



Throughout 2014, Utah County Food \$ense emphasized the benefits of cooking with in-season fruits and vegetables. In our classes, we promoted local Farmers Markets that accept SNAP benefits. In Utah County, those are the Provo Farmers Market and the Happy Valley Farmers Market. Once the markets were open, we had a presence at both throughout the season. While there, we:

- Provided education on using SNAP benefits at the farmers markets.
- Referred people to local growers where they could find affordable local produce.
- Promoted free Food \$ense classes in the local community.
- Demonstrated how to use in-season fruits and vegetables in simple, healthy, affordable recipes.
- Highlighted specific in-season produce, including: tomatoes, plums, peaches, potatoes, apricots, summer squash, apples, green beans, corn, bell peppers, cherries, cucumbers, garlic, and fresh herbs.
- Donated many vegetables to SNAP-eligible residents of Utah County. We also taught them simple steps they could follow to create meals using the produce we gave them. This was made possible through partnerships with local growers, and through participating in a local community garden.



Tomatoes from local grower Vineyard Garden Center. *Photo credit: Kristi Strongo*

“During this summer I have been participating in the Happy Valley Farmers’ Market on Friday evening. I had decided to do a Summer Salad theme for the market using fresh produce that could be purchased from the market. Each week I would prepare a recipe that showcased a specific produce item. I would prepare a recipe and informational handout about the ingredient to be shared with those that stopped by the Food Sense booth.”



Raven Albertson, NEA is holding the first of the vegetables harvested from our community garden plot. *Photo credit: Raven Albertson*

IMPACTS

- Improved food security
- Increased intake of fruits and vegetables
- Access to food

One of our goals is to make more fruits and vegetables available to food stamp recipients and to help increase their knowledge of preparing fruits and vegetables. We do this by

- a. Conducting outreach to inform the community about farmers markets that accept food stamps.
- b. Supporting farmers markets that accept SNAP benefits.
- c. Participating in a local community garden to increase the amount of vegetables accessible to SNAP recipients.

PARTNERSHIPS



PROVO FARMERS MARKET

Provo Farmers Market provided Food \$ense (SNAP-Ed) with complimentary booth space. This was the first year that SNAP benefits were accepted at this farmers market, and we worked together to promote using SNAP benefits at the market. They helped to promote our presence at the market with market patrons. They also created tokens for us to use as incentives for market patrons who would take a survey about SNAP benefits and Food \$ense at the market.

HAPPY VALLEY FARMERS MARKET

Happy Valley Farmers Market provided a discounted booth rate. We actively promoted the use of SNAP benefits at the market.



SCOTT FAMILY FARM (PROVO, UTAH)

Eileen Scott donated produce from her booth, which was used for recipe demonstrations at Provo Farmer's Market, recipe demonstrations and donation to class participants to SNAP recipients at South Franklin Community Center, and recipe demonstrations at Summer Meal Programs at Title I schools in Utah County.



KELLY CARTER FAMILY FARM (PROVO, UTAH)

Supported Food \$ense at the Happy Valley Farmers Market by donating produce. They have expressed a desire for a continued partnership next year.

PROVO COMMUNITY GARDEN

Provo Community Garden donated a 4 x 20 plot for the use of our program. With help from the USU Extension horticulture agent, we planted a variety of vegetables and herbs. We used what we harvested for cooking demonstrations in our classes and also donated it to class participants so they would have what was needed to practice what we taught them in their homes. This increased the chances that they would use what was taught in class at home and also increased their vegetable consumption.

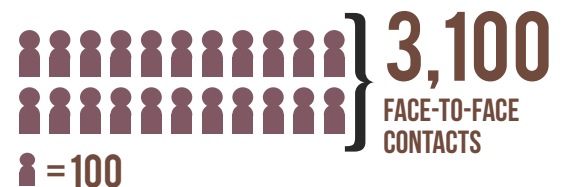
VINEYARD GARDEN CENTER (VINEYARD, UTAH)

Supported Food \$ense at the Happy Valley Farmers Market by passing out Live Well Utah booklets at their booth and serving as a good resource for using SNAP at the market.

NUMBER OF PEOPLE REACHED THROUGH FOOD \$ENSE

More than 6,200 people were taught, including more than 3,100 face-to-face contacts, at the Provo Farmers Market and Happy Valley Farmers Market combined from July 19 thru October 24, 2014.

The most effective way of attracting face-to-face contacts was through recipe samples available at the booth, especially those using in-season produce.



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Total number of Farmers Market Volunteers

VOLUNTEERS

Volunteers who helped with the Provo Farmers Market helped with all of the responsibilities of the Food \$ense booth, including:

- Preparing and passing out recipe samples.
- Recruiting market attendees to come to the booth.
- Educating visitors about:
 - Nutrition.
 - Using SNAP benefits at the Farmers Market to purchase fruits, vegetables, and other food.
 - Using in-season produce.



Local Apricots

PRODUCE HIGHLIGHTED AT THE MARKET

- Tomatoes (Gazpacho, Caprese Salad)
- Plums (Plum Sherbet)
- Peaches (Peach Crisp)
- Potatoes (Roasted Rosemary Potatoes)
- Apricots (Apricot Salsa)
- Summer Squash (Sauteed summer squash with feta and thyme)
- Apples (Pumpkin Peanut Butter Dip, 5-Minute Skillet Apple Crisp)
- Green Beans (Green Bean Skillet)
- Corn/Bell peppers (Chipotle Roasted Summer Vegetables)
- Cherries (Cherry Bruschetta)
- Cucumbers (Marinated Cucumbers)
- Garlic (Roasted Garlic Hummus)
- Fresh Herbs (multiple recipes)

SUCCESS STORIES – USING GARDEN ITEMS

Several times we took veggies from the garden to our classes at South Franklin Community Center. Each week we would get reports from our regulars that they had used the vegetables we gave them to recreate what was made in class and that they and their family members had loved it! It really helped with this group because many of them do not have transportation and are limited in where they can get groceries. It was exciting to see that they were actually making the vegetable dishes at home. Not only that, but they also had a community garden at the community center and it helped to show them what they could do with what they harvested. It was a new garden, and when asked, most people in the class only reported one or two ideas of what they could do with a particular vegetable. Now they have more ideas of how to use it, so they will most likely prepare those vegetables more often. - **Raven Albertson December 2014**

“This relationship with the growers has been very helpful. I think next year I will keep in contact with them and continue to purchase and showcase their produce.”

–Kristi Strongo,
October 2014

SUCCESS STORIES – FARMERS MARKETS

As the weeks progressed, the growers told me that they were selling out of whatever it was I was featuring that week. Vineyard Garden Center invited me to their nursery store front in Orem where we quickly became good friends. I was able to purchase fresh produce from their nursery prior to the market and tell everyone that the produce had come from a vendor at Happy Valley Farmers Market.

Carter Family farms offered to donate produce. They had beautiful heirloom tomatoes in multiple varieties. They also donated ruffled purple basil to make colorful Caprese Salad. I posted a sign introducing myself to the food vendors. I explained who we were and what Food \$ense was. I asked the growers what they had in their gardens and started working on recipes indicating that the items had been donated by the Carter Family and that those who wished to purchase tomatoes could find their booth at the market. - **Kristi Strongo**
October 2014

It's not a surprise that many people stopped at our booth at the Farmers Market the day we were serving samples of peach fruit crumble accompanied by a dollop of plain Greek yogurt. What WAS a surprise was the number of youth from surrounding neighborhoods, who appeared to be at the market that day without their parents or families. Especially the interaction we had with a couple of groups of these kids. At one point, there were several young kids hanging out in front of our booth, eating peach crumble. They asked us about our classes and were excited that they were "free cooking classes?! Yes!" They wanted to know where the classes would be and it became clear that the best way for them to hear about our events would be through social media. Luckily, we have Instagram, Twitter, and Facebook pages and we had flyers with that information to give them. Two of them were new followers within the next hour. We also learned they lived nearby to a community center where we currently hold classes. We were pleased that we had caught the interest of so many youth at the market. Several other small groups of youth stopped at our booth throughout the rest of the day and were excited about the classes. It's great to see kids take an interest, especially youth from the surrounding neighborhoods at this market which is in one of the most low-income areas of Provo.

-Raven Albertson September 2014

I was in a meeting at the Utah County Health Department in the Division of Health Promotion and it was shared by several people how awesome they think our booths are at the Farmers Market. Some of them have been passers-by, but even some of their staff in the Chronic Disease Department shared that they had been studying the two Farmers Markets that accept SNAP benefits and had meetings with the market directors who raved about having us there and how great it has been for the markets. So we are building a presence that is being recognized by the market managers as well as local health departments and other organizations!

“ I think (our partnership with the farmers markets) is a fantastic opportunity. I do really enjoy being there, too. We've gotten a lot of interest in our classes there - more than I've ever seen at any booth we've had at a health fair, Head Start event, or anything like that. It helps to build familiarity and recognition for our program in the community, inspires a lot of people at the market, and just feels like a good fit. ”

-Raven Albertson, September 2014

Distributing samples using in-season produce that vendors were selling was a win-win situation, because some vendors would tell us, "No one wants to buy my [cabbage] because they don't know how to eat it! They don't know how to cook with it." Our samples would give customers the confidence to try a new recipe with produce, and maybe the confidence to buy fruits and vegetables they wouldn't normally buy. If nothing else, it gives them a reason to buy more produce. Maybe they thought, "I better buy more peaches so that I can make that peach crisp."

“ We hear from those running the Provo Farmers Market at each event about how excited they are that we are there and they can't wait to try the recipe we have that day. It's clear that they very much appreciate our presence at the market. ”

**-Raven Albertson,
August 2014**