



FARMERS MARKETS



Murray, Downtown, and the IRC (International Rescue Committee) Sunnyvale Market

- Our initial SNAP-Ed recruiting began at the Murray Farmers Market. We set up a booth and gave out food samples, recipe cards, Food \$ense class schedules, and the Farmers Market Recipe booklet. We also distributed Creates handouts that paired with the food sample and produce being sold that week at the market. We provided nutrition information as booth visitors asked questions about specific fruits and vegetables offered by vendors. We also issued a survey to SNAP participants. This survey measured the impact samples and recipes had on SNAP participants' subsequent purchases at the market.
- By the end of the summer, we were invited to the Downtown and International Refugee Center markets. Our booth was credited with increased produce sales, and participants appreciated the samples and recipes. We continued the research and surveys at these two markets.
- This year the Downtown Farmers Market in Salt Lake City had the Double-Up Food Bucks program, which allowed SNAP participants to match their SNAP benefits, up to \$10, to buy additional produce at the market. Utahns Against Hunger was awarded a grant by Select 25, with the purpose of increasing low-income individuals' access to fresh, local fruits and vegetables. At this market we gave out samples, recipes, Food \$ense class schedules, farmers market cookbooks, and Creates handouts that paired with the weekly food sample. NEAs also answered questions, and helped with research by issuing the Double-Up Farmers Market survey to SNAP participants. The survey measured the impact that the Double-Up program had on purchasing produce at the market.
- The IRC market serves the refugees that live in the Sunnyvale neighborhood. This market was challenging due to language barriers. Most of the kids tried our samples and were curious about why we were at the market. However, the adults were skeptical about our presence and very few tried the samples. We found that if we showed pictures of what was in the sample and had the youth explain to their parents what the sample was, the adults were more likely to try the sample. We learned that the IRC market in San Diego has a Kid's Nutrition Corner booth. The IRC in Salt Lake hopes to find out more about the San Diego program and get suggestion and ideas on how to better reach the refugees here. Although the market was a bit challenging, we'll keep trying different things until we find what works.
- Most of the samples we offered came from the 2014 Farmers Market Recipe book. People love the samples and often came back each week to see what recipe we were sampling. Most of the population we reached at the Murray and Downtown markets were not SNAP eligible, however the samples, the Farmers Market cookbook, and Creates handouts had an impact on their purchase. A lot of people who visited our booth were excited about the Farmers Market cookbook, trying new recipes and vegetables/fruits they had not used in the past, and serving or freezing the produce they purchased.



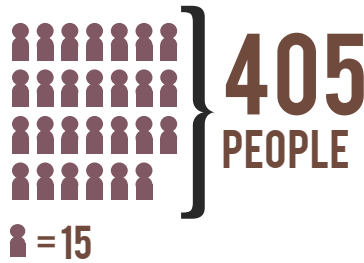
NUMBER OF PEOPLE REACHED THROUGH FOOD \$ENSE

With our booth at the three markets we reached **1,675 people** (Jul – Oct). The following is a breakdown by farmers market:

MURRAY MARKET



DOWNTOWN MARKET



IRC SUNNYVALE MARKET



Several moms commented on how they consumed more fresh fruits and vegetables during the summer and fall because they were able to use their SNAP benefits at the farmers markets. In fact one mom refused to get SNAP when her husband lost his job until she found out that she could use her benefits at the farmers markets throughout Salt Lake. She even canned and froze several vegetables and fruits for her family to eat during the winter.



INCREASED INTAKE OF FRUITS AND VEGETABLES AND ACCESS TO FOOD

The ability to use the Horizon card at the Farmers Market is an incentive to buy fresh local produce and other eligible food items which in turn increases intake of fresh fruits and vegetables.

The Double-Up Food Bucks program directly incentivizes the consumption of fresh fruits and vegetables, which aren't always affordable for low-income households.



PARTNERSHIPS WITH LOCAL ORGANIZATIONS AND AGENCIES

We shared a booth with Utahns Against Hunger at the Murray and Downtown Farmers Market and helped with the IRC Sunnyvale Market.



HOW AM I FIGHTING HUNGER?

Sharing a booth with Utahns Against Hunger helped us reach more SNAP participants and provide them with access to classes that will help stretch their food dollars and encourage the purchase of healthy foods. We also provided them with nutrition education, food storage information, and creative ways to use fresh fruits and vegetables.

As a result of our participation at the markets we started a quick meals class at the Murray Library, and the IRC is interested in having us do classes a couple of times a month at the Sunnyvale Community Center.

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KITCHEN FUN WITH THE KIDS

Kitchen Fun with the Kids is a series taught at five different libraries. The goal of the series was to bring parents and children together in the kitchen to make nutritious meals and snacks.

NUMBER OF PEOPLE REACHED OCT 1 2013 - SEPT 30, 2014

Library	Grand Total Adults Reached	Grand Total Youth Reached	Average Adult Per Visit	Average Youth Per Visit	Number of Visitors
West Jordan	46	85	8	14	6
Magna	20	48	7	16	3
Chapman	14	38	5	13	3
Kearns	16	39	5	13	3
Midvale	10	17	3	6	3



SUMMER SUCCESS STORIES

In our Kitchen Fun with the Kids class, we made yogurt parfaits for our food demo. I focused the class on MyPlate and healthy snacks using whole foods. We demonstrated how to prepare yogurt parfaits at home with bananas and strawberries, topped off with homemade microwave granola. I had a cute little 5-year-old participate diligently throughout the duration of the class. After the class was done, the little girl came up to us and said, "This was the best class I have ever had in my entire life!" We also had a parent say she never thought of mixing yogurt with fruit and that she would start doing so for her future breakfasts. Lastly, we had a lady, who was visiting the United States from Trinidad and Tobago, thank us for the unique idea of creating parfaits at home. This class was a total hit and we were very happy to hear all the great comments.

In another Kitchen Fun with the Kids class, we focused on MyPlate and how snacks can be used to include food groups that were missing from meals. We also brought up the importance of consuming whole foods instead of processed foods. To demonstrate a healthy homemade snack, we made popcorn in the microwave and on the stove top. For the activity, we had everyone stand up and gave them a picture of a snack. Each person had either a healthy snack or a not-so-healthy snack. They were instructed to go around the room and find their healthier counterpart (for example, the frozen yogurt picture was a healthier option to ice cream). At the end of the class, everyone was excited to try the vanilla and the curry popcorn we had made. One mother thanked us for teaching her how to make a healthy snack her daughter would actually eat and enjoy. The woman's daughter came up to me and said, "Can I tell you something? YOU are great!" The comments completely made my day!

FOOD PANTRIES

The food pantries are a recruitment site and an opportunity for indirect education. Participants are given an informal speech with information about the services Food \$ense has to offer. Food samples are given along with flyers that contain contact information and a schedule of upcoming classes. Creates handouts are given in accordance to the food samples provided.

NUMBER OF PEOPLE REACHED OCT 1 2013 - SEPT 30, 2014

Food Pantry	Grand Total Adults Reached	Grand Total Youth Reached	Average Adult Per Visit
Magna	493	29	17
Northwest	948	43	22
Redwood	911	40	23
Midvale	821	36	23

SUCCESS STORY

March 2014

At Northwest food pantry we gave our mini-speech and handed out flyers and strawberry sherbet samples. One lady said she was never going to buy ice cream again, instead she would make her own with our recipe. A man said that he loved the Creates handout on how to make a quick bread. He even advertised for us on how amazing it is!