

Meeting the Moment: How Nutrition by Meijer Helped Reimagine a Regional Food as Medicine Program

At Meijer, we believe access to nutritious food and practical nutrition education can make a meaningful difference in the communities we serve. That belief has guided our longtime partnership with MyMichigan Health's Prescription for Health program, which has grown from a produce prescription initiative into a broader Food as Medicine program that pairs nutrition education with healthy food incentives.



For years, Meijer supported the program by creating produce vouchers and serving as a redemption site for participants who completed nutrition education sessions through Michigan State University Extension. When SNAP-Ed funding was eliminated this year, the program risked losing the education component that helped participants turn those incentives into healthier habits.

To help fill that gap, [Nutrition by Meijer](#) stepped in as the program's nutrition education provider. Working alongside MyMichigan Health, our retail registered dietitians developed a six-week virtual curriculum focused on practical topics such as meal planning on a budget, healthy grocery shopping, smart snacking, hydration, plant-forward eating and physical activity. The first cohort launched in July 2026 and had 50 participants enrolled in the educational program.

Participants receive fresh produce incentives for each class they attend and can earn additional rewards by completing program assessments and attending all six sessions. Incentives are available through local farmers market vouchers, Meijer produce vouchers or digital mPerks offer codes redeemable in-store or online.

With the successful completion of the first cohort, the reimagined program is showing strong momentum with future cohorts already planned. By expanding our role from redemption partner to education provider, Nutrition by Meijer is helping Prescription for Health continue empowering participants with the tools, resources and confidence they need to build lasting healthy habits.

Additional assets available online:  [Photos](#) (3)

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