



# Power of Produce

**Presenters:**

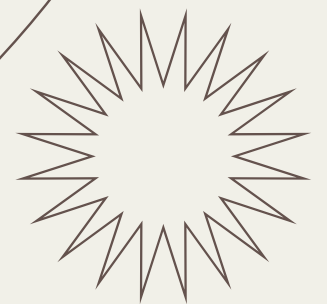
**Nanci Sears Perry & Ashley Adams Wagner**

**Developed by Christina Ferroli, MS, RDN**



# Power of Produce

A program of the Farmers Market Coalition, the national organization that supports farmers markets across the United States. Power of Produce (POP) program includes POP Club Guidebook, Activities Book, POP Club Passport, Market Bucks Template, POP Club Evaluation and POP Club Budget.



# Power of Produce Club

# Vision & Goals

## Farmers

earn fair prices for the fruits of their labor by selling directly to consumers

## Consumers

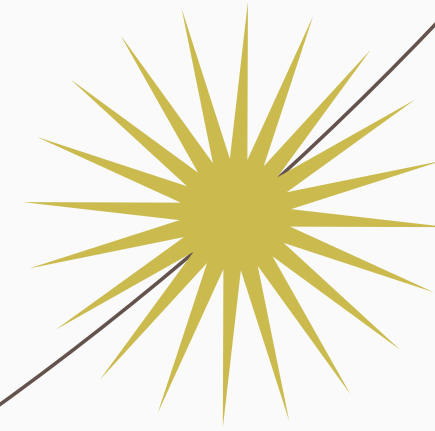
gain access to fresh, nutritious, local products

## Communities

gain a "town square" experiencing the many positive outcomes of foot traffic and animated public spaces



# POP Club Goals for Children



## Give

kids market currency  
to spend on fresh  
produce each week at  
farmers market

## Encourage

kids to try new, healthy  
foods through Two-Bite  
Club

## Support

healthy food choices,  
food awareness &  
lifestyle through weekly  
educational activities



**POP is unique in that it puts the buying power into the hands of kids, giving them the opportunity to be consumers & connect with farmers.**

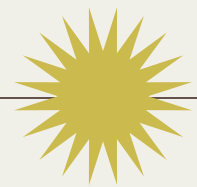


**Farmers benefit!**

**Young consumers are empowered!**

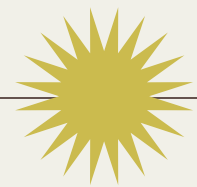
**Communities benefit!**

# Power of Produce Club



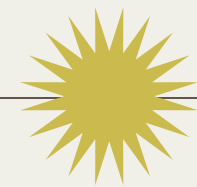
## Step 1

**Baseline level** of programming - **\$1 of market currency** to children attending each week



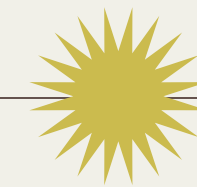
## Step 2

**Two Bite Club** - once a month or every week kids sample fresh produce either cut up or in a recipe



## Step 3

**POP Club Educational Activites** - once a month or every other week



## Step 4

**POP Club - All In** Two Bite Club and educational activities

# POP Implementation

Empower kids to make healthy food choices by giving out \$1 POP Bucks to spend on fruits & vegetable at the market



Use signage for participating farmers and on fruit/veggie deals that day at the market encouraging kids to take advantage of them!

Hand out recipes for Two Bite Club foods along with \$1 POP Bucks!



# POP Activities at Farmers Markets

**Educational** - Veggie BINGO, My Plate Balanced Meal, Story Time, Guess Veggie by Touch & Smell, etc.

**Tasting** - Two Bite Club, market vs store, mystery berry challenge, melon fest & tasting, etc.

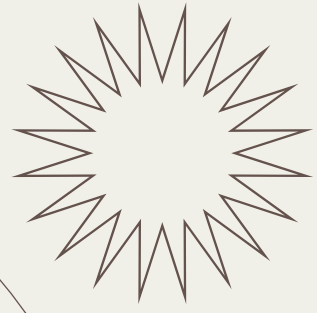
**Gardening** - Tomato seed planting, grown kale, seed ball making, roots with a view, match seed to plant, etc.

**Activities** - Obstacle courses, hula hoops, yoga, scavenger hunt(s), hop scotch, jump rope, bubbles, Rock The Bike Smoothie Maker, etc.

**Know Your Farmer** - Find the market mascot, guided market tours, meet your farmer, thank yous to farmers, etc







## **Budget - Needed for**

**POP for 4 weeks 50 - 75 kids per week:**

Program set up

POP Currency

POP Activities

Two Bite Club

Program Promotion

Staff or Volunteers



# POP Evaluation -Tracking Success

## POP Club Passport

- Kids check in weekly and get their passport.
- Pre-Survey & Post-Survey
- Complete activities and feedback
- Two-Bite Club and what they liked

## POP Club Passport

### Attendance Tracker

- Track attendance by week
- Determine Return Rate
- Age



**Today's Presenters:  
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