



Building Produce Rx Coalitions

August 3, 2026

Welcome

How does a produce prescription work?

Patient is diagnosed with a health condition



Healthcare provider determines that fresh produce is an appropriate treatment



Patient is given a prescription for fresh produce



Patient fills the prescription with a community organization

Purpose of Produce Rx RFA



The purpose of this RFA:

- Fund high-quality produce prescription programs
- Support culturally appropriate, community-tailored approaches
- Improve the health of Marylanders living in high-poverty areas (ENOUGH-eligible communities)
- Create lasting impact by connecting community members with local food resources, primary care doctors, and other wraparound services

RFA Components

Applicant Mandatory Requirements

- Apply as a **Produce Prescription Coalition**
- Serve **ENOUGH-eligible communities**
 - Census tract with a child poverty rate of 30% or higher, **AND**
 - Public school catchment area with a school poverty rate of 75% or higher
- Lead applicant must be an **eligible entity**:
 - Nonprofit organization
 - State or local government agency
 - Public college or state university
- Be in **good standing** with the Maryland SDAT

Coalitions

Two or more organizations operating together to implement a produce prescription program. Each Coalition must designate a Lead Applicant.

- **Examples of Potential Coalition Members:** Community-Based Organizations, Local Health Departments, Hospitals, Food Banks and Pantries, Social Service Providers, Health Systems, Federally Qualified Health Centers (FQHCs), Faith-Based Organizations, Farms and Farming Collectives, Healthcare Providers and Provider Groups, Area Agencies on Aging (AAAs), Universities, Community Coalitions and Resident Leadership Groups, Grocery Stores and Farmers Markets, Schools

***This list is not exhaustive.**

Purpose of Coalitions

- **Advances the State's vision** of partnership, community engagement, and addressing service gaps across Maryland
- **Brings organizations together** to align around shared goals
- **Leverages collective strengths and resources** to create scalable solutions that no single organization could achieve alone
- **Builds coordinated, strategic initiatives** with multiple, reinforcing program elements that improve community impact
- **Strengthens the Produce Rx ecosystem** by connecting healthcare, food access, and community partners to improve health outcomes

Key RFA Information

Key Facts

- **Total Available:** \$10 million
 - Multiple grants will be awarded
- **Duration of Services:** September 15, 2026 - June 30, 2028
- **Best Practice Guide:** Available on the Produce Rx webpage to provide guidance on program design

Key Dates

- **Questions due by August 3 at 2pm EST**
 - Submit questions to mdh.ProduceRx@maryland.gov
- **Applications due by August 17 at 2pm EST**
 - Submit to mdh.ProduceRx@maryland.gov

Networking

TedTalk

- **Step 1:** You have 1 minute to introduce your organization and discuss:
 - Who you are
 - What your organization does
 - How you support (or hope to support) Produce Rx
 - The type of partnership or collaboration you are seeking
- **Step 2:** At the end of each round, switch and repeat with a new organization

Next Steps

- Contact information will be shared after this meeting.
- Now is the time to get in touch to form coalitions and write your proposal.
- Application is due on **August 17th**.