



FARMERS MARKET

Stephanie Willette, Reliey Curren. Fiscal Agents: St. Joseph Mercy Chelsea and Chelsea Chamber of Commerce

Intervention also funding in:

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

Amount Received from CWF:
\$18095 plus 9000 to start next season

Total Expenses paid with CWF funds:
\$18095

Start and End Dates:
May – Oct

Total Units of Engagement:
6,231

Total Cost per Units of Engagement:
\$7.35 (Total budget 45,780)

Intervention name

Brief Description

- I. Increase fruit and vegetable consumption
- II. Our main goal is to increase fruit and vegetable consumption by providing an opportunity for residents to buy fresh, local food. We and our partner organizations provide education about eating healthy and basic healthy lifestyle practices. We feature products such as vegetables, fruit, bread, cheese, eggs, meat, flowers and crafts. 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 26 Sat by the end of the season.
- III. The target population is all ages.

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.

Storyboard for Intervention

“The market has an abundant selection of high quality produce, all other foods, and craft items.”

– Chelsea resident #1

“I like that everything is straight from the farmer.”

- Chelsea resident # 2

“ I like that the community is able to sell their products and you buy from your neighbors.”

- Chelsea resident # 3



Year 4 Evaluation Presentation: Chelsea Friends and Family Wellness Coalition



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
4. Make fruits and vegetables more affordable and accessible

For the primary goal provide the following information:

Goal	Brief description of outcome. Start by stating if the goal was exceeded, met, partially met or not met.
Goal 1	Market attendance exceeded expectations, with an average of 657 on Saturdays and 340 on Wednesdays. 65% of customers felt that their weekly consumption of fruits and veg increased due to the market. 53% purchased produce above other products, and 41% said that healthy food is the top reason they go to market.
Goal 2	Our education goal was met. Prescription for Health conducted 5 demonstrations about healthy eating. Our community health nurse provided one demonstration on handwashing and diabetes prevention.
Goal 3	Goal three was exceeded. 40% of our market is made up of vegetable vendors. With over 70 small businesses represented over the season, customers had many options of both organic and conventionally raised produce.
Goal 4	This goal was met. Through our participation in 5 food access programs this year, customers spent \$6,000 of food assistance tokens on local produce, meat and baked goods. However, our Double Up Food Buck program was underutilized and we hope to increase participation next year.

Units of Engagement

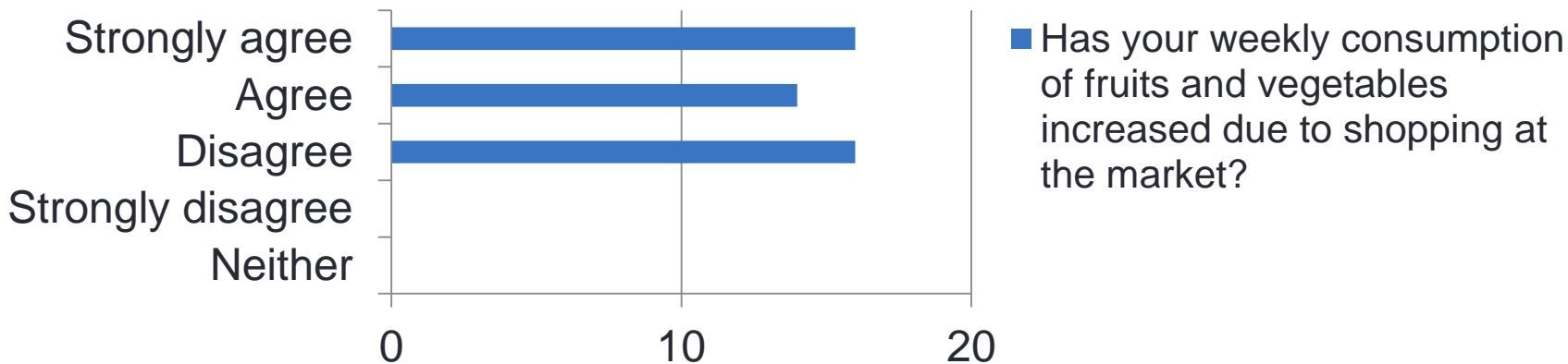
- Estimated number of participants (P) 657 (Sat) and 340 (Wed)
- Estimated time each participant spends at each event (T in hours) 0.25 hrs
- Estimated number of events to be held (N) 25 (Sat) and 25 (Wed)
- $P \times T \times N = 4,106 + 2,125 = \mathbf{6,231}$

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

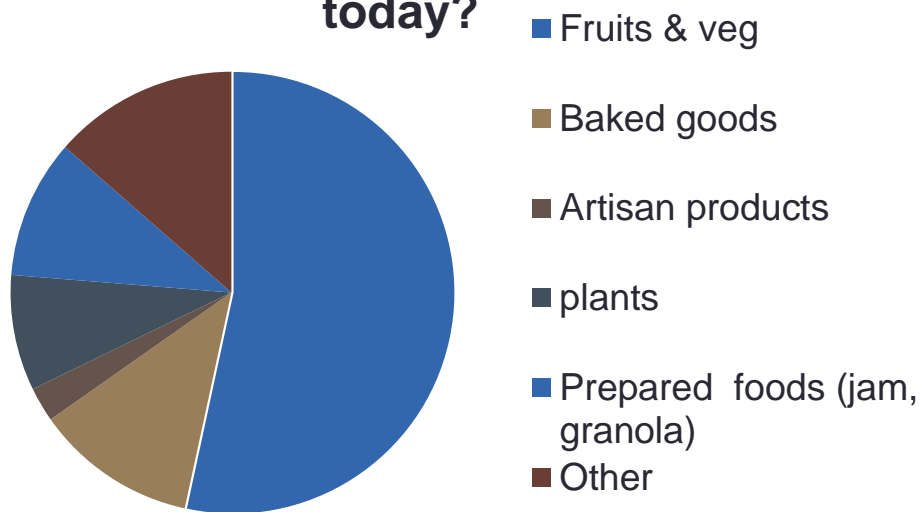
Key Evaluation Data

- 40% of our seasonal vendors were produce vendors.
- Two certified organic vendors, 4 + more using organic practices.
- Over 70 businesses participated throughout the year
- \$118,680 gross sales from all vendors
- Average customers: Saturday 657, Wednesday 340
- About \$6,000 worth of food assistance program money was spent
- 6 Health Education events, and 8 cooking demonstrations of healthy in season recipes

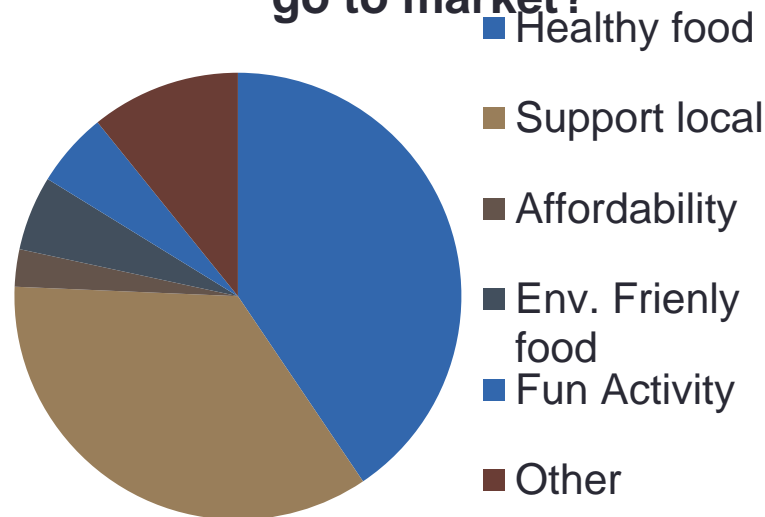
Survey Results



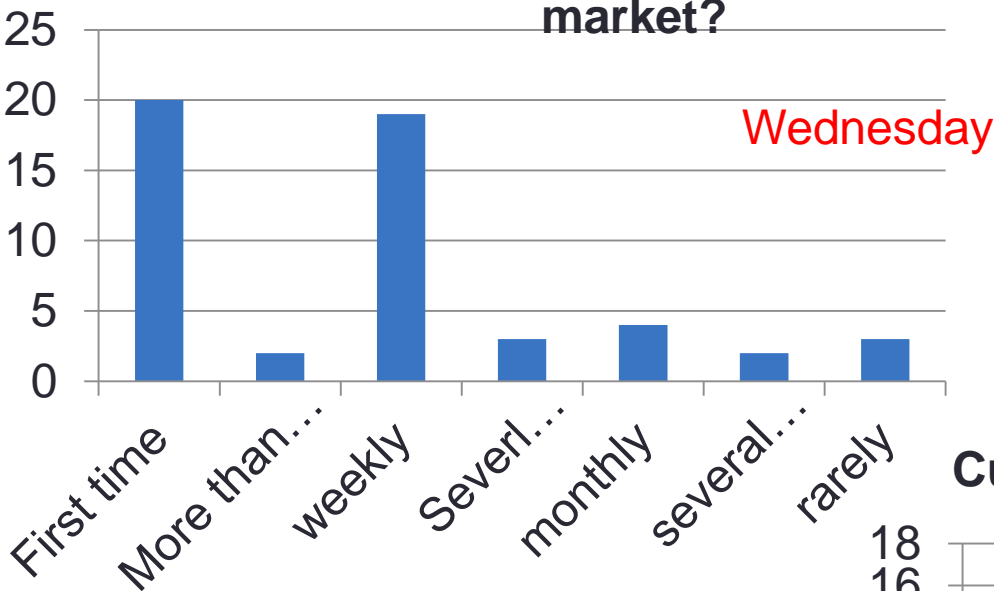
What did you purchase at the market today?



What is your top reason you go to market?



Customers: How often do you visit the market?

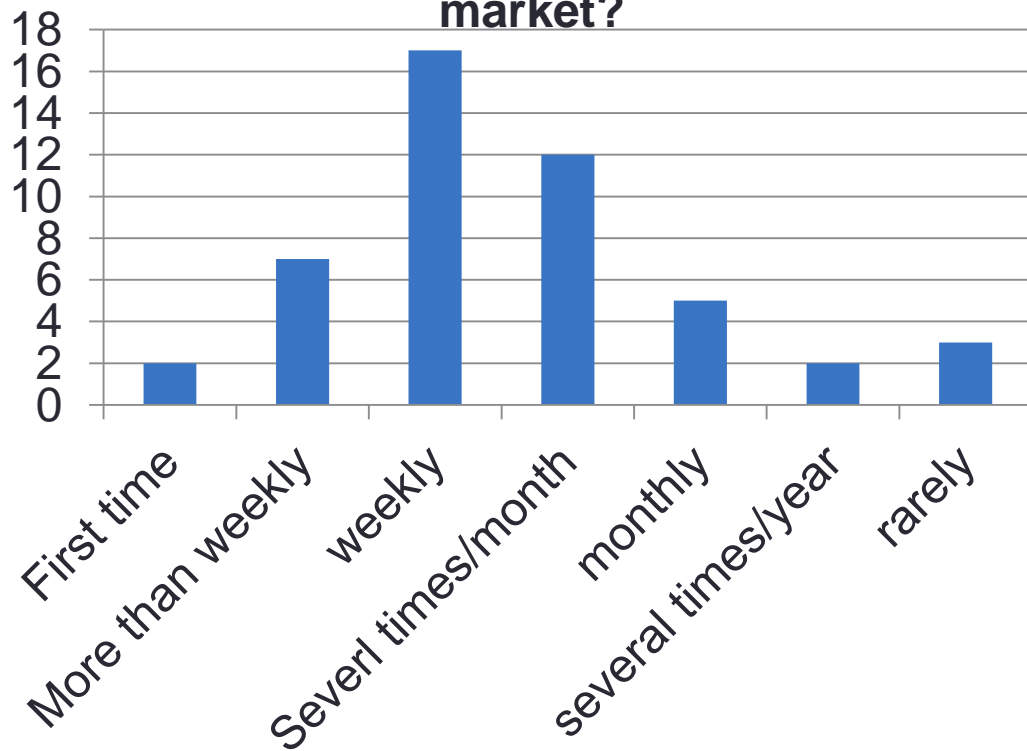


Average customer count BBM:
2015: 340
2014: 340

Saturday

Average customer count CFM:
2015: 657
2014: 545

Customers: How often do you visit the market?



Because of the market... (1 being least, 5 being most)

	2015	2014
I eat more fruits and vegetables	1 0	2%
	2 0	1%
	3 10%	12%
	4 20%	31%
	5 70%	43%

	2015	2014
I am better able to provide healthy food for my family and myself	1 0	14%
	2 0	14%
	3 0	14%
	4 10%	25%
	5 90%	33%

	2015	2014
I feel better about where my food comes from	1 0	24%
	2 0	8%
	3 0	5%
	4 10%	17%
	5 90%	46%

	2015	2014
I eat less fast food	1 0	12%
	2 0	4%
	3 10%	22%
	4 30%	26%
	5 60%	38%

What was the major accomplishment?

- The markets increased fruit and vegetable consumption among Chelsea residents

Was this intervention effective?

- With around 25,000 individual visits over the season, 53% identified vegetables as their top purchase.
- 65% of customers felt that their weekly consumption of fruits and vegetables increased due to the market.
- 41% said that healthy food is the top reason they go to market.

Responsible Parties & Organizations

Stephanie Willette, the market manager, performs all tasks necessary to running the market. If Stephanie is unable to operate the market for any reason (vacation, illness, etc) there are two 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) Market assistant, paid for 100 hours of work with the market to provide general support, using CWF funds. Autumn Orta is responsible for some administration and accounting.

Organizations whose approval is required.

- Bob Pierce, Chelsea Chamber of Commerce.
- Chelsea City Council for use of Palmer Lot.

What organizations are involved:

- St Joes Chelsea Hospital. Reiley Curran. Office space, admin support, accounting support.
- 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 Update. Lisa Allmendinger. Help with marketing.
- Chelsea Wellness Coalition - supports the cooking demonstrations.
- Judy Radant - Instructor for cooking demonstrations.
- 5 Healthy Towns through the Wellness Coalition. Ruth VanBogelen and other market managers. Exchange ideas for markets in the area. Help with marketing
- Growing Hope. Amanda Edmonds. 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.
- MOPS - runs a children's booth at market once a month

What were the unexpected results?

- Wednesday market moved locations and we were not sure what to expect. We had fewer customers than we would have liked, but hope a second year in the same location will be better attended.

Describe any setbacks encountered?

- The markets applied for a state license to perform cooking demonstrations. We received the license but the application process took all season. We were unable to perform the demonstrations in the way we wanted to.

Expenses and Income

How \$16,000 funds from CWF will be used

Examples are:

- Marketing = \$ 0
- Compensation = \$ 15,000 toward manager salary and \$1000 toward market assistant
- Materials = \$ 0
- Consumables = \$ 0
- Training = \$ 0

How \$15,320 funds from other organizations will be used

Examples are:

- Marketing = \$ 3800
- Compensation = \$ 800 toward cooking demonstrator salary, \$3,720 for remainder of manager's salary
- Materials = \$ 6000 for food assistance;
- Consumables = \$ 1000 for cooking demos, vendor meetings, fundraiser seed money
- Training = \$ 0

How can this intervention be improved next year?

Setbacks or issues identified	Proposed solution
Not enough participation in the Double Up Food Bucks or SNAP program	Better advertising, better partnerships with other organizations
Application for licensing for food demonstrations took entire summer	Now that we completed the procedure, next year will be simpler
Wednesday market was under attended	Better signage/advertising. Second year at the same location will help.
Need for a permanent structure and a bathroom on site	Ongoing

Sustainability

Will you propose this intervention received funding in the next plan?

Yes

If yes, select which sustainability models fit this intervention and then describe ideas about sustainability **Model 2**

Model 1:

No intra-source of income

1A: Benefiting organization might assume expenses in the future

1B. County, state, and/or federal funding opportunities available

1C: Once built needs no funding

1D. Will always be dependent on coalitions/participants

Model 2:

Some income will be generated but expenses will always exceed income

Model 3:

Income should equal expenses once steady state is reached