



Chelsea and Bushel Basket Farmers Market

Stephanie Willette and Reiley Curran
St. Joes Hospital

Intervention also funding in:

- Year 1: \$14440
- Year 2: \$19470
- Year 3: \$22858

Amount Requested:

\$18,095

Type of intervention:

- Behavior
- Policy
- System**
- Infrastructure

Chelsea and Bushel Basket Farmers Markets

Brief Description

Our main goal is to increase fruit and vegetable consumption by providing an opportunity for residents to buy fresh, local food. In addition, our Healthy Demonstration tent provides education about eating healthy and basic healthy lifestyle practices.

The Chelsea and Bushel Basket Farmers Markets act as a place for Chelsea residents and surrounding communities to acquire healthy, fresh food from local vendors. We feature products such as vegetables, fruit, bread, cheese, eggs, meat, flowers and crafts.

The target population is all ages.

The markets occur every week on Wednesday (2-6) and Saturday (8-noon). They run Late May through Late October, with a total of 25 Wed and 25 Sat by the end of the season. We will be looking at opportunities for a winter market for 2015.

Link to Coalition's 1 & 5 year plans

With a highly accessible and visible venue and marketing support, we can provide an alternative hub for local, healthy food distribution. Our intervention addresses the Coalition's goals of (a) increasing the number of individuals working toward and maintaining a healthy weight, and (b) improving the availability and consumption of healthy foods. The following are facts from the Western Washtenaw region of the Health Improvement Plan survey that are being addressed:

- In Western Washtenaw County, we are particularly concerned with reducing the current combined overweight and obesity rates (39% of youth; 63% of adults) (HIP Survey, 2010). Our education and marketing is geared at these groups.
- Fast food consumption is on the rise – the farmers market can help educate on healthier, affordable options for families that also support the local food system and economy. 45% of residents visit fast food restaurants 1-3 times per week. Quality food access is an issue in our community that the market can help to address
- 90% of our residents eat less than 5 servings of fruits and vegetables a day. More space for more produce vendors at different price points, and a food demonstration area are just some of the ways we can increase produce purchases and provide convenient access by car, bus, biking and walking.



List all the goals of the intervention

1. Increase fruit and vegetable consumption
2. Provide education about maintaining a healthy lifestyle
3. Provide an opportunity for customers to purchase local, fresh food

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Increase fruit and vegetable consumption
How success will be measured	We will use customer and vendor surveys, reporting from vendors, and our own counts of customers and vendors to measure progress.
Describe what data will be collected and who will collect it	Percentage of fruits and vegetables sold from overall sales. Impact of market on healthy eating for customers (customer survey questions about ease of access, price, availability, if there was an effect on diet. etc) Number of Healthy Demonstrations provided by the market and number of customers engaged. Total customer counts and total income from market. The market manager, Stephanie Willette, will collect data.
Why do you think the goal is achievable?	The market has been in operation for over 20 years and has a strong history of success
Is the timeline achievable	Yes, May-October



Units of Engagement

- Estimated number of participants (P) **545 (Sat) and 340 (Wed)**
- Estimated time each participant spends at each event (T in hours) **0.25 hrs**
- Estimated number of events to be held (N) **25 (Sat) and 25 (Wed)**
- $P \times T \times N = 3406 + 2125 = 5,531$

Note – if this is an infrastructure intervention, units of engagement may not be applicable

Key Evaluation Data

Examples of data other than participants and number of events:

- Pre and post surveys for healthy demonstration education activities, such as change in eating habits and knowledge of cooking
- Impact of market on healthy eating for customers (customer survey questions about ease of access, price, availability, if there was an effect on diet. etc)



Responsible Parties & Organizations

Stephanie Willette, the market manager, will perform all tasks necessary to running the market. If Stephanie is unable to operate the market for any reason (vacation, illness, etc) there are three people who may take over responsibilities at any time. (1) A community health advocate, who attends every market on behalf of Prescription for Health. (2) Intern, paid for 100 hours of work with the market to provide general support, using CWF funds. (3) One month intern, full time, from Kalamazoo College

Organizations whose approval is required.

Bob Pierce, Chelsea Chamber of Commerce. Approval Granted

Chelsea City Council. Approval granted for Sat use of space, pending for Wed use of Palmer Lot. Will be finalized in Jan

What organization are involved:

Chelsea Community Kitchen. Jane Pacheco. Food Demos and Yellow Door Fundraiser

Polly's Country Market. Courtney Stinson. Health edu at market and food demos.

St Joes Chelsea Hospital. Elaine O'neil. Blood sugar and blood pressure checks.

Washtenaw County Health Dept. Ariane Reister and Sharon Sheldon. Prescription for Health tokens and volunteers at market.

Chelsea Chamber of Commerce. Bob Pierce. Saturday market fiscal agent and advisor. Books music.

Chelsea City Council. Cheri Albertson, liason to city council. Council is owner of Palmer Lot property.

Faith in Action. Nancy Paul. Volunteer recruitment and customer referral

Chelsea Library. Bill Harmer. Partner for events and Chelsea Reads program

Chelsea Update. Lisa Allmendinger. Help with marketing.

Trinity Health – possible grant provider with money for credit card reading machine, expansion of token programs, and cooking classes. Reiley Curran. Grant in partnership with PFH and Faith in Action. TBD.

5 Healthy Towns through the Wellness Coalition. Ruth VanBogelen and other market managers. Possible grant opportunities through this group. Exchange ideas for markets in the area. Help with marketing

Growing Hope. Amanda Edmonds. Grant Provider. Farmers market consultant, particularly on token programs.

Fair Food Network for the Double Up Food Buck program. Elissa Trubull. Provides market tokens and funding for DUFB and SNAP programs.

Kalamazoo College. Pam Sotherland. Providing an intern for the market this summer.

Market Advisory Committee, includes long time vendors and city reps. Advises on on-going performance

Wild About Summer Camp. Andrew Thomson. Children's events.

MIFMA. Yadira Perez. Training and technical support.



Proposed Budget \$18,095 (Total Budget = \$59,380)

How \$xxxx funds from CWF will be used

- Market manager salary: \$15,000
- Seed money for Yellow Door fundraiser: \$450
- Part time intern support at market (100 hrs, \$10/hr): \$1,000
- Overhead/admin cost (10%): \$1,645

How \$xxxx funds from other organizations will be used

Food assistance programs	\$20,200
Marketing	\$3,800
Market events	\$12,815
Training and Misc	\$750
Remainder of manager salary	\$3,720
Total	\$41,285



What programs did you use as a model for this intervention?

Examples are:

- The 5 Healthy Towns each have farmers markets and regularly exchange ideas
- Growing Hope runs 3 successful farmers markets and acts as a consultant
- MI Farmers Market Association provides technical support and training

Has a similar intervention been done in another 5H Community?

- Yes, each 5HT has a farmers market

Have you communicated with leaders of similar coalitions in other 5H towns?

- Yes, there is a 5H working group

Marketing

Banners and sign on Main Street

Fliers at local businesses and in hospital

Weekly updates and newsletters on fb, website, emails to members and through Chelsea Update

Yard signs put up by volunteers along busy streets

Print ads in various publications (eg Chamber Directory, Sun Times, etc)