

Implementing Fruit and Vegetable Prescription Programs in Rural and Remote Oregon: Strategies for Community-Wide Success

Marcie McMurphy, AA, EOCCO and GOBHI

Frontier Veggie Rx Program (FVRx)

Implementing Fruit and Vegetable Prescription Programs
in Rural and Remote Oregon: Strategies for Community-
Wide Success

October 2025

What is the Frontier Veggie Rx program?

- A produce prescription program designed to address food insecurity and increase intake of fresh produce in Eastern Oregon
- Offers are used to purchase fresh or frozen fruit and vegetables at local participating stores



What are the goals of the FVRx program?

- Increase consumption of, access to, and variety of produce at local rural and frontier retailers
- Reduce barriers to accessing produce
- Improve health outcomes
- Support local retailers



How does it work?

- Prescribers and local retailers are trained by FVRx program manager
- Individuals and families are screened for eligibility
- Screen positive, paper voucher or IQPay offer provided
 - \$30/month single person household
 - \$60/month two+ person household
- Program operates for 12 months



Screening questions?

- In the last 12 months, did you and the people you live with worry that you would run out of food before you were able to get more?

Often True Sometimes True Never True Don't know/ refused

- In the last 12 months, did you and the people you live with run out of food before you were able to get more?

Often True Sometimes True Never True Don't know/ refused



Frontier Veggie Rx

- 2018 Sherman County
- 2019 added Gilliam and Harney Counties
- 2020 added Wheeler County
- 2021 added Lake County
- 2022 added Malheur County
- 2023 added Baker County
- 2025 added Grant, Umatilla, and Wallowa Counties



Each county must vote to use all or part of their allotted LCHP funds

Frontier Veggie Rx

- GOBHI commitment
 - Program Manager
 - Cover travel
 - Printing & shipping vouchers- working on technology advancement
- EOCCO commitment
 - Annual support with SHARE funds
 - Partner for implementation of the 1115 Waiver Produce Prescription Benefit in June 2026
- Local Community Health Partnerships
 - Use LCHP funds for project
 - Provide prescribers
 - Provide introductions to vendors
 - Raise additional funds, if needed

Prescribers and Vendors

- **Prescribers**

- Nice to have at least 2 per county (Need to have at least 1 per county)
- Must attend training prior to starting prescribe
- Computer/internet access
- Good community relationship
- Challenging but doable in frontier communities

- **Vendors**

- Need at least 1 per county
- Agree to participate- attend training and sign agreement
- Invoice for reimbursement
- Farmer's Markets, local grocery stores, gas stations, fruit stands, private growers

Paper Vouchers

- Used in: Gilliam, Grant, Malheur, Sherman, and Wheeler Counties.
- Booklet of 15 coupons at \$2.00 each.
- Shipped directly to Prescribers.
- Printed at Bohn's Printing in The Dalles.
- \$1.25 printing cost plus shipping costs per each paper booklet.
- During COVID moved to mailing booklets to participants.
- Retailers mail invoice plus received vouchers for reimbursement.
- Program Manager reviews invoices and submits payments

Paper Vouchers



\$2

*No change given
*Ningun cambio dado

Frontier Veggie Rx Receta De Verduras

For the purchase of
**whole fresh fruits
or vegetables.**

Para la compra de
**frutas o verduras
frescas y enteras.**



eocco
EASTERN OREGON
COORDINATED CARE
ORGANIZATION

Expires/Se vence: **8/31/2018**

Voucher value

NO change given

For the purchase of whole fresh fruits and vegetables.

Must have **EXPIRATION DATE**
(Voucher cannot be used after it has expired)

Paper Vouchers Accepted At:

- Arlington- Harp's Market dba Arlington Market & Deli
- Fossil- Fossil Mercantile
- Gilliam- Two Boys Meat and Grocery
- Grass Valley- Grass Valley Country Market
- Kimberly- John Day Trading Post
- Mitchell- Wheeler County Trading Company
- Moro- Husky's 97
- Ontario- Red Apple Markets and Waremart by Winco
- Spray- Lone Elk Marketplace
- Wasco- Wasco Market

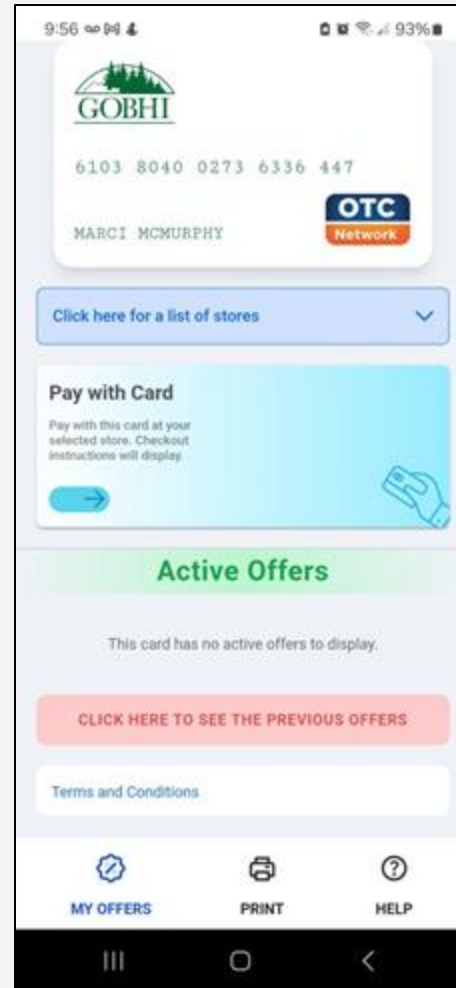
IQPay Digital Offers



- Used in: Baker, Harney, Lake, Umatilla, and Wallowa Counties.
- 6 month cadence offers.
- QR code received via text (or email).
- Prescriber or member must print QR code from email.
- \$1.90 per month per offer.
- IQPay submits monthly invoice to GOBHI for payment
- Program Manager reviews invoices and submits payment

IQPay Offer

- Utilizes a Smart phone or email address to access offers.
- Albertsons Companies paid for the set up and implementation of the IQPay system.
- GOBHI is in contract with IQPay for this service.
- More cost effective than paper vouchers.



IQPay Accepted At:

- Albertsons
- Dollar General
- Safeway
- Walmart



We are working to operationalize IQPay at all frontier FVRx vendors- starting in Gilliam and Wheeler Counties- Challenging implementation.

Safeway/Albertsons available in: Baker County (Baker City), Harney County (Burns), Lake County (Lakeview), Malheur County (Ontario), Umatilla County (Hermiston, Milton-Freewater, Pendleton), and Wallowa County- Enterprise- Quick & easy implementation.

Frontier Veggie Rx

Positive Impacts:

- Increase **availability**- Lakeview Safeway



Frontier Veggie Rx

Positive Impacts:

- Increase **accessibility**-
Wheeler County
Trading Company



Frontier Veggie Rx

Positive Impacts:

- Increase **Variety**-
Wasco Market



Frontier Veggie Rx

Positive Impacts:

- **Reduce cost of fresh produce for whole community- Fossil Mercantile**



Frontier Veggie Rx Program

Positive Impacts:

- Increase accessibility- Mailing booklets
- Increase availability- Grass Valley Country Market / Safeway
- Increase variety- Wasco Market
- Reduced cost of produce for whole community- reduce waste

Most Important Lessons:

- Flexibility!
- Work with the strengths of the community!
- Never give up!

Frontier Veggie Rx Program

1115 Waiver Implementation:

- Oregon Community Food Systems Network (OCFSN) Learning Collaborative
- EOCCO Implementation Team
 - Is the juice worth the squeeze?
 - OHA Process > CCO Process > Program Capabilities
 - How many will apply?
 - How many will qualify?
 - How much time to set up the household?
 - Use or lose benefit?
 - So many questions still!



Thank you!

Marci McMurphy, mmcmurphy@gobhi.org