

Farmers Market Promotion & Health Awareness Program

Allen County Ag. Producers of Fort Wayne, Indiana received \$11,348 to develop and implement an educational and promotional campaign for consumers that emphasized the nutritional and health benefits of local, freshly-harvested produce.

[Final Report FY09](#)

10/3/2011

Allen County Ag Producers, Inc.

Farmers Market Promotion & Health Awareness Program

12-25-G-0933

Fort Wayne, IN

Ann DeGrandchamp /260-436-4359

Final Performance Report

Project Summary:

The grant provided for much needed technology in the way of a computer, monitor & printer for the Allen County Ag Producers, Inc. As a non-profit organization, the meager operating budget had never before allowed for this expense. There was also money approved to produce an informative monthly newsletter highlighting the health benefits of eating locally-grown, freshly harvested fruits and vegetables being sold at the South Side Farmers Market. Allen County Ag Producers was able to do much more regular advertising of the market with the grant money, although it was limited to newspaper ads since radio & television ads were too costly for the amount that was earmarked.

Project Approach:

Much research was done to determine what type of printer would be the most cost effective in producing the newsletter. All went well until the printing of the last newsletter when the print head went bad. A new one was shipped, but it nearly caused missing the deadline of the first Saturday of the month, when the market vendors were asked to have plenty of what was featured available for sale.

Goals and Outcomes Achieved:

Newsletter feedback was quite favorable. People were always commenting on how much they liked the recipes, as well as reading the information they had been unaware of. That was the main objective, although it was a challenge to decide on which different fruit or vegetable to feature each month. I narrowed it down by whatever was going to be the most plentiful and in season, and found there was always healthy benefits to eating something that was grown locally in that particular month.

Beneficiaries:

The awareness of the South Side Farmers Market has certainly increased with the additional advertising we were able to do with grant funds. Many people commented on the colorful ads they saw, and the newspaper gave us a special rate for agreeing to run them on a regular basis. Shoppers on a typical Saturday actually doubled, from an average of 500 to over 1,000 on most Saturdays throughout the summer. There was an additional seven local farmers that brought their produce to the market for the entire season, as well as several new daily vendors who just wanted to "test the waters".

But judging by the amount of smiling faces and armloads of fresh produce being purchased, the customers of the market were the biggest beneficiaries. Many returned week after week for more of the vine-ripened tomatoes they craved, or to try something new such as kohlrabi or okra or eggplant. They developed relationships with their “favorite farmer” and were thankful for advice they could receive in growing their own gardens at home.

Lessons Learned:

One lesson that was learned is that it is certainly worth the money to do some regular advertising. We definitely plan to set aside money from the operating budget for more advertising next year, even if it involves having to increase the stand rental the vendors pay. They will benefit from it in the long run.

As far as the newsletter, a big lesson learned there was to concentrate on ways to build a larger e-mail list. When the mailing list was being developed, binders were placed in the market so people who were interested in receiving the newsletter could sign up. Response was great right away, but it was a couple of weeks later before it was realized they should be given the option of providing not only their home address, but an e-mail address. It was much easier to simply send an e-mail of the newsletter than to print it, then have to fold it, tab it and apply postage to mail it. Although the distribution list for the e-mail version was around 300, it never caught up with the nearly 500 that had to be printed and mailed out each month. And it seemed that several newsletters were returned every month due to people moving and not having provided a forwarding address. We realized not everyone, especially in the area around the market, has a computer to receive e-mail, but it is surely beneficial to do so whenever possible.

Additional Information:

I will attach all of the newsletters produced in the 2 year grant period.
Thank you for the opportunity to help our community.

Contact Person:

Ann DeGrandchamp
Allen County Ag Producers, Inc., Secretary
260-436-4359
Achamp3@frontier.com / Ann.DeGrandchamp@LFG.com



South Side Farmer's Market Newsletter

May 2011

Even though rhubarb is considered a vegetable, it is most often treated as a fruit. Rhubarb provides a good source of vitamin C, fiber, and calcium. It is usually eaten cooked, and just like fresh cranberries, rhubarb is almost unbearably tart on its own. It needs the added sweetness of sugar, honey, or fruit juice to balance out the acidity. **WARNING:** Never eat rhubarb leaves, cooked or raw. Eating the leaves can be poisonous because they contain oxalate. This toxin, plus another unknown toxin also found in the leaves, has been reported to cause poisoning when large quantities of raw or cooked leaves are ingested.

Health & Nutrition Benefits of Eating Rhubarb

- Studies have shown that rhubarb has anti-cancer properties and might help in cutting down the risk of cancer.
- Fresh rhubarb stalk is a very good source of dietary fiber and is beneficial for those suffering from indigestion.
- Eating a cold piece of rhubarb stalk can help counterbalance stomach acid and thus, restore health.
- Regular consumption of fresh rhubarb has been seen to have a positive effect on lowering of blood pressure.
- It is believed that regular intake of rhubarb extract can help in diminishing the problem of hot flashes.
- Rhubarb has anti-bacterial properties and when applied topically.
- Researchers have suggested that rhubarb can prove to be beneficial for those suffering from high cholesterol.
- Rhubarb has been found to have anti-oxidant, anti-inflammatory and anti-allergy properties.

RHUBARB STRAWBERRY JELLY

6 stalks rhubarb	1/3 cup water
1 package sugar free strawberry gelatin	4 Equal packets (artificial sweetener)
1 cup sliced strawberries	

Combine chopped rhubarb and water in a saucepan. Simmer on low heat covered for approximately 15 or 20 minutes. Add the strawberries and the gelatin and remove from the heat. Let cool and stir in the Equal. Pour into sterilized jars and keep refrigerated.

This healthier-rhubarb-recipe for jelly has been deemed appropriate for those with a diabetic condition. This recipe without the gelatin, also serves as basic rhubarb compote.



A HEALTHIER-RHUBARB-RECIPE FOR SUGARFREE PIE

2 1/2 cups of diced sweet apples	1 tsp. cinnamon
4 cups of chopped rhubarb	1 tsp. nutmeg
1 1/2 tblsp. orange zest	
1/3 cup concentrated apple juice	
1/4 cup flour	

Mix the rhubarb and apples together and place in a single pie crust.
Combine the rest of the ingredients and sprinkle over the pie.
Dot with 1 1/2 tblsp. butter.
Cover with pastry lattice strips.
Bake at 400F for approximately 12 - 15 minutes.
Reduce heat to 350F and bake for 30 - 40 minutes or until top starts to brown and juices bubble.

A HEALTHIER-RHUBARB-RECIPE FOR MUFFINS

1 cup finely chopped rhubarb
1/4 cup sugar
1 tblsp. baking powder
1/2 tsp. ground cinnamon
1/2 cup nonfat (skim) milk
1 egg
1/2 cup whole wheat flour
2 tblsp. light vegetable oil
1/4 cup chopped walnuts

Combine milk, egg and oil. Add the rest of the ingredients. Mix until moistened. Spoon into muffin cups or lightly oiled muffin tins.

Easter thru Thanksgiving

7 AM to 1 PM

Open Every Saturday

Master Gardeners available to answer your questions

Come Visit the South Side Farmer's Market!

Eat Healthy~Buy Local



South Side Farmers Market

3300 Warsaw Street

Fort Wayne, IN 46806



South Side Farmer's Market Newsletter

June 2011

The beginning of cherry season is always exciting. Cherries are a low-calorie fruit with plenty of excellent nutritional benefits. Because cherries are sweet and tasty, they're a smart pick for a healthy snack or an ideal component of a filling breakfast, lunch, dinner, or dessert. Cherries' main nutritional power comes from their juice. Like many healthy fruits, cherries are composed of more than 75 percent water. Their high water content makes cherries an excellent food for weight loss, since low-calorie, high-water foods help you feel fuller than other drinks and foods, and for longer periods of time. Cherries are also a good source of soluble fiber, which also aids weight loss. Soluble fiber also helps reduce cholesterol by escorting it out of your digestive system, slowing intestinal absorption of heart-clogging cholesterol. Cherries give your skin a nutritional boost. Cherries' high-water content means that they contribute to overall hydration of the body, which is vital for bright, vibrant, and clear skin. Water helps the body flush away toxins, allows for a smooth flow of nutrients into skin cells, and keeps organs functioning at their best. Cherries are rich in several important vitamins and minerals, contributing to their overall nutritional benefit. The vitamin C in cherries is essential for the health of collagen and other connective tissue. Because vitamin C increases bone density, cherries can also help boost bone strength. Eat fresh, uncooked cherries to retain the most vitamin C benefit from them. Cherries also contain vitamin A, a nutrient that's crucial to vision and eye health. Reduce your risk for cataracts, vision problems, and macular degeneration by introducing cherries as a regular part of your healthy diet. Cherries also contain beta-carotenes, which are critical for skin health and can help protect the skin from sun damage. Another benefit to eating cherries is that they can help the heart. Like most fruit, cherries are also high in potassium, which helps the body get rid of sodium. Potassium helps keep blood pressure low, which is important for limiting the risk for heart attack, stroke, hypertension, and other heart-related illnesses. Rich in antioxidants, cherries also help ease the pain of arthritis. They are anti-inflammatory and good for aches, sore muscles & gout. The melatonin found in cherries help regulate biorhythms to improve your sleep pattern & delay the natural aging process. With only 4 calories per cherry & only 74 calories in a cup there are plenty of reasons to eat them often. Dark cherries are sweeter and best for adding to deserts or eating as is. Tart-tasting, lighter red cherries are popular for pies, jams and compotes. Try a straw to remove pits if you don't have a cherry pitter.



Cherry Whole Grain Cereal Bars (makes 12 bars)

Ingredients:

cooking spray	1/3 c. packed Splenda sweetener & brown sugar blend
2 c. dried tart cherries	1/2 teaspoon ground ginger
1/2 c. tart cherry juice	1/8 teaspoon baking soda
1 1/4 c. old fashioned rolled oats	8 tablespoons butter, melted
1/2 c. unbleached, all-purpose flour	
1/2 c. whole wheat flour	

Preparation:

1. Preheat oven to 350°F. Coat an 8-inch square baking pan with cooking spray.
2. In medium saucepan, heat cherries and juice to a simmer and cook until liquid has evaporated. Remove from heat. Cool slightly. Place in food processor and process until pureed. Remove from processor and set aside. Wash and dry processor bowl and blade.
3. Place oats, flours, Splenda/brown sugar blend, ginger & soda in processor & process until finely ground. Pour in butter and pulse just until mixture begins to cling together. Reserve 1 1/4 cups crumb mixture for topping.
4. Pour remaining mixture into the bottom of the baking pan and pat down firmly. Bake for 12 minutes. Remove from oven and spread pureed cherries evenly over top of crust. Sprinkle reserved oat mixture evenly over cherry layer and pat down firmly.
5. Return to oven and bake for an additional 20 minutes or until slightly golden and topping appears set.
6. Remove from oven, cool completely, cut into 12 bars and enjoy.

Easter thru Thanksgiving

7 AM to 1 PM

Open Every Saturday

Master Gardeners available to answer your questions

Come Visit the South Side Farmer's Market!

Eat Healthy~Buy Local



South Side Farmers Market

3300 Warsaw Street

Fort Wayne, IN 46806



South Side Farmer's Market Newsletter

July 2011

Garlic is one of the most valuable and versatile foods on the planet. It belongs to the Allium family of vegetables which also includes onions, chives, shallots and leeks. Garlic has germanium in it. Germanium is an anti-cancer agent, and garlic has more of it than any other herb. In lab tests, mice fed garlic showed no cancer development, whereas mice that weren't fed garlic showed at least some. In fact, garlic has been shown to retard tumor growth in human subjects in some parts of the world. Another benefit of garlic is it helps regulate the body's blood pressure. So whether you have problems with low or high blood pressure, garlic can help equalize it. Garlic helps strengthen your body's defenses against allergies; helps loosen plaque from the artery walls; helps regulate your blood sugar levels; and is used by some to treat the symptoms of acne. It can even be effective as a natural mosquito repellent. In addition to all these health benefits, garlic is packed with vitamins and nutrients. Some of these include protein, potassium, Vitamins A, B, B2, B6 and C, Calcium, Zinc and many others. Because of its antiviral and antibacterial properties as well as its vitamin C content, garlic is a powerful agent against the common cold as well as the flu. There are a few people who are allergic to garlic. Symptoms of garlic allergy include skin rash, temperature and headaches. Also, garlic could potentially disrupt anti-coagulants, so it's best avoided before surgery. As with any medicine, always check with your doctor first and tell your doctor if you are using it. When using garlic in your food, make sure you crush and chop it up and try to let it sit for 10 minutes before using. This will help release the active compounds. Just don't microwave it or cook it too long. Another way to take garlic is by placing a few cloves in a bottle of olive oil and then drizzle it over a salad. Despite all the health benefits of garlic you may feel that "garlic breath" is too much of a deterrent. If this is the case you can eat some fresh parsley, chew on fennel seeds or eat a slice of lemon to help remove the smelly breath of garlic. There is no way to eliminate the garlic odor totally as the highly odiferous sulfur compounds are what gives garlic the medicinal benefits, but many people agree that the health benefits and great flavor are well worth it.

How to Select and Store

- * For maximum flavor and nutritional benefits, always purchase fresh garlic. Although garlic in flake, powder, or paste form may be more convenient, you will derive less culinary and health benefits from these forms.
- * Purchase garlic that is plump and has unbroken skin. Gently squeeze the garlic bulb between your fingers to check that it feels firm and is not damp.
- * Avoid garlic that is soft, shriveled, or that has begun to sprout. These may be indications of decay that will cause inferior flavor and texture. Size is often not an indication of quality. If your recipe calls for a large amount of garlic, remember that it is always easier to peel and chop a few larger cloves than many smaller ones. Fresh garlic is available in the market just about all year. Depending on its age and variety, whole garlic heads will keep fresh for about a month. Once you break the head, it greatly reduces the shelf life. It isn't necessary to refrigerate, just store in a cool place away from excess heat and sunlight. This will help maintain its maximum freshness.



Roasted Garlic

Ingredients

2 plump heads garlic
Several grinds of fresh pepper

1/2 teaspoon extra virgin olive oil
1/2 teaspoon salt

Directions

Preheat oven to 350 degrees. Slice off 3/4-inch from the pointy end of the garlic to expose a bit of each clove. Place garlic heads in center of a square of aluminum foil, cut side up. Sprinkle on a few drops of water, drizzle on the olive oil, and sprinkle on the salt and pepper. Pull corners of foil up to enclose and fold over to seal. Place package in oven and roast 50 to 60 minutes, until garlic cloves are soft and golden brown. Remove from oven and allow to cool. Squeeze out garlic pulp by squeezing head in half over a bowl. Use as base for dip or dressing or spread on crusty bread, sprinkle with parmesan cheese, parsley, basil, oregano or any other herbs you like. Then bake or broil a couple of minutes in oven. There are plenty of garlic recipes out there. Look up other ways to eat it, and enjoy the health benefits as well.

This newsletter is based on work supported by the Farmers Market Promotion Program (FMPP), AMS, USDA, under Award No. 12-25-G-0933. Any opinions, findings, conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Easter thru Thanksgiving

7 AM to 1 PM

Open Every Saturday

Master Gardeners available to answer your questions

Come Visit the South Side Farmer's Market!

Eat Healthy~Buy Local



South Side Farmers Market

3300 Warsaw Street

Fort Wayne, IN 46806



South Side Farmer's Market Newsletter

August 2011

The fruit that we call the cantaloupe is, in actuality, really a muskmelon. The true cantaloupe is a different species of melon that is mostly grown in France and rarely found in the United States. It derives its name from the Italian papal village of Cantalupo where it was first cultivated around 1700 A.D. But many people use the term cantaloupe, muskmelon or "melon" interchangeably. They were introduced to the United States during colonial times but were not grown commercially until the very late 19th century. Cantaloupe is a type of melon that belongs to the cucumber family. Known for its low calorie content and sweet and enticing aroma, cantaloupes are the most popular kind of melons in the US. They are at their peak during the summer months. With only 56 calories per cup, cantaloupe delivers 103% of the daily value of vitamin A and 112% of vitamin C, and are high in potassium and fiber. Here are some health benefits that you can enjoy when snacking on cantaloupes: **1. Great Source of Vitamin A and Beta-Carotene** If you are looking to incorporate vitamin A sources into your diet then cantaloupes will make a great addition to your food plan. In fact, cantaloupes contain concentrated amounts of beta-carotene. The body converts beta-carotene into vitamin A. Both nutrients are essential for the maintenance of healthy eyesight. In a study that included more than 50,000 women whose ages ranged from 45 to 67, it was found that those who consumed high amounts of vitamin A on a daily basis reduced their risk of developing cataracts by as much as 40%. Research has also shown that there may be a possible link between beta-carotene and cancer prevention. **2. Great Source of Vitamin C.** Vitamin C is an antioxidant which functions in the water-soluble parts of the body. As you know, antioxidants help fight free radicals in your body. Free radicals spread damage to your cells, causing diseases and signs of aging. Vitamin C also strengthens your immune system by stimulating your white blood cells, which are responsible for killing viruses, bacteria and other foreign elements that seek to enter your body. **3. Promotes the Health of Your Lungs** A recent study showed that consumption of a vitamin A-rich food like cantaloupe is also beneficial to smokers. If you're a smoker or someone who is constantly exposed to second-hand smoke then you might want to make cantaloupes a regular part of your diet. One of the carcinogens found in cigarette smoke reportedly created a vitamin A deficiency in the body. When you start incorporating more vitamin A into your diet, the deficiency is reversed and you also lower your risk of developing lung diseases like emphysema. **4. Prevents Cardiovascular Disease** Cantaloupes are also rich in a compound called adenosine. Adenosine is typically administered to patients who have heart disease since this compound has blood-thinning properties. When your blood is thin, you can prevent blood-clotting in the cardiovascular system. The folate present in all types of melons also help in preventing a heart attack. **5. Reduces Stress** Cantaloupe might also be an ideal fruit to eat during those times when you are feeling anxious and stressed. They are rich in potassium which normalizes the heartbeat and promotes the supply of oxygen to the brain. As a result, you feel more relaxed and focused. Melons help the body excrete excess sodium, and many women find eating them helps prevent water retention during pregnancy. They are healthy eating at its best!!!

How To Select and Store

Choose a melon that seems heavy for its size, and one that does not have bruises or overly soft spots. For the most antioxidants, choose fully ripened melons. These will have a creamy yellow color, and a sweet, "musky" aroma. Some may have brown speckles, much like a ripe banana. Leaving a firm cantaloupe at room temperature for several days will allow the texture of its flesh to become softer and juicier. Please note that cantaloupe can be left at room temperature only if it is whole, intact, and not yet to the stage of full ripeness. Once the cantaloupe has reached its peak ripeness, place it in the refrigerator to store. Since bacteria can grow on the surface of most melons, it is important to wash the outside of the cantaloupe before cutting into it. After washing, simply slice the melon into pieces of desired thickness and scoop out the seeds. Cut fruit, if kept chilled, retains almost all of its nutrients for up to 6 days.



Melon 'Parfait' with Yogurt

1 16-ounce container non-fat strawberry yogurt (or your favorite flavor blended yogurt)
2 C. Low-fat granola
1 C. **Cantaloupe**, diced or cut into melon balls
1 C. **Honeydew**, diced or cut into melon balls
1C. **Watermelon**, diced or cut into melon balls
1 C. Low-fat whipped topping
In 4 parfait glasses, spoon 1/4-cup cantaloupe cubes or balls into each glass, drizzle with 1/4-cup yogurt and sprinkle with 1/4-cup granola. Continue to layer melon, yogurt and granola, finishing with watermelon on top. Top with a dollop of whipped topping and a sprinkle of granola to finish. You can try different flavors of yogurt and granola for variation.



Healthy Melon Slush / Smoothie

This is going to be too easy! Simply cut chunks of your favorite melon and throw it in the blender with some ice until smooth.
* To turn the slush to a smoothie, add yogurt or ice cream.
* Add watermelon, a banana or other fruit to the slush.
* Try serving with a sprig or two of mint
* Try adding vanilla or honey
* Try adding a bit of vodka to make your slush "zing"
Peak season for local melons is July to September. Enjoy healthy slushes all year by seeding, cut into chunks and place into freezer bags. Simply take out a few chunks and blend until smooth. Pour into a glass & enjoy this healthy drink any time.

This newsletter is based on work supported by the Farmers Market Promotion Program (FMPP), AMS, USDA, under Award No. 12-25-G-0933. Any opinions, findings, conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

Easter thru Thanksgiving

7 AM to 1 PM

Open Every Saturday

Master Gardeners available to answer your questions

Come Visit the South Side Farmer's Market!

Eat Healthy~Buy Local



South Side Farmers Market

3300 Warsaw Street

Fort Wayne, IN 46806

Annie & Jerry Gillum

1303 Rabus Dr

Fort Wayne IN 46825

Easter thru Thanksgiving

7 AM to 1 PM

Open Every Saturday

Master Gardeners available to answer your questions

Come Visit the South Side Farmer's Market!

Eat Healthy~Buy Local



South Side Farmers Market

3300 Warsaw Street

Fort Wayne, IN 46806