

Session 5: Greater Access to Fruits and Vegetables through Innovative Programs

Navigating SNAP-Ed Partnerships at Farmers Market

100 to 300 increase in farmers markets , half except SNAP

state agencies contract with public and private organizations to implement SNAP-Ed programs

MSU Extension- Discover MI Fresh

Michigan Fitness Foundation- Food Navigator Pilot

Goals:

- Increase access and consumption to healthy foods
- Introduce new shoppers to farmers markets
- Support food assistance shoppers
- Lay the groundwork for long-term partnerships
- Support local systems & economies

Navigator Responsibilities:

- Understand how SNAP & other food programs work at the market
- Help shoppers get the most out of their benefits at the market
- Connect the markets to existing programming & partners
- Organize a nutrition education activity at least once a month
 - o Recipe sampling/cooking demo
 - o Scavenger hunt
 - o Canning class
 - o Seed investigation

Michigan Harvest of the Month

Recipe cards

Posters

Teacher resource packets

Nutrition Education Reinforcement Instrument

Items are paired with recipes and activities

Apple corer and apple tasting

Vegetable investigation and veggie scrub brush

Kids veggie snack recipes

They Learn from Watching You: social marketing campaign

Navigators use display materials to create a space at the market for nutrition education

SNAP-Ed Partnerships

- Bringing programming to the market
- Coordinating with existing events at the market
- Creating new SNAP-Ed events
- Childrens activities
- Cooking demonstrations

Upcoming Webinar: Lessons Learned

Tuesday Nov. 15 at 11:00am

Sydney@mifma.org (517) 432-3381

Map2healthyliving.org- go online to find whether or not a market is SNAP eligible

Fulton Street Farmers Market- Food Navigator Pilot Program

- one mile from downtown
- 200 different vendors
- 11,000 customers per week
- open year round

Bridge Cards/SNAP/EBT

Double Up Food Bucks

WIC Project FRESH

Senior Market FRESH

Prescription for Health

Increasing Access:

Radio interviews

Informational talk at YWCA women's shelter

Kid's scavenger hunts

Cooking demos

Distributing recipes, nutrition info, and free cooking utensils

Assisting Shoppers:

On site every Friday and Saturday morning

Signing up new customers for DUFB

Welcoming Rx for Health participants

Providing translation

Walking new shoppers through market when needed

Building Community Partnerships:

YMCA

Heartside Gleaning Initiative

Kent County Health Department
MSU Extension
ACCESS of West Michigan Food Drive

bethanybeachum@gmail.com (616) 516-8332

Kid's Power of Produce Club

Goals:

- move to a new location, transition
- engage with the local neighborhoods
- more involved in the market by kids
- power of produce specific goals
 - o healthy food
 - o future shoppers of the market

farmers get reimbursed for the tokens they take

passport to health: dates get stamped each week

Funding Sources:

corporate sponsors
grants through community foundations
crowd funding
individuals

Marketing Efforts:

Bookmarks
Posters
Facebook- social media
Press Release
Word-of-Mouth
MAISD
Signage at EBT window

Partners & Support:

Community foundation for Muskegon County
MSU Extension- Summer Intern
Women's Division of the Chamber of Commerce
Fruitport Lions Club
Rootdown Yoga Studio

Results

2014: 727 kids total; 198 attended at least 4 weeks, \$4502 worth of tokens reimbursed, 13 kids had perfect attendance of 21 weeks

2015: 1060 kids total, 257 of the kids attended at least 5 weeks or more, \$7111 tokens were reimbursed, 41 kids attended 15 weeks or more

Keys to Success

- Solid volunteer base

- Regular funding sources

- Communicating results of the program (funders especially)

- Communicating with market staff

- Keeping the program in front of people

- Support from market staff to manage the incoming tokens

2016 launched Power of Produce for Senior Citizens

- 956 seniors, 100 of them attended 8 of 11 weeks

- \$11,000 reimbursed

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