

**Nutrition Programs to Grow Your Market**

Most farmers markets participate in nutrition programs to help make their market accessible to all consumers, regardless of their income level. Those programs may be the Farmers Market Nutrition Program, SNAP, SNAP incentives, or a number of other programs that could be available in your community. Participating in these programs brings more consumers to the market and adds more sales and revenue to your participating farmers and vendors.

To maximize your nutrition programs’ effectiveness, you should consider adding nutrition education to your market offerings. These programs can help educate your consumers on healthy eating, using local foods, understanding the correlation between diet and health, as well as educate consumers about food, in general. Let’s look at creating a nutrition education program for your market. If you already have one, you can use your existing program for this exercise or you can create a new program for your market.

1. Identify a goal for nutrition education at your market. Specify who the target audience would be.
2. Based on this goal / audience, which type of program do you think would be most effective to help meet the goal? (select one)

\_\_\_\_\_ cooking demonstrations

\_\_\_\_\_ nutrition education workshops

\_\_\_\_\_ recipe exchanges

\_\_\_\_\_ eat the rainbow activities

\_\_\_\_\_ nutrition related games

\_\_\_\_\_ food safety information/workshops

\_\_\_\_\_ food sampling

\_\_\_\_\_ Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Who are potential partners for your program and what role could they play?

| **Partner:** | **Role:** |
| --- | --- |
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1. Resources needed (other than funding) and how will you acquire those?

| **Resource Needed:** | **To be Acquired from:** |
| --- | --- |
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1. Logistics for implementation
   1. location:
   2. equipment set up:
   3. electricity or other utilities:
   4. permits needed:
   5. food safety issues:
   6. frequency of event:
   7. handouts/ take-aways
      1. multi – lingual needed?
   8. incentives for participation:
   9. staffing:
   10. training:
2. Funding: how much will the program cost and where will the funds come from? Create a budget with expected expenses and identify funding sources for each budget item.
3. How will you promote the program to the target audience?
4. How will you involve your farmers/vendors pre- and post-event
5. How will you evaluate the impact or effectiveness of your nutrition education program?
   1. What will you measure?
   2. How will you measure it?
   3. How will you use the information learned through the evaluation

