

CAVU in the News Update

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August 2010



Makael Constance, 9, and his mother, Leslie-Ann Ogisde, participants in the Fruit and Veggie Prescription program (Jodi Hilton for The New York Times)

Dear CAVU Supporter,

Last week CAVU officially launched our *Fruit and Veggie Prescription Program* in partnership with Wholesome Wave, the MA Department of Agricultural Resources, Mayor Thomas Menino, and MA Farmers Markets at Codman Square Health Center in Dorchester. The pilot program provides patients in need at three of CAVU's Healthy Weight Clinics with farmers market vouchers to enable them to increase their consumption of fresh fruits and vegetables.

We'll be working in concert with MA Farmers Markets and the health center partners - Codman Square Health Center, Greater Lawrence Family Health Center, and Holyoke Health Center - to track the impact of the vouchers on patients' health, and hope to grow the program in future years to benefit patients at all eight CAVU-supported Healthy Weight Clinic sites.

I'm pleased to share some of the press this program launch has received below.

All best wishes,
Deirdre

Deirdre Connor
Director of Operations
CAVU

New York Times

"Eat an Apple (Doctor's Orders)"

Natasha Singer
Front Page Business Section

Released August 12, 2010

The farm stand is becoming the new apothecary, dispensing apples - not to mention artichokes, asparagus and arugula - to fill a novel kind of prescription.

Doctors at three health centers in Massachusetts have begun advising patients to eat "prescription produce" from local farmers' markets, in an effort to fight [obesity](#) in children of low-income families. Now they will give coupons amounting to \$1 a day for each member of a patient's family to promote healthy meals.

"A lot of these kids have a very limited range of fruits and vegetables that are acceptable and familiar to them. Potentially, they will try more," said Dr. Suki Tepperberg, a family physician at [Codman Square Health Center](#) in Dorchester, one of the program sites. "The goal is to get them to increase their consumption of fruit and vegetables by one serving a day."

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Boston Globe

"Farmer's Market Coupons Used to Push Healthy Eating"

Patrick G. Lee
Metro Section

Released August 13, 2010

After declaring that his favorite new fruits and vegetables include peaches, apples, cucumbers, and zucchinis, 9-year-old Makael Constance of Dorchester hopped down from the podium and started munching on a pint of freshly picked raspberries.

It is a habit Makael has gotten into since July, when his family enrolled in the Fruit and Veggie Prescription Program, a mostly privately funded pilot project that aims to increase access to fresh foods by providing farmers' market coupons.

At a press conference outside the Codman Square Health Center in Dorchester yesterday, Makael provided a testimonial to the program's success in changing individual habits and making farmers' market goods more affordable.

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The Atlantic

"New Way to Pay for Fresh Food: RX"

Corby Kummer

Food Section

Released August 16, 2010

Just after I mentioned Gus Schumacher and the [Wholesome Wave](#) initiative to [double the face value](#) of food stamps when used at farmers' markets, the Times has him [front and center](#) at a local farmer's market, in an article on the cover of its Business Day Section. This is a Wholesome Wave pilot called the Fruit and Veggie Prescription Program, which encourages doctors at three health clinics in Massachusetts to write "prescriptions" for fresh fruit and vegetables from farmers' markets that are worth \$1 a day per member of enrolled families. Schumacher, an old friend from his days as Massachusetts commissioner of food and agriculture (he went on to more glorified federal positions) and a founding director of Wholesome Wave along with the Food Channel's [Michel Nischan](#), now spends most of his time in several states trying to increase access to fresh food in populations and neighborhoods that can't get them.

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