 6-November 23	No	No	Yes	No	Erie
Elmwood Village Farmers' Market	2495 Elmwood Ave, Buffalo, NY 14217	Farmers market	May 11-November 30	Yes	No	Yes	Yes	Erie
MAP Farm Stand	389 Massachusetts Ave, Buffalo, NY 14213	Farm stand	Year-round	Yes	No	Yes	Yes	Erie
Holland Farmers' Market	4950 Chapin Rd, Holland, NY 14080	Farmers market	May 5-October 27	No	No	Yes	No	Erie
Mrs. Nash's Garden Basket	500 Michigan Ave, Buffalo, NY 14203	Farmers market	May 28-October 8	No	No	Yes	No	Erie
Providence Farm Collective Farmers' Market	130 Grant St, Buffalo, NY 14213	Farmers market	June 22-October 26	Yes	No	Yes	Yes	Erie
Buffalo's Golden Corner	1715 Jefferson Ave, Buffalo NY, 14208	Small retail	Year-round	Yes	No	No	Yes	Erie
Creekside market	13971 Route 62, Collins NY, 14034	Grocery store	Year-round	Yes	No	No	Yes	Erie
Dash's Markets - Hertel	1770 Hertel Ave, Buffalo NY, 14216	Grocery store	Year-round	Yes	No	No	Yes	Erie

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Buffalo Downtown Country Farmers Market	403 Main St, Buffalo NY, 14202	Farmers market	June 1- October 12	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Cheektowaga Senior Center	3349 Broadway, Cheektowaga NY, 14227	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Clarence Senior Center	4600 Thompson Rd., Clarence NY, 14031	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - East Aurora Senior Center	101 King St Suite A, East Aurora NY, 14052	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Moot Senior Center	292 High St., Buffalo NY, 14204	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - New Hope Baptist Church	2090 Genesee St., Buffalo NY, 14211	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - OLV Basilica	767 Ridge Rd., Lackawanna NY, 14218	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Persistence Prep Academy	378 Urban St., Buffalo NY, 14211	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Resurrection Life Food Pantry	2145 Old Union Rd., Cheektowaga NY, 14227	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - UB South Child Care Center	3435 Main St, Buffalo NY, 14214	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Valley Community Center	93 Leddy St., Buffalo NY, 14210	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
FeedMore Mobile Market - Westminster Commons	419 Adams St., Buffalo NY, 14212	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
Lexington Co-op - Elmwood	807 Elmwood Ave., Buffalo NY, 14222	Grocery store	Year-round	Yes	No	No	Yes	Erie
Lexington Co-op - Hertel	1678 Hertel Ave., Buffalo NY, 14216	Grocery store	Year-round	Yes	No	No	Yes	Erie

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
MAP - Buffalo Adult Education	254 Virginia St, Buffalo NY, 14201	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Buffalo Promise Neighborhood	Dartmouth Ave, Buffalo NY, 14215	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Elim Church at Holden & Chalmers	70 Chalmers Ave, Buffalo NY, 14214	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Jami Masjid/Muslim Society	1955 Genessee St, Buffalo NY, 14211	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Jericho Road Barton St	184 Barton St, Buffalo NY, 14213	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Jericho Road Broadway	1021 Broadway, Buffalo NY, 14212	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - MAP Farmhouse	387 Massachusetts Ave, Buffalo NY, 14213	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Neighborhood Health Center Mattina	300 Niagara St, Buffalo NY, 14201	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
MAP - Neighborhood Health Center Northwest	155 Lawn Ave, Buffalo NY, 14207	Mobile market	Year-round	Yes	Yes	No	Yes	Erie
Market in the Square - West Seneca	940 Union Rd., West Seneca NY, 14224	Grocery store	Year-round	Yes	No	No	Yes	Erie
Providence Farm Collective	130 Grant Street, Buffalo NY, 14213	Farmers market	June 24-October 28	Yes	No	No	Yes	Erie
Providence Farm Collective - CSA	5701 Burton Rd, Orchard Park NY, 14127	CSA	June 24-October 29	Yes	No	No	Yes	Erie
Tops Friendly Market #250 - Jefferson	1275 Jefferson Avenue, Buffalo NY, 14208	Grocery store	Year-round	Yes	No	No	Yes	Erie
West Shore Market	11 Church Street, Akron NY, 14001	Farmers market	June 4-October 8	Yes	No	No	Yes	Erie
Corfu Farmers Market	Corfu Village Green, 116 E Main St, Corfu, NY 14036	Farmers market	July 10-September 25	No	No	Yes	No	Genesee
Genesee Country Farmers' Market	Bank Street at, Alva Pl, Batavia, NY 14020	Farmers market	June 7-November 1	Yes	Yes	Yes	Yes	Genesee
LeRoy Farmers' Market	Trigon Park, 12 Bank St, Le Roy, NY 14482	Farmers market	June 8-October 5	No	No	Yes	No	Genesee
Oatka Creek Farm	8064 Oatka Trail, Le Roy NY, 14482	Farm stand	May 15-November 31	Yes	No	No	Yes	Genesee

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Foodlink Curbside Market-Manhattan Sq Family Medicine	2318 Lyell Ave, Rochester, NY 14606	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Brightly's Farm Market	1747 Scottsville Rd, Rochester, NY 14623	Farm stand	Year-round	Yes	No	Yes	No	Monroe
Brighton Farmers' Market	1150 Winton Rd S, Rochester, NY 14618	Farmers market	Year-round	Yes	Yes	Yes	No	Monroe
Brockport Farmers' Market	Market St & Water St, Brockport, NY 14420	Farmers market	June 9-October 27	No	No	Yes	No	Monroe
Foodlink Curbside Market-Andrews Terrace	10 Crittenden Blvd, Rochester, NY 14620	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Beechwood Neighborhood	1699 E Main St, Rochester, NY 14609	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Carriage Factory Apts	330 N Clinton Ave, Rochester, NY 14605	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Charlotte Harbortower I	470 Lake Ave, Rochester, NY 14608	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Charlotte Harbortower II	490 Lake Ave, Rochester, NY 14608	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Cornerstone Pointe	439 Central Park, Rochester, NY 14605	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Danforth Towers	140 W Main St, Rochester, NY 14614	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-DHS Westfall	259 Monroe Ave, Rochester, NY 14607	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Foodlink Curbside Market-EL Towers	121 Sherrill St, Rochester, NY 14611	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-ElderOne Emerson Pace Ctr	4783 W Henrietta Rd, Henrietta, NY 14467	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-ElderONE Hudson PACE Ctr	99 Hamilton Dr, Rochester, NY 14620	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Ellison Park Apts	1 Bergen St, Rochester, NY 14620	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Fairport Apartments	466 Cross Keys Office Park, Fairport, NY 14450	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Hudson Ridge Tower	401 Seneca Manor Dr, Rochester, NY 14621	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Jack Kenny Apts	1115 E Main St, Rochester, NY 14609	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-James Hudson Apts	1135 E Main St, Rochester, NY 14609	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Keeler Apts	501 Seneca Manor Dr, Rochester, NY 14621	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Kennedy Towers	666 S Plymouth Ave, Rochester, NY 14608	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Lake Tower Apartments	5 Vienna St, Rochester, NY 14605	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Foodlink Curbside Market-Long Pond Sr Housing	4403 Lake Ave, Rochester, NY 14612	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Maplewood YMCA	25 Driving Park Ave, Rochester, NY 14613	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Phillips Village	212 Andrew St, Rochester, NY 14604	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Pinnacle Place Apartments	175 Pinnacle Rd, Rochester, NY 14623	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Plymouth Gardens	100 Kings Hwy S, Rochester, NY 14617	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Seneca Towers	200 Seth Green Dr, Rochester, NY 14621	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Southwest Family YMCA	597 Thurston Rd, Rochester, NY 14619	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Rochester Highlands	40 Highland Manor Dr, Rochester, NY 14620	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Dunn Towers	100 Dunn Tower Drive Rochester, NY 14606	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-St. Bernard Park Apts	2260 Lake Ave, Rochester, NY 14612	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-The Hamilton Apts	2300 East Ave, Rochester, NY 14610	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-Unity @ St. Mary's	89 Genesee St, Rochester, NY 14611	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Foodlink Curbside Market-Winton Gardens Towers	38 Humboldt St, Rochester, NY 14609	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Foodlink Curbside Market-YWCA Apartments	40 N Fitzhugh St, Rochester, NY 14614	Mobile market	Year-round	Yes	No	Yes	Yes	Monroe
Fairport Farmers' Market	58 S Main St, Fairport,	Farmers market	May 4- November 16	No	No	Yes	No	Monroe
Partyka Farms Farm Stand	1420 County Rd 37, Honeoye Falls, NY 14472	Farm stand	Year-round	No	No	Yes	No	Monroe
Rochester Public Market - Thursday	280 Union St N, Rochester, NY 14609	Farmers market	Year-round	Yes	Yes	Yes	No	Monroe
The Mall at Greece Ridge Sat Farmers' Market	271 Greece Ridge Center Dr, Rochester, NY 14626	Farmers market	June 1- October 26	No	No	Yes	No	Monroe
Webster's Joe Obbie Farmers' Market	545 Ridge Rd, Webster, NY 14580	Farm stand	June 8- October 26	No	No	Yes	No	Monroe
Westside Farmers' Market	831 Genesee St, Rochester, NY 14611	Farmers market	June 4- October 8	Yes	Yes	Yes	No	Monroe
Abundance Co-op	571 South Avenue, Rochester NY, 14620	Grocery store	Year-round	Yes	No	No	Yes	Monroe
Local Stuff Box	986 Monroe Ave, Rochester NY, 14620	Farmers market	Year-round	Yes	No	No	Yes	Monroe
Niagara Falls City Market	15th Street and Pine Avenue in Niagara Falls, NY 14301	Farmers market	June 5- November 27	Yes	Yes	Yes	Yes	Niagara
Human Farms and Greenhouse Farm Stand	2853 Hess Rd. Appleton, NY, 14008	Farm stand	Year-round	Yes	No	Yes	No	Niagara
Huntington Farm Stand I	11503 Main St. Clarence, NY 14031	Farm stand	June 1- October 14	No	No	Yes	No	Niagara
Lockport Community Farmers' Market	57 Canal Street, Lockport NY, 14094	Farmers market	Year-round	Yes	No	Yes	Yes	Niagara
Newfane Methodist Farmers' Market	202 Church St, Newfane, NY 14108	Farmers market	June 26- September 25	No	No	Yes	No	Niagara
North Tonawanda City Farmers' Market	303 Main St, North Tonawanda, NY 14120	Farmers market	Year-round	Yes	No	Yes	Yes	Niagara

Name	Address	Site Type	Season	Accepts SNAP	Accepts FMNP	Accepts FCC	DUFBNY Site	County
Randy Becken Farm Stand	404 Farm Rd, Niagara Falls, NY 14303	Farm stand	August 1- November 9	No	Yes	Yes	No	Niagara
Schwab Farm Stand	505 Agriculture Ln, Lockport, NY 14095	Farm stand	Year-round	Yes	No	Yes	No	Niagara
Harris Farm Market	8475 Ridge Rd, Gasport NY, 14067	Farm stand	May 1- October 31	Yes	No	No	Yes	Niagara
Market in the Square - North Tonawanda	535 Division St., North Tonawanda NY, 14120	Grocery store	Year-round	Yes	No	No	Yes	Niagara
Tops Friendly Market #9 - Portage	1000 Portage Road, Niagara Falls NY, 14301	Grocery store	Year-round	Yes	No	No	Yes	Niagara
Canal Village Farmers' Market	127 West Center Street, Medina, NY 14103	Farmers market	Year-round	Yes	No	Yes	No	Orleans
Navarras Farm Market and Greenhouses	456 Farm Ln, Albion, NY 14411	Farm stand	Year-round	No	Yes	Yes	No	Orleans
Roberts Farm Market	789 Market Rd, Holley, NY 14470	Farm stand	Year-round	No	No	Yes	No	Orleans
Perry Farmers' Market	100 Main St, Perry, NY 14530	Farmers market	June 15- September 28	No	No	Yes	No	Wyoming

References for Appendix E:

New York State Department of Agriculture and Markets. (n.d.). Find a farmers' market. Retrieved June 7, 2024, from <https://agriculture.ny.gov/farmers-markets-county>

Double Up Food Bucks NYS. (n.d.). Double up food bucks. Retrieved June 7, 2024, from <https://doubleupnys.com/>

APPENDIX F: NEW YORK STATE PRODUCE PRESCRIPTION PROGRAMS

Program Name	Organization	Geographic Operation Area(s)	Program Design	Participant Eligibility Requirements
Food as Medicine Tompkins	Cornell Cooperative Extension Tompkins County	Southern Tier	Participants receive fresh organic farm food every week from June-mid November, attend cooking classes (virtual or in-person) focused on eating a variety of seasonal produce, and communicate with staff about staying motivated and making healthy recipes. Eligible participants are referred to the program by our healthcare partners to treat diet-related illnesses including diabetes, pre-diabetes and hypertension.	Patients on Medicaid and patients who are SNAP or WIC eligible.
Fruit & Veggies Prescription Program (FVRx)	Buffalo Go Green Inc.	Western New York	Participants receive \$5 vouchers once per week for the entire growing season, May-October.	At healthcare provider's discretion
Fresh Food Farmacy	Comfort Food Community	Hudson Valley	6-month program, receive vouchers to redeem at area farmers markets	Diagnosis of chronic health disease (cardiovascular disease, pre-diabetes, hypertension)
Produce Prescription Program of South Central NY	Rural Health Network of SCNY, Inc.	Central NY, Southern Tier, Mohawk Valley	Work with health coordinators/community health workers/dietitians for enrollment. \$120 worth of vouchers given the first time they meet and must have 2 other times they met with them: ideally 2nd visit within the next 30 days. 3 allotments of \$120 per PRx season; leave it up to healthcare providers to decide if they can come back to the program or not next season	Diagnosis of chronic health disease (cardiovascular disease, pre-diabetes, hypertension) Don't ask about income level but not needed to be eligible
VeggieRx	Capital Roots	Capital Region	Patients receive coupon books containing 12 \$7 coupons which they can then redeem for fresh food on board the Veggie Mobile® and Veggie Mobile® Sprout.	Patients who have chronic health issues, such as diabetes, hypertension and obesity.
Produce Prescription Program	Seven Valleys Health Coalition	Central NY	Participants will receive approximately 22 weeks of fresh produce through a local Community Supported Agriculture (CSA) share. Home delivery of the weekly produce box provided by the CSA share is available to those enrolled in the program. Participants will also receive support and education throughout the program, and the option to attend cooking and/or chronic disease prevention and self-management classes to help lead to lifestyle change.	Low-income status. Currently experiencing food insecurity. Currently at risk for or currently diagnosed with a chronic disease.

Program Name	Organization	Geographic Operation Area(s)	Program Design	Participant Eligibility Requirements
Fruit & Vegetable Prescription Program (FVRx)	Cornell Cooperative Extension (Wayne, Cayuga, and Monroe Counties)	Central NY	Fruit & Vegetable Prescription 6-week Program (FVRx), free SNAP-Ed NY program. 6 classes, 60 minutes each. \$15/class in vouchers for fresh fruits and vegetables from local retailers. A total of \$90 in fresh fruits and vegetables. Classes offer in-person and virtual options.	Diagnosis of chronic health disease (cardiovascular disease, pre-diabetes, hypertension) Ask about income level but not needed to be eligible
North Country Produce Prescription Project (NC FVRx)	Cornell Cooperative Extension (Jefferson, Lewis, St. Lawrence, Franklin, Essex, and Clinton Counties)	North Country	Referrals are made by healthcare providers who screen patients for program eligibility. Once enrolled, these patients are invited to attend 4-6 nutrition workshops. For each workshop they attend, they will receive \$25 in prescription vouchers (up to a total value of \$150 in fresh produce) redeemable with participating local producers and retail markets in each county.	Diet-related chronic disease and nutrition security needs
NY Fresh Rx Produce Prescription Program	Cornell Cooperative Extension Nassau County	Long Island	Designed to help participants improve their overall health and well-being through increased consumption of fruits and vegetables. Provide free boxes of fruits and vegetables to participants. Nutrition education, chronic disease prevention and self-management workshops, culinary medicine and cooking classes, recipes, newsletters, and individual nutrition counseling services.	In order to participate, individuals must be a patient at Harmony Healthcare Long Island. Additionally, the following eligibility criteria must be met: (1) low income and experiencing food insecurity; (2) chronic disease diagnosis; (3) ability and interest in receiving and using fresh produce; (4) willingness to complete all intake, screening, and evaluation paperwork.
Fruit and Veggie Prescription (FVRx)	Cornell Cooperative Extension Suffolk County	Long Island	Patients referred through the health center for the program. They are provided vouchers to purchase their own produce. Free Nutrition Workshops with a CCE Suffolk Nutrition Educator. Can receive up to a total of \$150 for free locally grown vegetables. Participants receive \$15 for each workshop they participate in. Workshops available in English and Spanish.	Undetermined
Fresh Rx Program	Garnet Health Cornell Cooperative Extension Sullivan County	Hudson Valley	Nutrition and cooking classes are available free of cost for all interested community members upon registration. Individuals who qualify for SNAP benefits or Medicaid can earn \$20 per class attended in nutrition incentive credits, which can be used to buy farm-fresh local fruits and vegetables at participating Farmers' Markets and mobile markets.	Qualify for SNAP/Medicaid

Program Name	Organization	Geographic Operation Area(s)	Program Design	Participant Eligibility Requirements
Fresh Connect	Montefiore Medical Center	New York City	The pilot program, called Fresh Connect, will provide prepaid debit cards to families to buy fresh fruit and vegetables at local Stop & Shop stores. Fresh Connect aims to ensure Bronx families have access to well-balanced, nutritional meals.	Food insecurity
Food MD	NY Common Food Pantry	New York City	Designed to increase access to healthy fresh fruits and vegetables and decrease the risk for developing chronic diseases like diabetes, high blood pressure, cholesterol disorders and obesity. This program includes complete health screening, nutrition workshops, fresh fruits and vegetables, New York Common Pantry services, free biweekly pantry distribution, and social services.	Under-served, high-need community members
The Corbin Hill Farm Share program	The Corbin Hill Food Project Inc.	New York City	Participants will pay \$2.50 per week, using either SNAP dollars or cash, to pick up bi-monthly produce boxes at designated sites in the South Bronx or Harlem. The boxes are valued at \$35 and will include five to eight seasonal, local items.	Food is Medicine program aims to demonstrate the effectiveness of produce prescription models in addressing community health disparities and food and nutrition security.
Fruit & Veggie Rx Produce Bucks	Cornell Cooperative Extension Erie County	Western New York	Participate in a Fruit & Veggie Rx class, receive \$5 voucher to be redeemed at participating mobile markets and grocery stores.	People who attend the Fruit and Veggie Prescription program at a partnered health clinic receive these vouchers.
Veggie Rx Program	The Chautauqua Center (TCC)	Western New York	Medical providers and other staff at partnering health care organizations give “prescription” vouchers that act as money to their patients. Those patients spend the vouchers on fresh produce at area public markets. Veggie Rx patients receive five free servings each week through the duration of the season (June 15 to September 29).	Undetermined
New York Fruit and Vegetable Prescription program	Cornell Cooperative Extension Steuben County	Finger Lakes	Partner with healthcare organization. Healthcare provider uses Hunger Vital Sign screener to determine patient eligibility. Provider sends referral to our team. CCE contacts patient to enroll them in classes. Patient attends class and receives \$20 in vouchers each week for 6 weeks to spend on fruits and vegetables	Low-income status At risk for and/or diagnosis of diet-related chronic diseases (e.g., diabetes, hypertension, cardiovascular disease)
Fresh Market Rx	Dutchess Outreach	Hudson Valley	Vouchers are prescribed as part of a “Fresh Market Rx” by local healthcare practitioners as well as through other community health driven organizations to patients and residents who demonstrate signs or expressions of food insecurity, as tested by a short food security survey, in order to incentivize the purchase of fresh fruits and vegetables at our mobile market and to incorporate healthier foods into their	Signs of food insecurity

Program Name	Organization	Geographic Operation Area(s)	Program Design	Participant Eligibility Requirements
			diets. “Fresh Market Bucks” come in denominations of \$5, packs of \$100 and are issued via “Fresh Market Rx” pads.	

Additional references for Appendix F

Capital Roots. (n.d.). VeggieRx. <https://www.capitalroots.org/veggierx/> Comfort Food Community. (n.d.). Food as health. <https://www.comfortfoodcommunity.org/food-as-health/> Corbin Hill Food Project. (n.d.). Food as medicine. <https://corbinhill-foodproject.org/food-as-medicine/> Cornell Cooperative Extension. (n.d.). Food and nutrition. <https://putknowledgetowork.org/food-nutrition> Cornell Cooperative Extension of Erie County. (n.d.). Food is medicine. <https://erie.cce.cornell.edu/community-health-nutrition/food-is-medicine> Cornell Cooperative Extension of Jefferson County. (2021). Fruit and vegetable prescription program information session. <https://ccejefferson.org/events/2021/06/17/fruit-and-vegetable-prescription-program-information-session> Cornell Cooperative Extension of Nassau County. (n.d.). NY Fresh RX produce prescription program. <https://ccenassau.org/nutrition-health-wellness/ny-fresh-rx-produce-prescription-program> Cornell Cooperative Extension of Sullivan County. (n.d.). Rx program. <https://sullivancce.org/food-nutrition/rx-program> Cornell Cooperative Extension of Suffolk County. (2024). Fruit & veggie prescription (FVRx) Brentwood. <https://ccesuffolk.org/events/2024/06/06/fruit-veggie-prescription-fvr-brentwood> Cornell Cooperative Extension of Tompkins County. (n.d.). Food as medicine. <https://ccetompkins.org/food/food-as-medicine-tompkins> Cornell Cooperative Extension of Wayne County. (n.d.). Fruit & vegetable prescription program. <https://ccewayne.org/nutrition/snap-ed-ny/fruit-and-vegetable-program-fvr> Dutchess Outreach. (n.d.). Fresh market RX. <https://dutchessoutreach.org/programs/fresh-market-rx/> Go Green. (n.d.). Making a difference & FVRx. <https://buffalogogreen.org/> Montefiore. (n.d.). Montefiore recognizes health benefits of fruit & vegetable RX. <https://foodcommunitybenefit.noharm.org/case-studies/making-healthy-choice-easy-choice> New York Common Pantry. (n.d.). Live healthy. <https://nycommonpantry.org/live-healthy/> Nutrition Incentive Hub. (n.d.). Grantee projects. <https://www.nutritionincentivehub.org/grantee-projects> Rural Health Network of South Central New York. (n.d.). Produce prescription programs. <https://foodandhealthnetwork.org/prxpatients/> Seven Valleys Health Coalition. (n.d.). Seven Valleys Health PRx. <https://www.sevenvalleyshealth.org/prx>

APPENDIX G: PRODUCE PRESCRIPTION REDEMPTION SITES IN WESTERN NEW YORK

Site Name	Address	Site Type	PRx Organization	PRx Program Name	County
Jamestown Mobile Market - Bush Elementary School	150 Pardee St, Jamestown NY 14701	Mobile market	The Chautauqua Center (TCC)	Veggie Rx Program	Chautauqua
Jamestown Mobile Market - The Gateway Center	31 Water St, Jamestown NY 14701	Mobile market	The Chautauqua Center (TCC)	Veggie Rx Program	Chautauqua
Jamestown Mobile Market - Lutheran Social Services	715 Falconer Street, Jamestown NY 14701	Mobile market	The Chautauqua Center (TCC)	Veggie Rx Program	Chautauqua
Jamestown Mobile Market - The Resource Center	75 Jones and Gifford Ave, Jamestown NY 14701	Mobile market	The Chautauqua Center (TCC)	Veggie Rx Program	Chautauqua
Jamestown Mobile Market - Silver Tree Seniors	8 Crane Street, Jamestown NY 14701	Mobile market	The Chautauqua Center (TCC)	Veggie Rx Program	Chautauqua
Jamestown Mobile Market - The Salvation Army	83 S. Main Street, Jamestown NY 14701	Mobile market	The Chautauqua Center (TCC)	Veggie Rx Program	Chautauqua
FeedMore Mobile Market - East Aurora Senior Center	101 King St Suite A, East Aurora NY 14052	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - New Hope Baptist Church	2090 Genesee St., Buffalo NY 14211	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - Resurrection Life Food Pantry	2145 Old Union Rd., Cheektowaga NY 14227	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - Moot Senior Center	292 High St., Buffalo NY 14204	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - Cheektowaga Senior Center	3349 Broadway, Cheektowaga NY 14227	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - UB South Child Care Center	3435 Main St, Buffalo NY 14214	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - Persistence Prep Academy	378 Urban St., Buffalo NY 14211	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - Westminster Commons	419 Adams St., Buffalo NY 14212	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - Clarence Senior Center	4600 Thompson Rd., Clarence NY 14031	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore Mobile Market - OLV Basilica	767 Ridge Rd., Lackawanna NY 14218	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
FeedMore WNY Mobile Farmers Market	91 Holt St., Buffalo NY 14206	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie

Site Name	Address	Site Type	PRx Organization	PRx Program Name	County
FeedMore Mobile Market - Valley Community Center	93 Leddy St., Buffalo NY 14210	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
Al Aqsa Supermarket	1350 Fillmore Avenue, Buffalo NY 14211	Grocery store	Cooperative Extension of Erie County	Produce Bucks	Erie
Tops Friendly Markets - Jefferson Ave	1275 Jefferson Ave, Buffalo NY 14208	Grocery store	Cooperative Extension of Erie County	Produce Bucks	Erie
Tops Friendly Markets - Niagara St	425 Niagara Street, Buffalo NY 14201	Grocery store	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Jericho Road Broadway	1021 Broadway, Buffalo NY 14212	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Neighborhood Health Center Northwest	155 Lawn Ave, Buffalo NY 14207	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Jericho Road Barton St	184 Barton St, Buffalo NY 14213	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Jami Masjid/Muslim Society	1955 Genesee St, Buffalo NY 14211	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Buffalo Adult Education	254 Virginia St, Buffalo NY 14201	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Neighborhood Health Center Mattina	300 Niagara St, Buffalo NY 14201	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - MAP Farmhouse	387 Massachusetts Ave, Buffalo NY 14213	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Elim Church at Holden & Chalmers	70 Chalmers Ave, Buffalo NY 14214	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
MAP - Buffalo Promise Neighborhood	Dartmouth Ave, Buffalo NY 14215	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
Urban Fruits & Veggies Mobile Market - Broadway Pediatrics	1021 Broadway, Buffalo NY 14212	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
Urban Fruits & Veggies Mobile Market - Niagara Street Pediatrics	1050 Niagara Street, Buffalo NY 14213	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
Urban Fruits & Veggies Mobile Market	324 Glenwood Ave, Buffalo NY 14208	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
Urban Fruits & Veggies Mobile Market - Community Health Center of Buffalo	34 Benwood Ave, Buffalo NY 14214	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie

Site Name	Address	Site Type	PRx Organization	PRx Program Name	County
Urban Fruits & Veggies Mobile Market - Mrs. Frances Nash's Community Garden	511 Michigan Ave, Buffalo NY 14205	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
Urban Fruits & Veggies Mobile Market - Delevan Grider Community Center	877 E Delavan Ave, Buffalo NY 14211	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Erie
JCEO - Maple Leaf N	545 NY-37, Bombay NY 13656	Mobile market	Cooperative Extension of Erie County	Produce Bucks	Franklin
Tops Friendly Markets - Batavia	390 W. Main Street, Batavia NY 14020	Grocery store	Cooperative Extension of Erie County	Produce Bucks	Genesee

Additional references for Appendix G

Buffalo Go Green. (n.d.). Making a difference & FVRx.

[https://buffalogogreen.org/programs/#:~:text=Making%20a%20Difference%20%26%20FVRx&text=Our%20most%20popular%20program%20is,Veggies%20Prescription%20Program%20\(FVRx\)](https://buffalogogreen.org/programs/#:~:text=Making%20a%20Difference%20%26%20FVRx&text=Our%20most%20popular%20program%20is,Veggies%20Prescription%20Program%20(FVRx))

Cornell Cooperative Extension of Erie County. (n.d.). Food is medicine. <https://erie.cce.cornell.edu/community-health-nutrition/food-is-medicine>

APPENDIX H: RECOMMENDATIONS FOR LANGUAGE TRANSLATIONS INTO NON-ENGLISH LANGUAGES FROM PARTNER ORGANIZATIONS

Field & Fork Network gathered recommendations from partners across Western New York on non-English languages for translating marketing and outreach materials. These partners included food banks, nutrition incentive redemption sites, social services groups, and refugee and new American service organizations. Some of the specific partners included FeedMore WNY (Buffalo), Foodlink Inc. (Rochester), Journey's End Refugee Service (Buffalo & Jamestown), Providence Farm Collective (Orchard Park), International Institute (Buffalo), Cornell Cooperative Extension of Erie County (Buffalo), and Cornell Cooperative Extension of Niagara County (Lockport & Niagara Falls).

Language Recommendations:

- Arabic
- Behdini
- Bembe
- Bengali
- Bosnian
- Burmese
- Chinese (Mandarin)
- Dari
- Farsi
- French
- Karen
- Kibembe
- Kinyamulenge
- Kinyarwanda
- Kirundi
- Kiswahili
- Kurdi
- Lingala
- Massalit
- Oromo
- Pashto
- Panjabi
- Rohingya
- Russian
- Somali
- Spanish
- Swahili
- Ukrainian
- Urdu
- Yiddish