



The Muskegon
Farmers Market
Muskegon, Michigan

November 2016

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. 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. The Farmers are reimbursed for the tokens spent on fruits and vegetables.

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.

2016: Year Three

We started registered kids on June 4th this year. The program ran the program through October, for a total of 22 weeks.

Again this year within three weeks we had more than 800 kids registered for the program. We closed registration after week four.

The Fruitport Lions ran a bus from Muskegon Heights and Nelson Neighborhood to the market every 2nd Saturday of the month June through September in 2016.

Watch our video:

<https://www.youtube.com/watch?v=2VZzKMCP-iw>



Summary of 2016

Here is a snapshot of what was accomplished in 2016:

- Touched 790 kids ages 3-13
- 249 of the kids checked-in at least five weeks or more
- Forty three kids attended 15 or more weeks out of 22 weeks total
- \$ 6,878 reimbursed to farmers who collected tokens
- 75 - 100 kids participated in the activities each week
- Bussing offered 2nd Saturday of the month from Nelson Neighborhood

Thank You to our Sponsors

Alcoa Whitehall Operations, Alcoa Foundation, 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.

With the use of Kitchen 242 we held some cooking lessons this year with the help of MSU Extension who provided an intern for us for 10 weeks starting in June and Chef Char Morse. We also sponsored several Cooking Matters Classes for families, kids and teens and a World Cooking Class for North Muskegon High School students



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

- Muskegon Public - 50
- Muskegon Heights - 4
- Oakridge - 33
- Fruitport - 58
- Mona Shores - 97
- Reeths Puffer - 98
- Orchard View - 34
- North Muskegon - 48
- Whitehall - 19
- West Michigan Christian Schools - 27
- Home School - 47

2017 Power of Produce

**We will kick off 2017 on June 3, 2017
and run through September 30, 2017**

Please help us spread the word

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

<https://cffmc.org/give/give-now/>

Thank You Volunteers!

Special thanks to the individuals and organizations that gave their time, talent and goods in 2016 – we could not have done it without them:

- The many members of the Women's Division of the Chamber of Commerce who donated more than 146 hours
- Employees of Alcoa Whitehall Operations
- MSU Extension
- Habian Farms
- rootdown Yoga
- Fruitport Lions & Leos, Shoreline Branch of the Fruitport Lions
- Fruitport High School Honor Society
- Various Farms from the Market who donated ingredients for classes



In June of 2016 we launched the Power of Produce for Senior Citizens on Tuesdays at the Market. With the help of a grant from the Michigan Health Endowment Fund in collaboration with Healthy Muskegon a program of the Community Foundation for Muskegon County which provided the majority of the funding. The Fruitport Lions and the Shoreline Branch of the Lions managed the program and provided funding as well. This was open to seniors 62+ and the results were unbelievable. We touched 956 seniors and reimbursed farmers for \$11,336. We also partnered with Agewell Services and MSU Extension who provide food samples and nutrition information

Thank you to all involved!