



# FARMERS' MARKET TOOLKIT

Nutrition education through hands-on experiences at the farmers' market.



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# Purpose of the Farmers' Market Booth

- 1) Increase fruit and vegetable consumption among SNAP-Ed participants
- 2) Establish partnerships with local food pantry, local food producers
- 3) Increase nutrition knowledge & willingness to try new produce

*The purpose of the Create Better Health booth is to increase fresh fruit and vegetable consumption among SNAP-Ed participants by providing nutrition education, encouraging use of locally grown produce,*

## **Increase fruit and vegetable consumption among SNAP-Ed participants**

- Fresh fruits and vegetables are often viewed as too expensive, or unattainable for low-income individuals. Many live in rural areas with limited access to fresh produce. Our goal in participating in the farmer's market is to address and overcome these barriers.
- Selected markets permit SNAP recipients to use their electronic benefit transfer (EBT) card at farmer's markets; thus increasing the affordability of fresh produce for these individuals. Other programs, such as Double-Up Food Bucks, subsidize the purchase of fresh produce for SNAP recipients.

## **PSE efforts at the market; Partnerships with food pantry, BPFYN- Will you also add to the above statement**

## **Increase nutrition knowledge and willingness to try new produce**

- Many individuals (low-income or not) struggle to achieve adequate consumption of fresh fruits and vegetables simply because they don't know how to prepare them. At our booth, we provide free samples of recipes that highlight an item of produce sold at the market. We also provide learning materials that teach the health benefits of the highlighted food item. This encourages farmer's market consumers to learn different ways to prepare fresh fruits and vegetables, gives them a chance to try new produce they otherwise might ignore, and provides an opportunity to learn something new.





# How to Get Started

- 1) Finding a Market
- 2) Required Certifications
- 3) Booth Supplies
- 4) Budget

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## 1) Finding a Market

**Not all farmers' markets are created equally. The market you choose to attend will greatly influence the overall success of this initiative. Select markets that:**

- **Accept EBT cards**
- **Are easily accessed by SNAP participants**
- **Have consistent farmer participation**

**For counties with multiple markets, contact the state office for directions on choosing the most relevant market for your booth.**

### Electronic Benefit Transfer (EBT) Cards/Double Up Food Bucks Program

EBT cards are given to SNAP recipients as a means to transfer government benefits to retailers. Since these cards are the means of payment for our target population, it is **required that the markets we attend accept them**.. Direct them to this link: <https://www.fns.usda.gov/snap/retailer-apply>

'Double Up Food Bucks' is a program that subsidizes the purchase of fresh fruits and vegetables at farmer's markets for SNAP recipients. For every SNAP dollar that is spent on fresh produce, that dollar is matched through the Double Up Food Bucks grant up to \$30 a day. This is not a required program for the markets we attend but is preferred.



**GET DOUBLE THE  
FRUITS & VEGGIES**

Double Up Food Bucks matches your SNAP EBT dollars so you get twice the fruits and veggies.

**Now available in more than 25 states!**





## Location

The location of the market matters a great deal, especially when our target population often have limited access to transportation. Choosing markets in central locations increases the likelihood of SNAP recipients attending the market.

*How do I know if my market is in a central location?*

- Near busier areas of the city
- Easily visible from the road
- Close to bus stops
- Easily accessible for pedestrians or cyclists

## Farmer Participation

*What does it mean to have consistent farmer participation?*

- Farmers' markets not only sell fresh fruits and vegetables, but also handmade crafts, paintings, and food products not included under SNAP benefits. EBT cards are permitted to be used on fresh fruits, vegetables, herbs, breads, meats, fish, baked goods, dairy, maple syrup, honey, jam, pickled goods, dressings, cider, other non-alcoholic beverages, seeds, or plants to grow food. Assuring your market carries these items on a regular basis will best serve our target population.
- Many farmers may set up a booth only once or twice a season depending on what they grow. For example, if your specialty crop is peaches, the selling window is limited to the peach season. Assure the market you choose will have farmers who consistently sell a variety of produce.



### 3) The Booth

The initial startup of a farmers' market booth will require the purchase/gathering of many supplies. The booth should look something along these lines (see picture below) but feel free to be creative with your own booth. Two points we want to emphasize are:

- Positioning
- Supplies



#### Booth Positioning

Many farmers' markets will assign your booth a location, but if you have the option, take advantage of that opportunity. Strategic positioning of your booth at the farmers' market can greatly enhance the success of your efforts.

If you have the option, choose a location near the following:

#### **Information booth with EBT card readers**

- Draws traffic to booth, especially of low-income individuals

#### **Booths selling fruits and vegetables**

- Supports farmers
- Encourages purchase of the fruits & vegetables we are highlighting at the booth

## 2) Required Certifications

Serving recipe samples at farmers markets requires proper knowledge and certification of food handling.

You must have the following:

- Health Permit
- Food Handler's Permit

Check with your supervisor, farmers' market manager, and local health department for any additional certifications are needed prior to running your booth.

### Health Permits

You must obtain a permit to operate through your local health department. These are the questions asked by the health department in Box Elder and Cache counties. Be aware that your department may have different requirements, so all of the highlighted points in the table below may not be relevant to you.

### Question Recommended Plan of Action

Question	Recommended Plan of Action
Where is your food going to be prepared/handled?	Assure food is prepared in a commercially approved kitchen (i.e. not your home).
Who will be your booth manager?	Designate one person to manage volunteers and ensure the market goes smoothly each week. Managers must have a food handler's permit.
Will you serve hot foods? If so, how will you ensure the food reaches and maintains proper temperatures?	Assuring foods reach their proper temperatures (during both the cooking and/or reheating process) requires a properly calibrated thermometer. Maintaining temperature during the market can be achieved with slow cooker or similar tools. Assure your location has access to power for this solution.
How will you keep cold food at their proper temperatures?	Some markets have access to refrigerators which would work for this problem, but most do not have this luxury. Insulated coolers stuffed with reusable ice packs are one way to maintain cold temperatures.
How will you maintain proper food temperature during transportation?	Coolers, Insulated bags
Where will you dispose of wastewater from your booth?	Wastewater cannot be dumped on the ground, pavement, or storm drain. All wastewater must go to the sanitary sewer one way or another. Sinks or toilets work well for this.
How will you prevent food contamination by your hands?	Hand washing stations, sinks, gloves
How will workers restrain their hair while working in the booth?	Hair ties, hair nets, hats
How will you secure your booth in case of inclement weather?	Some markets require up to 35 pounds of weight per canopy leg. This can be achieved by attaching filled flour buckets or dumbbells on each leg.





## Supplies

On the next two pages, we have a table listing recommended supplies. This is a useful tool for organizing what you have and what you'll need to get when preparing for the market. This is just a template as each market may have different requirements. Contact the market manager prior to buying supplies to make sure you get exactly what you need. All purchases must be approved by your supervisor.

<b>Supplies</b>	<b>Purchased/Have Already</b>
Canopy	
Weights for canopy legs	
2-6' tables	
Tablecloths	
Recipe card holder	
Easel for farmers market poster	
Create Better Health Banner	
Weights to secure banner	
Camp chairs (one per volunteer)	
White board w/ easel	
Whiteboard markers	
Hand washing station	
Large water jug	
Rubber tub to catch water	
Hand soap	
Paper towels	
Recipe prep and transport	
Large Tupperware containers	
Cooler	
Ice packs	
Large tub to transport supplies	
Garbage can (large kitchen size)	
Garbage bags	



Sampling	
Serving gloves	
Serving spoons/forks	
Serving cups (1.5-2oz.)	
Health Department permit	
Tape, string, or easel to display the permit	
Aprons (one for each volunteer)	
Recipe cards (weekly)	
Farmers' Market Poster (weekly)	
Create Better Health class flyers / sign-up sheet	
Copies of volunteer's food handling permits	

#### 4) Budget

**Discuss a budget for the farmers' market booth with your supervisor and Lea Palmer, Kristin Hoch, and Heidi LeBlanc. Keep a record of all your purchases for future reference.**

##### Items to Budget

- Health Department permits
- Cost to participate in the market
- Recipe sample
  - ingredients
  - sample cups
  - utensils
- Booth supplies
  - table
  - canopy
  - weights
  - handwash station
  - trash can



Partnering with a local food pantry can increase the impact of farmers' market programming. The "Buy Produce for Your Neighbor," program allows customers to buy extra produce and donate it to the food pantry. Talk to your local pantry to see how to best arrange the donation delivery process and to make sure they can receive the donated produce. The CBH ambassador must coordinate the delivery of the produce to the pantry. The most successful CBH ambassadors will have a booth at the farmers market where they can talk to customers about the program and have buy-in from vendors who post marketing materials at their booths. It is important to work with your farmers market to make sure that the program is allowed at your market.

You can order a large standing or hanging "Buy Produce for Your Neighbor," banner from the State Office. It can be customized to include the name and/or logo of the grocery store and pantry you are partnering with. You can also order smaller hanging posters for vendor booths and an arrow pointing to where donations are collected.

**BUY PRODUCE FOR YOUR NEIGHBOR**

**HOW IT WORKS**

- Purchase extra fruits or vegetables
- Drop off produce at the food donation site here in our market
- The Create Better Health Ambassadors will deliver all donated produce to your local food pantry

"Buy Produce for Your Neighbor" is supported by

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**SHARE PRODUCE WITH YOUR NEIGHBOR**  
Drop off food donations here

**SHARE PRODUCE WITH YOUR NEIGHBOR**  
Got extra produce from your garden? Why not share with your friends and neighbors? Bring extra fruits or vegetables and take them to the donation location near our market exit. Drop the fresh produce in the box, and it will be donated to the local food pantry. It's that easy!

**BUY PRODUCE FOR YOUR NEIGHBOR**  
Got any change? Why not pay it forward? Buy extra fruits or vegetables and take them to the donation location near our market exit. Drop the fresh produce in the box, and it will be donated to the local food pantry. It's that easy!

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Getting produce donations from the market vendors is another effective approach to increasing the amount of fresh produce available for pantry users.

**BUY PRODUCE FOR YOUR NEIGHBOR**  
HOW IT WORKS

- Purchase extra fruits or vegetables
- Drop off produce at the food donation site here in our market
- The Create Better Health ambassadors will deliver all donated produce to the local food bank.

**BUY PRODUCE FOR YOUR NEIGHBOR**  
Support local businesses and share with those in need at the Farmers Market. Donate produce to the Create Better Health booth.

**BUY PRODUCE FOR YOUR NEIGHBOR**  
Support local businesses and share with those in need at the Farmers Market. Donate extra produce at the Create Better Health booth.

**BUY PRODUCE FOR YOUR NEIGHBOR**  
Support local businesses and share with those in need at the Farmers Market. Purchase produce and donate at the Create Better Health booth.

**BUY PRODUCE FOR YOUR NEIGHBOR**

County social media pages are useful ways to advertise projects in your area. Social media posts (as shown above) are available for you to download and post on county social media pages to advertise your booth and PSE farmers market project. This content, along with other program resources can be found on the state office website under the PSE tab.



# Food Sample Preparation

- 1) Recipe selection
- 2) Predicting sample quantity
- 3) Conversion charts
- 4) Recipe preparation

## 1) Recipe Selection

Select recipes that are easy to prepare and fit Create Better Health's criteria for nutritious foods. Create Better Health promotes delicious, healthy, low-cost recipes that help families and individuals obtain the best nutrition possible with whatever resources are available to them. Recipes selected for sampling at farmer's markets should reflect these ideals. Refer to the healthy recipe guidelines and the FRESH model an acronym for recipes that are Flavorful, Relevant to audience preferences, Economical, Simple, and Healthy.

### Minimal Preparation Time

It is important to keep recipe preparation time minimal not only for staff preparing them but for participants as well. Think of the last time you looked for a recipe. What deterred you from selecting certain recipes? Often times the two main barriers to choosing a recipe are:

- (1) Time needed for preparation
- (2) Lack of ingredients

Selecting recipes that require minimal ingredients and are quick to prepare will increase the likelihood of participants making the recipe on their own.

Keep in mind the time it takes to prepare foods from a single recipe. For some markets, your desired recipe yield will require a large multiplication factor. This will likewise increase preparation time. Avoid recipes with lengthy cooking processes to reduce the total length of recipe preparation. Think thoroughly through the entire preparation process and ask the following questions:

*How large is my sample size?*

*What equipment does my recipe require?*

*Can I make the cooking process more efficient?*

*Is the time-cost worth the effort?*

### Minimal Ingredients

Using minimal ingredients in a chosen recipe has many benefits. Simple recipes are easier to prepare, more likely to be made by participants, typically more budget-friendly, and highlight a fruit or vegetable more prominently than a complex recipe.

On the following page, we highlight a recipe that demonstrates this principle well.

## Extension



# Dill Cucumber Salad

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## Ingredients

- 2 medium cucumbers
- 1/2 onion
- 1/2 cup rice vinegar
- 1 tablespoon sugar
- 2 tablespoons fresh dill, finely chopped

## Directions

Peel and slice the cucumbers. Cut the onion into thin rings. Combine cucumbers and onions in a medium bowl. In a small bowl, combine the vinegar, sugar, and dill. Pour vinegar mixture onto cucumbers. Toss to coat.

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This recipe would be an excellent choice for the market. There are only 5 ingredients and the main ingredient is a vegetable (cucumber). This would be a great choice during the months of June or July when cucumbers are likely to be sold in abundance at local markets.

## Create Better Health Approved

While all foods can be part of a balanced and healthy diet, there are certain specifications that ought to be maintained when showcasing recipes supported by Create Better Health. These qualifications include the following:

- Low-fat or nonfat dairy
- Low-sodium options (especially in canned goods)
- Less added sugar (i.e. fruit in 100% fruit juice)
- Whole grains (i.e. brown rice versus white rice)
- Lean meats
- Budget friendly

Flavorful

Relevant to audience preferences

Economical

Simple

Healthy

Assuring recipes fit these qualifications will tailor the recipe to our target population and fulfill the purpose of the Create Better Health farmers' market booths.

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## Sources of Approved Recipes

Create Better Health has a large bank of recipes that fit the needs of our target population perfectly. Use recipes from these sources to assure best results.

Recipes found under 'Farmers Market Materials' on the staff website.

<https://extension.usu.edu/fscreate/farmers-market-materials>

Create Better Health Blog

<https://createbetterhealth.org>

## Recipe Cards

Templates for recipe cards can be found under 'Farmers Market Materials' on the staff website.

<https://extension.usu.edu/fscreate/farmers-market-materials>

Recipe cards can be printed directly from the staff website or ordered from the state office. Use the Qualtrics order form to place an order. If ordering from the state office order at least 3 weeks before you will need the recipe cards. If you have questions or concerns about printing, please contact the program assistant.

## Scheduling Recipes

Schedule recipes 5-6 weeks in advance. This will assure your recipe cards are printed in a timely manner and provide you with structure. Planning ahead for the entire summer may not be the best because it's hard to predict the growing season with perfect accuracy. The Create Better Health booth should always highlight a fruit or vegetable being sold at the market, so it's important to stay in communication with the farmers as to what crops they will harvest and when.

## Buy Local

When possible, purchase recipe ingredients locally. Buying local will help:

- Foster a feeling of community
- Support the local economy
- Benefit the environment
- Promote seasonal eating
- Help maintain the quality of fresh produce
- Provide learning opportunities





### *How do I buy local?*

Talk to the farmers at your market; get to know what they will be selling and when they will be selling it. Farmers typically welcome your business and are more than happy to have you come to their home/farm to pick up the produce. Establishing partnerships with local food producers helps to support local agriculture.

Recognize the farmers whose produce is used in your weekly recipes. Make a sign or add to your whiteboard "Special thanks to \_\_\_\_\_ for the green beans used in today's recipe." This promotes a feeling of community between market vendors as you mutually benefit each other.

### *How do I pay the farmers?*

Prior to purchasing from a farmer, decide how you will pay them. Many farmers will have a way for you to pay them with a p-card which would be the simplest way to pay for the produce. If the farmer doesn't have a card reader, use your market's method of payment to pay them. For example, many markets use purchased tokens to exchange goods from vendors. Purchasing tokens with your p-card to buy produce from the farmers would be an appropriate method of payment for goods.

**Whatever you choose, just remember the receipt!**




## 2) Predicting Sample Quantity


**Predicting the number of people that will come to the market is tricky. Many factors contribute to the crowd. Weather, community events, and holidays are some factors that contribute to the variability in numbers. The market manager may have an attendance number for you to use. Find a general guideline for how many samples you need on a “normal” day and go from there. Depending on your budget you may only be able to provide a smaller number of samples. If you distribute all your samples, focus on sharing the recipe and educating about the produce used available at the market.**

Below is a step-by-step example displaying how to accurately convert a recipe to provide 300 samples for farmers market participants. The conversion charts mentioned are found on page 20 for your reference.

# Eggplant & Chickpea Salad



Ingredients	Directions
<ul style="list-style-type: none"><li>• 3 medium eggplants, cut into 1-inch cubes</li><li>• 1 red bell pepper, sliced</li><li>• 5 tablespoons olive oil, divided</li><li>• ¼ cup lemon juice</li><li>• 1 can chickpeas, low-sodium (preferred)</li><li>• 4 ounces feta</li><li>• ¼ cup chopped fresh mint leaves</li><li>• 2 tablespoon dried oregano</li><li>• Salt &amp; pepper to taste</li></ul>	<p>Preheat oven to 475° F.</p> <p>Drain and rinse chickpeas. Set aside.</p> <p>Divide eggplant onto 2 rimmed baking sheets. Drizzle 3 tbsp. olive oil over eggplant and bell pepper and season with black pepper, salt, and oregano. Toss to coat.</p> <p>Roast until golden &amp; tender (25-30 min). Let cool on sheets</p> <p>In a large bowl, whisk lemon juice and 2 tbsp. olive oil. Add in roasted eggplant, chickpeas, feta, and mint. Toss to combine.</p>

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Questions to ask yourself (see the following pages for more detailed instructions on answering these questions).

- 1) How much does the original recipe yield?
- 2) How many farmers' market-sized samples will the original recipe yield?
- 3) How many farmers' market-sized samples do I need?
- 4) How many original recipes do I need to make?

Question 1: How much does the original recipe yield?

Calculate the total volume of food from original recipe. Use the Vegetable Conversion Chart to calculate approximate volume of whole vegetables.

<b>Ingredients</b>	<b>Conversion</b>	<b>Recipe Volume</b>
3 medium eggplants	1 eggplant = 2 1/2 cups eggplant	3 x 2.5 cup eggplant = <b>7.5 cups eggplant</b>
1 bell pepper	1 bell pepper = 1 cup diced bell pepper	1 x 1 cup diced bell pepper = <b>1 cup diced bell pepper</b>
5 tablespoons olive oil	4 tablespoons = 1/4 cup	5 tablespoons olive oil = <b>1/4 cup + 1 tablespoon</b>
1/4 cup lemon juice	As stated	<b>1/4 cup lemon juice</b>
1 (15-16 ounce) can chickpeas	16 ounces = 1 pint = 2 cups	1 x 16 ounces chickpeas = <b>2 cups chickpeas</b>
4 ounces feta cheese	4 ounces = 1/2 cup	1 x 4 ounces feta cheese = 1/2 cup feta cheese
1/4 cup chopped fresh mint	As stated	1/4 cup chopped fresh mint
2 tablespoons dried oregano	2 tablespoons = 1/8 cup	2 tablespoons dried oregano = 1/8 cup dried oregano
salt and pepper to taste	To taste = Dash (on average) = 1/8 teaspoon	To taste=1/8 teaspoon salt and 1/8 teaspoon pepper
<b>Total Volume</b>		<b>11.8 cups = 12 cups (always round up)</b>

Question 2: How many farmers' market sized samples does the original recipe yield?

Now that we know 1 recipe yields 12 cups of food, we can calculate the amount of farmers' market samples each recipe yields. A standard sample size is 2 tablespoons.

$$12 \text{ cups} \times 16 \text{ tablespoons/cup} = 192 \text{ tablespoons}$$

$$192 \text{ tablespoons} / 2 \text{ tablespoons per sample} = \mathbf{96 \text{ samples per recipe}}$$



Question 3: How many farmers' market sized samples do I need?

We will need a multiplication factor. Use the following equation to calculate the multiplication factor for the final recipe:

$$\begin{aligned} \# \text{ Total samples} / \# \text{ Samples} &= \text{Multiplication Factor} \\ 300 \text{ total samples} / 96 \text{ samples per recipe} &= \mathbf{3.125} \text{ (round to the nearest whole number)} \end{aligned}$$

This means that we will multiply the original recipe by 3 to make a yield of 300 samples for the market.

Step 4: How many original recipes do I need to make?

Calculate final recipe totals. Create a final recipe using the multiplication factor found in step 3. Do this prior to going to the grocery store for maximum efficiency.

**Final Recipe for 300 samples**

<b>Ingredient</b>	<b>Original Recipe conversion</b>	<b>Final Recipe</b>
Eggplants	3 eggplants x 3	9 eggplants
Bell peppers	1 bell pepper x 3	3 bell peppers, diced
Olive oil	5 tablespoons x 3	15 tablespoons (or just less than 1 cup) olive oil
Lemon juice	1/4 cup x 3	3/4 cup lemon juice
Chickpeas	1 (15-16 ounce) can x 3	3 (15-16 ounce can) chickpeas
Feta Cheese	4 ounces x 3	12 ounces (1 1/2 cups) feta
Chopped fresh mint	1/4 cup x 3	3/4 cup chopped fresh mint
Dried oregano	2 tablespoons x 3	6 tablespoons dried oregano
Salt & Pepper to taste	1/8 teaspoon x 4	3 dashes (3/8 teaspoon of each)



### 3) Conversion Charts

#### Vegetable Conversion Chart

<b>Fruit or Vegetable</b>	<b>Recipe Measurement</b>	<b>Whole Food Measurement</b>
Apricots	8 to 12 apricots	8 to 12 whole fruits
Asparagus	3 cups, trimmed	16 to 20 spears, about 1 pound
Arugula	2 medium bunches	1 pound
Basil	1 cup fresh, chopped	1/2 ounce fresh or 14 g fresh
Beets	1 cup, sliced, diced, chopped, or grated	5 small or 3 medium
Broccoli	2 cups florets	1 pound
Cabbage	5 to 6 cups, shredded	1 medium head
Cantaloupe	1 1/2 cups	1 pound
Carrots	1 cup, thinly sliced 1 cup, shredded 1 cup julienne strips	3 medium carrots 2 medium carrots 5 medium carrots
Cherries	2 1/2 cup	1 pound
Cilantro	1 cup, chopped	1 bunch
Corn	1 cup kernels	3 to 4 ears
Cucumbers	1 cup, diced	1 small cucumber
Eggplant	2 1/2 cups, diced and cooked	1 pound
Green Beans	2 1/2 cups, cut and cooked	1 pound
Green Onions	1 cup, chopped	about 18 stalks
Kale	3 cups, cooked	1 pound
Mushrooms	1 pound	20-24 mushroom caps
New Potatoes	10-12 small potatoes	1 pound
Onions	1 cup, chopped	1 small onion



Peaches	3 to 4 peaches	1 pound peaches
Peppers	1 cup, chopped	1 medium pepper
Potatoes	3-4 medium potatoes	1 pound
Radiishes	12 radishes	1 pound
Raspberries	135 berries	1 pound
Rhubarb	4 cups	4 large stalks
Romaine Lettuce	6 cups, torn	1 head
Shelling Peas	1 cup, shelled	1 pound
Spinach	4 cups torn leaves	1 1/2 cups, cooked
Sugar Snap Peas	14 peas	1 cup
Summer Squash	2 cups sliced and cooked	3 medium
Swiss Chard	9 to 10 cups, raw	2 1/2 cups, cooked
Tarragon	2-3 bunches tarragon	1 cup
Tomatoes	1 cup, chopped	1 large
Watermelon	1 1/2 cups, cubed	1 pound
Winter Squash	1 1/4 cup, cooked	1 pound
Zucchini	1 cup, cooked	3 medium



## Cooking Conversion Chart

American Standard	American Standard	American Standard (Ounces)	Volume	Weight
Pinch	1/16 teaspoons			
Dash	1/8 teaspoons			
1 teaspoons			5 milliliters	
1 tablespoons	3 teaspoons	1/2 ounces	15 milliliters	14.3 grams
1/8 cup	2 tablespoons	1 ounces	30 milliliters	28.3 grams
1/4 cup	4 tablespoons	2 ounces	60 milliliters	56.7 grams
1/2 cup	8 tablespoons	4 ounces	120 milliliters	113.5 grams 1/4 pound
3/4 cup	12 tablespoons	6 ounces	180 milliliters	
1 cup	16 tablespoons	8 ounces	240 milliliters	225 grams 1/2 pound
1 pint	32 tablespoons 2 cups	16 ounces	500 milliliters	450 grams 1 pound
1 quart	4 cups 2 pints	32 ounces	0.95 liter	
1 gallon	16 cups 4 quarts	128 ounces	3.79 liters	

Source: [addapinch.com](http://addapinch.com)



## 4) Recipe Preparation

**Follow these key guidelines to assure proper food safety when preparing food for the farmers' market.**

Who can prepare the food?

Any staff or volunteers helping with food preparation must have a current food handler permit.

When do I prepare the food?

Most farmers' markets open fairly early in the morning. Prepare the food a day in advance. Store food properly in a refrigerator and plan to transport food with adequate temperature controls.

Where do I prepare the food?

Prepare recipes in a commercially approved kitchen. These kitchens are inspected and licensed by local health departments to assure they are equipped to meet current food safety regulations. If you do not have access to a commercial kitchen some health departments give the option to prepare the recipe at the market. This will impact your selection of recipes. Keep in mind access to electricity and the required tools to make the recipe you select. Always follow the direction of the local health department.





### 1) Volunteers

Market staff can be supplemented with 1-2 volunteers in addition to the staff in charge of the booth. This alleviates stress on office staff and gives people an opportunity to be involved in the community.

#### Recruiting

Students (either high school or college) make great volunteers for the market. Recruit students interested in the following areas for best results:

- Dietetics
- Nutrition Science
- Public Health
- Health & Wellness
- Social Work

Many schools can advertise directly to these students via email.

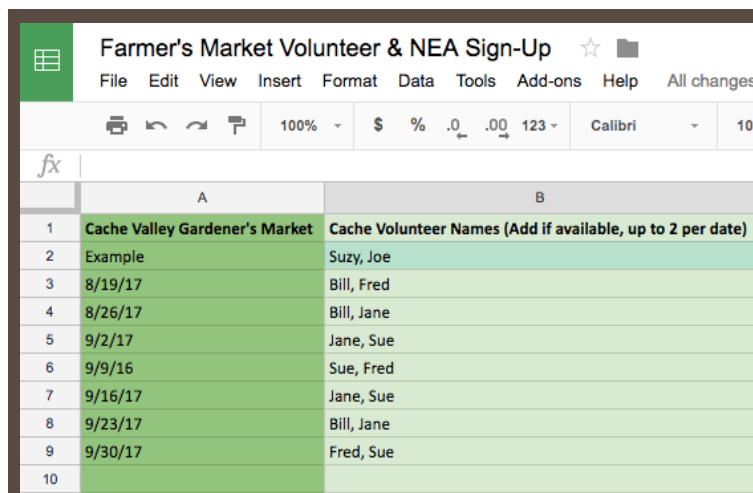
#### Requirements

Volunteers must

- Have a food handler permit
- Be willing to talk to members of the community
- Be reliable

#### Scheduling Volunteers

Text or email volunteers the week of the market to remind them of their commitment. We recommend using a Google Doc to coordinate days and times available for volunteers. The Cache Valley Gardener's Market used the following template:



	A	B
1	Cache Valley Gardener's Market	Cache Volunteer Names (Add if available, up to 2 per date)
2	Example	Suzy, Joe
3	8/19/17	Bill, Fred
4	8/26/17	Bill, Jane
5	9/2/17	Jane, Sue
6	9/9/16	Sue, Fred
7	9/16/17	Jane, Sue
8	9/23/17	Bill, Jane
9	9/30/17	Fred, Sue
10		



### 1) Marketing

**Use a variety of marketing techniques and strategies to increase traffic to the farmers' market booth. Target low-income populations who would benefit most from the education we provide.**

#### Social Media

Post relevant information about the farmers market on your county's Create Better Health pages/accounts.

Posts can include information that answers the following questions:

- When is the farmers' market?
- Where is the farmers' market?
- Where is the Create Better Health booth located within the market?
- What sample are you providing this week?
- What was the recipe from the previous week?
- What vegetables are in season?

Posts can also include tips on gardening or using produce effectively.

#### Tips for posting

- Include a picture
- Keep posts concise
- Post 2-3 days prior to the market for baseline advertising
- Post-day of the event as a reminder
- Post during the middle of the day. Most people tend to check their social media around their lunch hour.
- Encourage fellow staff members to like & share post

#### Flyers

Flyers advertising the farmers' market should be distributed in locations where our target audience will likely be present. Create Better Health classes, WIC classes, and your local Department of Workforce Services are good places to start.

Likewise, flyers and pamphlets advertising Create Better Health classes should be provided at your booth. Use the Create Better Health Online pass-along cards to direct people to the online course.



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1. mail:

U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410; or

2. fax:

(833) 256-1665 or (202) 690-7442; or

3. email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

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