



The Muskegon
Farmers Market
Muskegon, Michigan

2018

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.

2018: Year Five

We started registered kids on June 2nd 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. Registration remained open for the entire season and we registered 959 kids total.

Thank you Arconic for being a great supporter



Summary of 2018

Here is a snapshot of what was accomplished in 2018:

- Enrolled 959 kids ages 3-13
- 279 of the kids checked-in at least four weeks or more
- Thirty kids attended 14 or more weeks out of 18 weeks total
- 69 kids attended 4 weeks, once a month perhaps can change a habit!
- \$ 6,602 reimbursed to farmers who collected tokens, up from \$6301 in 2017
- Financial Impact to local farmers over the past 5 years adds up to \$31,414
- 50-75 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, Margaret Shaw Fund and the Community Foundation for Muskegon County who all provided financial support.

We held five drop-in cooking lessons this year with Chef Char Morse. Short, 30 -45 minute classes were held for kids at scheduled times so that we could accommodate up to 36 kids per week. Classes were free and most time slots were full with kids and their parents. We also sponsored a World Cooking Class for North Muskegon High School students. This is a 6-week, short semester and the students are in the kitchen twice a week, shopping at the



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

- Muskegon Public - 61 (up from 17 in 2017)
- Oakridge - 46 (up from 36 in 2017)
- Fruitport - 39
- Mona Shores - 144 (up from 117 in 2017)
- Reeths Puffer - 119 (up from 82)
- Orchard View - 47 (up from 21)
- North Muskegon - 50
- Whitehall - 26
- West Michigan Christian Schools - 50
- Home School - 52

2019 Power of Produce

We will kick off on June 8, 2019 and run through September 7, 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 2018 – 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
- Margaret Shaw Memorial Fund of the Community Foundation for Muskegon County
- Rootdown Yoga
- Fruitport High School Honor Society
- Various Farms from the Market who donated ingredients for classes

Senior Power of Produce 2018

In June of 2016 we launched the Power of Produce for Senior Citizens on Tuesdays at the Market. The Fruitport Lions and the Shoreline Branch of the Lions manage the program and provided funding as well. This is open to seniors 60+. 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.

2018 with the help of the following funders we registered 1480 Seniors, 692 on average check-in per week to receive \$4 worth of tokens to spend on fruits and vegetables. The program ran for 10 weeks and \$26,286 was reimbursed to farmers at the Muskegon Farmers market.

Thank you to our funders:

- Muskegon County Senior Millage
- Sister Simone Courtade Grant
- Community Foundation for Muskegon County

Over three years Seniors have spent \$50,774 with local farmers