

**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 and a number of other programs that may 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. Look at the make-up of your community. What is the need in terms of nutrition education? Use this need to choose a method for conducting nutrition programs at your market and we will put together a program:
* cooking demonstrations
* nutrition education workshops
* recipe exchanges
* eat the rainbow activities
* nutrition related games and activities
* food safety information/workshops
* food sampling
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
1. What is the goal of your chosen nutrition program and who is your target audience?
2. Who are potential partners for your program and what role would they play?

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

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| Resource Needed | To be Acquired from: (identify also those the market will supply) |
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1. Funding: how much will the program cost and where will the funds come from? Create a budget with expected expenses and identify funding sources (include self-funded) for each budget item.
2. 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?
	8. incentives for participation:
	9. staffing:
	10. training:
3. How will you promote the program to the target audience?
4. How will you involve your farmers and 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

