



The Muskegon
Farmers Market
Muskegon, Michigan

November 2015

Mission of Power of Produce Club

The Power of Produce Club, a program of the Muskegon Farmers Market, was created to empower kids to make healthy food choices, introducing them to where their food comes from and to create future shoppers of the farmers market. This program started in 2011 in a market in Oregon and is now being implemented in Markets across the US and Canada.

The program serves kids between the ages of 3-13 years old which was expanded from 2014 ages 5-12. Our goal in 2015 was to register and engage 1000 kids. When they registered they received a reusable market bag. Each week when they checked in they receive two \$1 tokens to purchase fruit and vegetables at the market. Attendance was kept on their Passport to Health.

Each week we offered one or more activities that supported the program such as healthy eating and cooking, healthy life styles, safety, environmental education, crafts and community issues.

2015: Year Two

We started registered kids on June 6th this year, a week earlier than in 2014. The program ran for 22 weeks. We also held the program on Thursdays from July until Labor Day.

Again this year within two weeks we had more than 500 kids registered for the program. We closed registration for a few weeks when we had about 750 kids registered until we felt we had a handle on how many would be checking in each week and to make sure funding was in place to support.

The Fruitport Lions ran a bus from Muskegon Heights and Nelson Neighborhood to the market every 2nd Saturday of the month June through October in 2015.



Keys to Success in 2015

Our major financial supporters: Alcoa Whitehall Operations, The Women's Division of the Chamber of Commerce, Webb Chemical and The Fruitport Lions/Shoreline Branch through a Healthy Muskegon grant from the Community Foundation for Muskegon County and the W.K. Kellogg

Summary of 2015

Here is a snapshot of what was accomplished in 2015:

- Touched 1060 (31% increase over 2014) kids ages 3-13
- 257 (24% increase over 2014) of the kids that registered checked-in at least five weeks or more
- Forty one kids attended 15 or more weeks out of 22 weeks total
- \$7111 tokens distributed (37% increase over 2014)
- 75 - 100 kids participated in the activities each week
- Expanded age range from 3 - 13 (5-12 in 2014)
- Bussing offered 2nd Saturday of the month from Muskegon Heights and Nelson Neighborhood

With the opening of Kitchen 242 we added some cooking lessons this year with the help of MSU Extension who provided an intern for us for 10 weeks starting in June.



Participation by School District (this list is not all inclusive)

- Muskegon Public - 116 (56% over 2014)
- Muskegon Heights - 12
- Oakridge - 46
- Fruitport - 57
- Mona Shores - 154 (28% over 2014)
- Reeths Puffer - 145 (17% over 2014)
- Orchard View - 44
- North Muskegon - 46
- Whitehall - 31
- West Michigan Christian Schools - 33 (33% over 2014)
- Home School - 53

2016 Power of Produce

We will kick off 2016 on June 4, 2016

Please help us spread the word

Donations can be made to our Power of Produce Fund at the Community Foundation for Muskegon County

<https://www.cffmc.org/give/online-giving>

Thank You to our Sponsors

Alcoa Whitehall Operations, Alcoa Foundation, Webb Chemical, The Women's Division of the Chamber of Commerce, The Fruitport Lions and The Shoreline Branch of the Fruitport Lions, Fund and the Community Foundation for Muskegon County who all provided financial support.

Thank You Volunteers!

Special thanks to the individuals and organizations that gave their time, talent and goods in 2015 – we could not have done it without them:

- The many members of the Women's Division of the Chamber of Commerce
- Employees of Alcoa Whitehall Operations
- Bluffton Church
- MSU Extension
- Habian Farms
- rootdown Yoga
- West Michigan Symphony
- Muskegon Museum of Art
- Orchard View Community Education
- Fruitport Lions & Leos, Shoreline Branch of the Fruitport Lions
- Fruitport High School Honor Society
- Various Farms from the Market who donated ingredients for classes