



The Muskegon
Farmers Market
Muskegon, Michigan

2017

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.

2017: Year Four

We started registered kids on June 4th this year. The program ran the program through September, for a total of 18 weeks.

Within three weeks we had 500 kids registered for the program. We closed registration after week three and reopened later on in the season.

Thank you Arconic for being a great supporter



Summary of 2017

Here is a snapshot of what was accomplished in 2017:

- Enrolled 666 kids ages 3-13
- 265 of the kids checked-in at least four weeks or more
- 96 kids attended more than 10 weeks
- Forty five kids attended 13 or more weeks out of 18 weeks total
- \$ 6,301 reimbursed to farmers who collected tokens
- 75 - 100 kids participated in the activities each week

Thank You to our Sponsors

Arconic, 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.

We held some drop-in cooking lessons this year with Chef Char Morse. We also sponsored a World Cooking Class for North Muskegon High School students. In July we held a Seed to Table Summer camp and had 19 kids and offered scholarships to six kids to attend.

MSU Extension provided an intern for the summer that facilitated activities June through July each Saturday. Thank you!



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

- Muskegon Public - 17
- Oakridge - 36
- Fruitport - 33
- Mona Shores - 117
- Reeths Puffer - 82
- Orchard View - 21
- North Muskegon - 36
- Whitehall - 13
- West Michigan Christian Schools - 26
- Home School - 50

2018 Power of Produce

We will kick off on June 2, 2018 and run through September 30, 2018

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 2017 – we could not have done it without them:

- **The many members of the Women's Division of the Chamber of Commerce who gave more than 144 hours**
- Michigan State University Extension
- Habian Farms
- Rootdown Yoga
- Fruitport High School Honor Society
- Muskegon Museum of Art
- Lakeshore Museum Center
- 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. In 2016 we enrolled 956 seniors and reimbursed farmers for \$11,336. For 2017 we enrolled nearly 600 more seniors in addition to last year's numbers and reimbursed farmers for \$13,152 tokens collected. The program ran from early August through mid-September. Total times seniors checked in over that 7 weeks was 3022, an average of 431 people/week.