

## **Increasing Farmers Market Access to Low-Income Households in Michigan**

**Michigan Food and Farming Systems** of East Lansing, MI received \$44,725 to increase access to farmers markets by low-income and diverse communities by creating a statewide working group to address the issues; to develop and assess consumer education strategies; and promote the availability of EBT at farmers markets. Funds were used to form a working group, pay for advertising, and purchase survey materials to assess the success of the project.

### **Final Report**

## Increasing Farmers Market Access to Low-income Households in Michigan

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### Applicant/Organization Information

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### Primary Project Manager Information

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### Project Summary

This project focused on increasing farmers market access to low-income households in Michigan. The ultimate goal of this project was to improve low-income consumers' access to and utilization of farmers markets as a means for directly benefiting farmers market farmers/vendors by expanding their customer base and enhancing their sales volume. The stages of work were identified by the three main objectives: to foster non-traditional partnerships through the expansion of a statewide working group, to develop innovative consumer education strategies, and to evaluate the impact of farmers markets in providing access to fresh fruits and vegetables to low-income households. The timeframe for completing the project was October 2008 to December 2009. The activity summary below outlines how this issue was addressed and where additional information is available. The enclosed, *Come to the FEAST with Us* brochure identifies the 33 partners that contributed to this project.

### Activity Summary

**Objective 1: To foster non-traditional partnerships and incorporate new stakeholders through the continuation of a statewide working group addressing the critical issue of farmers market access for low-income and diverse communities**

Hosted monthly working group meetings by conference call to build upon individual efforts of all organizations and review implementation of project. Monthly meetings were and continue to be scheduled for the first Thursday of each month from 11 am – 12 noon. These calls are generously sponsored by the Michigan Food Policy Council and the Michigan Department of Agriculture. Call summaries for October and November are enclosed. In December, the Partnership had a face-to-face year-end meeting with a teleconference option available to those unable to travel to Grand Rapids. The year-end meeting summary is also enclosed.

Expanded group to include new non-traditional partners (representatives from faith-based, transportation, nutrition and health, media, economic development initiatives, etc). Invitations to join the Michigan Farmers Markets Food Assistance Partnership were mailed to 120 targeted

organizations. The mailing included background material, an invitation to our half-day retreat, and an RSVP card with options to attend the retreat, become an active participant in the Partnership, become an outreach partner, or decline participation. The Partnership includes 33 active participants and an additional 15 outreach partners.

Organized half-day facilitated retreat on April 2, 2009 with all working group participants, new and old, to develop strong working relationships between all stakeholders. Thirty people attended and a pbworks site ([www.mipartnership.pbworks.com](http://www.mipartnership.pbworks.com)) was developed to further collaboration. The site provides an online space for the individuals and organizations involved in the Partnership to work together to increase access at farmers markets to low-income households. This workspace was created to help us become more organized and generally more effective.

Four training sessions were organized between February 26 and March 19, 2009 in Detroit, Gaylord, East Lansing and Grand Rapids. The sessions were geared at farmers market managers and farmers to address technical assistance and consumer outreach associated with accepting Bridge Cards at farmers markets. The 115 attendees received a resource binder providing step-by-step information regarding accepting EBT/Bridge Cards at their markets. The resource binder was included in the September 2009 Progress Report. It will be updated again in 2010.

Promoted the work of the Partnership and shared successes locally, regionally and nationally through press releases and the MIFMA e-newsletter. Press releases can be found at <http://www.farmersmarkets.msu.edu/AboutUs/AboutMIFMA/MIFMANews/tabid/1377/Default.aspx>. E-newsletter articles in April, July/August and December promoted work funded through this grant and are available at <http://www.farmersmarkets.msu.edu/AboutUs/AboutMIFMA/MIFMAENewsletters/tabid/3507/Default.aspx>. An article was also published in the Summer 2009 MIFFS Memo, *More Michigan Farmers Markets Accept Food Stamps in 2009* (enclosed with September Progress Report).

**Objective 2: To develop innovative consumer education strategies (CES) that address nutrition, food preparation, and new products that will be assessed and evaluated at the Michigan farmers markets that currently accept Bridge Cards**

Identified ten farmers markets currently accepting Bridge Cards to participate in assessments. Participating farmers markets included: Ann Arbor Farmers Market, Downtown Bay City Farmers Market, Downtown Saginaw Farmers' Market, Downtown Ypsilanti Farmers Market, Flint Farmers' Market, Kalamazoo Farmers Market, Lansing City Market, Lapeer Farmers Market, Northwest Detroit Farmers' Market, and the South Lansing Farmers Market.

Partnered with Michigan Department of Community Health Nutrition Coordinator to develop CES focused on nutrition, food preparation and new products to be piloted at farmers markets. Other CES were researched and Smart Shopping and Healthy Eating tips were specifically designed for farmers markets with feedback from participating markets. The enclosed document includes three consumer education ideas; text about shopping smart, spending less and preparing healthy foods; and step-by-step instructions on how to use Bridge Cards or Project FRESH coupons at participating farmers markets. The first page was developed as a "fact sheet" for farmers markets. The remaining information was designed as take-home information for consumers. This information was translated into Spanish and Arabic as encouraged by the Michigan Department of Human Services for reaching the clients they serve. Additionally, markets were given ideas on how they could enhance their farmers market with activities for children. This information will be made available on the new MIFMA website ([www.mifma.org](http://www.mifma.org)) when launched in 2010.

Coordinated an outreach campaign targeting low-income shoppers for all participating markets in order to increase the use of Bridge Cards at the markets and expand access to fresh fruits and vegetables. Partners decided that the most effective means for reaching the target population included posters, flyers, word of mouth and networking at the local level. Flyers and posters (enclosed) listing all Michigan farmers markets that accept Bridge Cards were distributed widely. We also worked with the Michigan State University College of Agriculture and Natural Resources Communications Office to develop a Media Kit: Accepting Bridge Cards at Michigan Farmers Markets (enclosed). This kit includes tips for working with the media, instructions and examples of news releases and public service announcements, templates for markets posters, and templates for market ads. Documents were translated into Spanish and Arabic. We also worked with the Ingham County farmers markets to develop a regional flyer (enclosed in the September 2009 Progress Report) and banner to be displayed at the Ingham County Department of Human Services office.

Conducted customer counts and dot surveys at nine of the ten participating markets to assess outreach strategies and the overall market atmosphere. A Rapid Market Assessment Workshop was held on July 21<sup>st</sup> at the Lansing City Market for the Partnership and all participating markets to provide skills training for counting customers and conducting dot surveys. Resources from the workshop can be downloaded at <http://www.farmersmarkets.msu.edu/Events/tabid/2046/Default.aspx>. Reports from the assessments can be viewed online at <http://www.farmersmarkets.msu.edu/ForMarketManagers/FarmersMarketRMAList/tabid/3359/Default.aspx>.

**Objective 3: To assess and evaluate the impact of farmers markets in providing access to fresh fruits and vegetables to low-income households, children and seniors**

Identified ten farmers markets that accept Bridge Cards to participate in the assessment and evaluation. Participating farmers markets included: Ann Arbor Farmers Market, Downtown Bay City Farmers Market, Downtown Saginaw Farmers' Market, Downtown Ypsilanti Farmers Market, Flint Farmers' Market, Kalamazoo Farmers Market, Lansing City Market, Lapeer Farmers Market, Northwest Detroit Farmers' Market, and the South Lansing Farmers Market.

Developed a shopper survey (enclosed in September 2009 Progress Report) and surveyed farmers market shoppers to evaluate if their access to fresh fruits and vegetables has changed based on the acceptance of Bridge Cards and consumer education. Shoppers were offered a packet of three Eat Local Food postcards as a small incentive (example of survey incentive was enclosed in the September 2009 Progress Report). Results are enclosed.

Developed a farmer/vendor survey (enclosed in September 2009 Progress Report) and surveyed all farmers/vendors at participating farmers markets to evaluate how accepting Bridge Cards impacts their business and sales volume. Surveys were collected at the close of market or farmers/vendors were provided with an addressed, stamped envelope to complete the survey at a later time. We asked for contact information if they were willing to participate in a follow-up interview and will likely work with these farmers/vendors as the Partnership continues to grow. Farmers/vendors were also offered a packet of three Eat Local Food postcards as a small incentive. Results are enclosed.

## **Conclusions and Lessons Learned**

During the grant period, we worked to improve low-income consumers' access to and utilization of farmers markets. Working as a collaborative, we grew the number of farmers markets accepting Bridge Cards from 11 in 2007 to 30 in 2009. We far exceeded our intended goal of 20 markets by 2009. At the same time the growth in benefits redeemed at farmers markets increased from \$15,832.95 in 2007 to more than \$297,000 in 2009. The increase in number of farmers markets accepting Bridge Cards resulted in increased access to fruits and vegetables to all residents, regardless of their socio-economic status and means of purchasing. It also resulted in an increase in sales for farmers market farmers and vendors.

## **Beneficiaries**

There are multiple persons, organizations and entities that benefited from this project.

- Low-income consumers using federal Food Stamp Program, and now the Supplemental Nutrition Assistance Program, benefits as a means for food acquisition benefited from the increased number of farmers markets authorized and equipped to accept Bridge Cards and therefore from the increased access to fresh fruits and vegetables.
- This project provided a direct benefit to farmers/vendors by providing a means for growing their customer base, enhancing their sales volume, and increasing their overall financial viability. Of the farmers surveyed, 99% were satisfied with the Bridge Card program at the farmers markets where they were surveyed, 98% would recommend that other farmers markets accept Bridge Cards, and 87% said accepting Bridge Cards increased their farmers market sales.
- Farmers market managers, sponsors and organizers benefited directly from the technical assistance and consumer education strategies designed and from the opportunity for continued collaboration through the Michigan Farmers Markets Food Assistance Partnership.
- Agriculture, food, hunger, nutrition, and all other stakeholders working on accessibility and availability issues can benefit by the continuation and expansion of our statewide working group to address these issues.

## **Grant Funds Expended**

As proposed, the total funds provided for this grant, \$44,725.00, were expended at the close of the project on December 31, 2009. Please see the enclosed budget indicated project expenses.

## **Supplemental Enclosures:**

- Come to the FEAST with Us brochure
- Monthly conference call summaries
- 2009 Year-end Meeting summary
- Smart Shopping and Healthy Eating document, also translated into Spanish and Arabic
- Farmers Markets Accept Bridge Cards flyer and poster
- Accepting Bridge Cards at Michigan Farmers Markets Media Kit
- Shopper Survey Results
- Farmer/Vendor Survey Results
- Budget, Project Completed

# Farmers Markets

## Accept Bridge Cards

Farmers markets are a great place to purchase fresh Michigan produce and to connect with local farmers and your community. Everyone should have access to fresh, healthy, local food. That's why so many farmers markets now accept Bridge Cards. Come experience the market and purchase fresh Michigan produce for yourself and your family!



### Michigan Farmers Markets Now Accepting Bridge Cards Include:

#### Allen Street Farmers Market, Lansing

Corner of Kalamazoo and Allen St., Lansing, Ingham County. Open May-Oct, W 2:30-7p; contact Hollie Hamel, 517-367-2468, hollish@alleneighborhoodcenter.org. [www.alleneighborhoodcenter.org](http://www.alleneighborhoodcenter.org)

#### Ann Arbor Farmers Market

315 Detroit St., Ann Arbor, Washtenaw County. Open year-round: Jan-Apr, Sa 8a-3p; May-Dec, W & Sa 7a-3p; contact Molly Notarianni, 734-794-6255, mnotarianni@a2gov.org. [www.a2gov.org/market](http://www.a2gov.org/market)

#### Battle Creek Farmers Market

Corner of McCamly and Jackson St., Battle Creek, Calhoun County. Open May, Sa 9a-1p; Jun 4-Oct 9, W & Sa 9a-1p; contact Brigitte Leach, 269-746-4648, afhg@ctsmail.net. [www.battlecreekfarmersmarket.com](http://www.battlecreekfarmersmarket.com)

#### Downtown Bay City Farmers Market

318 6th St., Bay City, Bay County. Open May 21-Jul 2, Th 10a-3p, Jul 7-Oct 15, Tu & Th 10a-3p, Sa 8:30a-12:30p; contact Jan Rise, 989-895-4026, risej@baycounty.net. [www.downtownbaycity.com/FarmersMarket.htm](http://www.downtownbaycity.com/FarmersMarket.htm)

#### Detroit Eastern Market

2934 Russell St., Detroit, Wayne County. Open year-round, Sa 5a-5p; contact Randall Fogelman, 313-833-9300, rfogelman@detroiteasternmarket.com. [www.detroiteasternmarket.com](http://www.detroiteasternmarket.com)

#### Northwest Detroit Farmers' Market

15000 Southfield Road, Bushnell Congregational Church, Detroit, Wayne County. Open Jun 4-Oct 15, Th 4-8p; contact Pam Weinstein, 313-387-4732x103, pweinstein@gfdc.org. [www.gfdc.org](http://www.gfdc.org)

#### East Warren Ave. Farmers Market, Detroit

Corner of Bishop and East Warren Ave. East English Village Neighborhood, Detroit, Wayne County. Open Jun 13-Sept 26 & Oct 31, Sa 10a-3p; contact Heather Kingsbury, 313-571-2800x1136, eastwarrenavefarmersmarket@gmail.com.

#### Flint Farmers' Market\*

420 East Boulevard Dr., Flint, Genesee County. Open year-round, Tu & Th 9a-5p, Sa 8a-5p; contact Dick Ramsdell, 810-232-1399, flintmarket@sbcglobal.net. [www.flintfarmersmarket.com](http://www.flintfarmersmarket.com)

#### Downtown Gaylord Farmers Market\*

Pavilion on Court in Downtown Gaylord, 100 S. Court Ave, Gaylord, Otsego County. Open May 23-Oct 31, W & Sa 8a-2p; contact Sue Nowak, 989-732-5743, suenowak@dunnsoline.com.

#### South East Area Farmers Market, Grand Rapids

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#### Fulton St. Farmers Market, Grand Rapids

1147 East Fulton St., Grand Rapids, Kent County. Open May-Dec, T, W, F & Sa, 8a-4p; contact Melissa Harrington, 616-454-4118, fultonstmarket@sbcglobal.net. [www.fultonstreetmarket.org](http://www.fultonstreetmarket.org)

#### Kalamazoo Farmers Market

1204 Bank St., Kalamazoo, Kalamazoo County. Open May & Nov, Sa 7a-2p; Jun-Oct Tu, Th, & Sa 7a-2p; contact Mark Polega, 269-337-8191, polegam@kalamazoocity.org. [www.kalamazoocity.org](http://www.kalamazoocity.org)

#### People's Food Cooperative 100-Mile Market, Kalamazoo

Corner of S Burdick and Cedar St., Kalamazoo, Kalamazoo County. Open May-Oct, W 3-7p; contact Chris Dilley, 269-492-6468, chris@peoplesfoodco-op.org. [www.peoplesfoodco-op.org](http://www.peoplesfoodco-op.org)

#### Lansing City Market

333 N. Cedar, corner of Cedar and Shiawassee, Lansing, Ingham County. Open year-round: Tu, Th, Fri 9a-6p, & Sa 8-5p; contact John Hooper, 517-483-7460, Johnh@lepfa.com. [www.lansingcitymarket.com](http://www.lansingcitymarket.com)

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201 Turner Street, corner of Turner and East Grand River Ave., Lansing, Ingham County. Open May 3-Oct 4, first Sunday of the month 10a-3p; contact Chad Badgero, 517-485-4283. [www.iloveoldtown.org](http://www.iloveoldtown.org)

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#### Manchester Farmers' Market\*

510 Adrian St, Manchester, Washtenaw County. Open May-Oct, Th 4-7p; contact Linda Milkey, 734-428-0987.

#### Downtown Marquette Farmers Market

112 South Third Street, Marquette Commons, Marquette, Marquette County. Open Jun 6-Dec 19, Sa 9a-2p; contact Sarah Monte, 906-225-0671, education@marquettefood.coop. [www.downtownmarquette.org/farmersmarket.php](http://www.downtownmarquette.org/farmersmarket.php)

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#### Downtown Saginaw Farmers Market

507 S. Washington Ave., Saginaw, Saginaw County. Open May 22-Oct 31, M 12-5p, W & F 10a-3p; Jul 11-Oct 31, Sa 9a-1p; contact Shelley McGeathy, 989-758-2500, saginawdsfm@yahoo.com. [www.saginawfarmersmarket.org](http://www.saginawfarmersmarket.org)

#### Sault Ste. Marie Farmers' Market

Corner of Ashmun and Portage St., Sault Ste. Marie, Chippewa County. Open Apr 29-Nov 26, W 4-7p, Sa 10a-2p; contact Jim Lucas, 906-635-6368, lucasj@msu.edu.

#### Scottville Farmer's Market

Parking lot between 102 and 107 West State St., Scottville, Mason County. Open May 9-Oct 25, Tu 3-7p; contact Josh Spencer, 231-757-9674, mainstreet@cityofscottville.org. [www.scottvillemainstreet.org](http://www.scottvillemainstreet.org)

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2101 West Holmes Rd, Lansing, Ingham County. Open Jun 16-Oct 27, Tu 3-7p; contact Jonathon Solis, 517-944-4229

#### City of Springfield Farmers Market

503 Military Ave., corner of Dickman Rd./M-96 and Military Ave., Springfield, Calhoun County. Open May-Oct, W 2p-6p & Sa 8a-1p; contact Kris Vogel, 269-965-2354, kvogel@springfieldmich.com. [www.springfieldmich.com](http://www.springfieldmich.com)

#### Sweetwater Local Foods Market, Muskegon

6401 Harvey St., Muskegon, Muskegon County. Open year-round: Sa 9a-1p; contact Diana Jancek, 231-893-0323, dijaan@charter.net. [www.sweetwaterlocalfoodsmarket.org](http://www.sweetwaterlocalfoodsmarket.org)

#### Vantage Point Farmers Market, Port Huron

51 Water St., Port Huron, Port Huron County. Open Aug-Oct, Tu & Sa 8a-2p; contact Elizabeth Mathews, 810-966-3488

#### Wayne State Wednesday Farmers Market

5201 Cass Ave, in front of Wayne State University Business School, Detroit, Wayne County. Open Jun-Oct, W 11a-4p; contact Kami Pothukuchi, 313-577-4296, k.pothukuchi@wayne.edu. [www.clas.wayne.edu/seedwayne](http://www.clas.wayne.edu/seedwayne)

#### Downtown Ypsilanti Farmer's Market

Michigan Ave. & Hamilton, Downtown Ypsilanti, Washtenaw County. Open May-Oct, Tu 2p-6p; contact Amanda Edmonds, 734-786-8401, info@growinghope.net. [www.growinghope.net](http://www.growinghope.net)

#### Ypsilanti Depot Town Farmer's Market

On Rice St. between Cross St and Forest, Downtown Ypsilanti, Washtenaw County. Open May-Nov 7, Sa 8a-2p; contact Karl Baer at 517-403-3610, info@growinghope.net. [www.ypsilantifarmersmarket.com](http://www.ypsilantifarmersmarket.com)

\* Some individual vendors at this market accept SNAP benefits. Please check signage or talk with vendors to see if they accept Bridge Cards. Accurat

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51 Water St., Port Huron, Port Huron County. Open Aug-Oct, Tu & Sa 8a-2p; contact Elizabeth Mathews, 810-966-3488

## **Wayne State Wednesday Farmers Market**

5201 Cass Ave, in front of Wayne State University Business School, Detroit, Wayne County. Open Jun-Oct, W 11a-4p; contact Kami Pothukuchi, 313-577-4296, k.pothukuchi@wayne.edu. [www.clas.wayne.edu/seedwayne](http://www.clas.wayne.edu/seedwayne)

## **Downtown Ypsilanti Farmer's Market**

Michigan Ave. & Hamilton, Downtown Ypsilanti, Washtenaw County. Open May-Oct, Tu 2p-6p; contact Amanda Edmonds, 734-786-8401, info@growinghope.net. [www.growinghope.net](http://www.growinghope.net)

## **Ypsilanti Depot Town Farmer's Market**

On Rice St. between Cross St and Forest, Downtown Ypsilanti, Washtenaw County. Open May-Nov 7, Sa 8a-2p; contact Karl Baer at 517-403-3610, info@growinghope.net. [www.ypsilantifarmersmarket.com](http://www.ypsilantifarmersmarket.com)

\* Some individual vendors at this market accept SNAP benefits. Please check signage or talk with vendors to see if they accept Bridge Cards.

# Farmers Markets

## Accept

# Bridge Cards

Farmers markets are a great place to purchase fresh Michigan produce and to connect with local farmers and your community. Everyone should have access to fresh, healthy, local food. That's why so many farmers markets now accept Bridge Cards. Come experience the market and purchase fresh Michigan produce for yourself and your family!

*Check out this list of Michigan farmers markets accepting Bridge Cards and find a market in your area!*



Visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) for a full list of Michigan farmers markets

# Michigan Farmers Markets Now Accepting Bridge Cards Include:

## **Allen Street Farmers Market, Lansing**

Corner of Kalamazoo and Allen St., Lansing, Ingham County. Open May-Oct, W 2:30-7p; contact Hollie Hamel, 517-367-2468, hollish@allenneighborhoodcenter.org. [www.allenneighborhoodcenter.org](http://www.allenneighborhoodcenter.org)

## **Ann Arbor Farmers Market**

315 Detroit St., Ann Arbor, Washtenaw County. Open year-round: Jan-Apr, Sa 8a-3p; May-Dec, W & Sa 7a-3p; contact Molly Notarianni, 734-794-6255, mnotarianni@a2gov.org. [www.a2gov.org/market](http://www.a2gov.org/market)

## **Battle Creek Farmers Market**

Corner of McCamly and Jackson St., Battle Creek, Calhoun County. Open May, Sa 9a-1p; Jun 4-Oct 9, W & Sa 9a-1p; contact Brigette Leach, 269-746-4648, afhg@ctsml.net. [www.battlecreekfarmersmarket.com](http://www.battlecreekfarmersmarket.com)

## **Downtown Bay City Farmers Market**

318 6th St., Bay City, Bay County. Open May 21-Jul 2, Th 10a-3p, Jul 7-Oct 15, Tu & Th 10a-3p, Sa 8:30a-12:30p; contact Jan Rise, 989-895-4026, risej@baycounty.net. [www.downtownbaycity.com/FarmersMarket.htm](http://www.downtownbaycity.com/FarmersMarket.htm)

## **Detroit Eastern Market**

2934 Russell St., Detroit, Wayne County. Open year-round, Sa 5a-5p; contact Randall Fogelman, 313-833-9300, rfogelman@detroiteasternmarket.com. [www.detroiteasternmarket.com](http://www.detroiteasternmarket.com)

## **Northwest Detroit Farmers' Market**

15000 Southfield Road, Bushnell Congregational Church, Detroit, Wayne County. Open Jun 4-Oct 15, Th 4-8p; contact Pam Weinstein, 313-387-4732x103, pweinstein@grdc.org. [www.grdc.org](http://www.grdc.org)

## **East Warren Ave. Farmers Market, Detroit**

Corner of Bishop and East Warren Ave. East English Village Neighborhood, Detroit, Wayne County. Open Jun 13-Sept 26 & Oct 31, Sa 10a-3p; contact Heather Kingsbury, 313-571-2800x1136, eastwarrenavefarmersmarket@gmail.com.

## **Flint Farmers' Market\***

420 East Boulevard Dr., Flint, Genesee County. Open year-round, Tu & Th 9a-5p, Sa 8a-5p; contact Dick Ramsdell, 810-232-1399, flintmarket@sbcglobal.net. [www.flintfarmersmarket.com](http://www.flintfarmersmarket.com)

## **Downtown Gaylord Farmers Market\***

Pavilion on Court in Downtown Gaylord, 100 S. Court Ave, Gaylord, Otsego County. Open May 23-Oct 31, W & Sa 8a-2p; contact Sue Nowak, 989-732-5743, suenowak@dunnsoline.com.

## **South East Area Farmers Market, Grand Rapids**

1144 Franklin St SE, Corner of Franklin and Fuller, Grand Rapids, Kent County. Open Jun 18-Oct 8, Th 10a-4p; contact Yvonne Woodard, 616-475-3064. [www.foodshed.net/seafm.html](http://www.foodshed.net/seafm.html)

## **Fulton St. Farmers Market, Grand Rapids**

1147 East Fulton St., Grand Rapids, Kent County. Open May-Dec, T, W, F & Sa, 8a-4p; contact Melissa Harrington, 616-454-4118, fultonstmarket@sbcglobal.net. [www.fultonstreetmarket.org](http://www.fultonstreetmarket.org)

## **Kalamazoo Farmers Market**

1204 Bank St., Kalamazoo, Kalamazoo County. Open May & Nov, Sa 7a-2p; Jun-Oct Tu, Th, & Sa 7a-2p; contact Mark Polega, 269-337-8191, polegam@kalamazooocity.org. [www.kalamazooocity.org](http://www.kalamazooocity.org)

## **People's Food Cooperative 100-Mile Market, Kalamazoo**

Corner of S Burdick and Cedar St., Kalamazoo, Kalamazoo County. Open May-Oct, W 3-7p; contact Chris Dille, 269-492-6468, chris@peoplesfoodco-op.org. [www.peoplesfoodco-op.org](http://www.peoplesfoodco-op.org)

## **Lansing City Market**

333 N. Cedar, corner of Cedar and Shiawassee, Lansing, Ingham County. Open year-round: Tu, Th, Fri 9a-6p, & Sa 8-5p; contact John Hooper, 517-483-7460, Johnh@lepfa.com. [www.lansingcitymarket.com](http://www.lansingcitymarket.com)

## **Old Town Farmers Market, Lansing**

201 Turner Street, corner of Turner and East Grand River Ave., Lansing, Ingham County. Open May 3-Oct 4, first Sunday of the month 10a-3p; contact Chad Badgero, 517-485-4283. [www.iloveoldtown.org](http://www.iloveoldtown.org)

## **Lapeer Farmers Market**

287 W. Nepeping St., Historic Courthouse Square, Downtown Lapeer, Lapeer County. Open May 9-Oct 31, W & Sa 9a-3p; contact Denise Becker, 810-882-8032, kdjck@hotmail.com. [www.DowntownLapeer.com](http://www.DowntownLapeer.com)

## **Manchester Farmers' Market\***

510 Adrian St, Manchester, Washtenaw County. Open May-Oct, Th 4-7p; contact Linda Milkey, 734-428-0987.

## **Downtown Marquette Farmers Market**

112 South Third Street, Marquette Commons, Marquette, Marquette County. Open Jun 6-Dec 19, Sa 9a-2p; contact Sarah Monte, 906-225-0671, education@marquettefood.coop. [www.downtownmarquette.org/farmersmarket.php](http://www.downtownmarquette.org/farmersmarket.php)

## **Muskegon Farmers Market\***

700 Yuba St., Muskegon, Muskegon County. Open May-Dec, Tu, Th & Sa 6a-3p; Dec 5-19, Sa 6a-3p; contact Lori Gomez-Payne, 231-722-3251, muskfarmermkt@verizon.net [www.muskegonfarmersmarket.com](http://www.muskegonfarmersmarket.com)

## **Downtown Saginaw Farmers Market**

507 S. Washington Ave., Saginaw, Saginaw County. Open May 22-Oct 31, M 12-5p, W & F 10a-3p; Jul 11-Oct 31, Sa 9a-1p; contact Shelley McGeathy, 989-758-2500, saginawdfs@yaho.com. [www.saginawfarmersmarket.org](http://www.saginawfarmersmarket.org)

## **Sault Ste. Marie Farmers' Market**

Corner of Ashmun and Portage St., Sault Ste. Marie, Chippewa County. Open Apr 29-Nov 26, W 4-7p, Sa 10a-2p; contact Jim Lucas, 906-635-6368, lucasj@msu.edu.

## **Scottville Farmer's Market**

Parking lot between 102 and 107 West State St., Scottville, Mason County. Open May 9-Oct 25, Tu 3-7p; contact Josh Spencer, 231-757-9674, mainstreet@cityofscottville.org. [www.scottvillemainstreet.org](http://www.scottvillemainstreet.org)

## **South Lansing Community Farmers Market**

Benjamin Davis Park, Lansing, Ingham County. Open Jun-Sept, Sa 10a-2p; contact Catie Parker, 517-374-5700, catie@southlansing.org

## **South Side Community Coalition Farmers Market, Lansing**

2101 West Holmes Rd, Lansing, Ingham County. Open Jun 16-Oct 27, Tu 3-7p; contact Jonathon Solis, 517-944-4229

## **City of Springfield Farmers Market**

503 Military Ave., corner of Dickman Rd./M-96 and Military Ave., Springfield, Calhoun County. Open May-Oct, W 2p-6p & Sa 8a-1p; contact Kris Vogel, 269-965-2354, kvogel@springfieldmich.com. [www.springfieldmich.com](http://www.springfieldmich.com)

## **Sweetwater Local Foods Market, Muskegon**

6401 Harvey St., Muskegon, Muskegon County. Open year-round: Sa 9a-1p; contact Diana Jancek, 231-893-0323, dijaan@chartermarket.net. [www.sweetwaterlocalfoodsmarket.org](http://www.sweetwaterlocalfoodsmarket.org)

## **Vantage Point Farmers Market, Port Huron**

51 Water St., Port Huron, Port Huron County. Open Aug-Oct, Tu & Sa 8a-2p; contact Elizabeth Mathews, 810-966-3488

## **Wayne State Wednesday Farmers Market**

5201 Cass Ave, in front of Wayne State University Business School, Detroit, Wayne County. Open Jun-Oct, W 11a-4p; contact Kami Pothukuchi, 313-577-4296, k.pothukuchi@wayne.edu. [www.clas.wayne.edu/seedwayne](http://www.clas.wayne.edu/seedwayne)

## **Downtown Ypsilanti Farmer's Market**

Michigan Ave. & Hamilton, Downtown Ypsilanti, Washtenaw County. Open May-Oct, Tu 2p-6p; contact Amanda Edmonds, 734-786-8401, info@growinghope.net. [www.growinghope.net](http://www.growinghope.net)

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## Our Work

### Accepting SNAP Benefits at Michigan Farmers Markets

In 2009, more than 100 market managers and farmers came together for our Accepting SNAP Benefits at Michigan Farmers Markets Training Sessions. As a result, the number of farmers markets accepting SNAP grew again this year, from 18 in 2008 to 30 in 2009, a remarkable increase from 3 in 2006 when this work began. We developed a five-part resource binder for the training sessions. The binder is now available online at <http://www.farmersmarkets.msu.edu/Portals/farmmarkets/SNAP Resource Binder.pdf>.

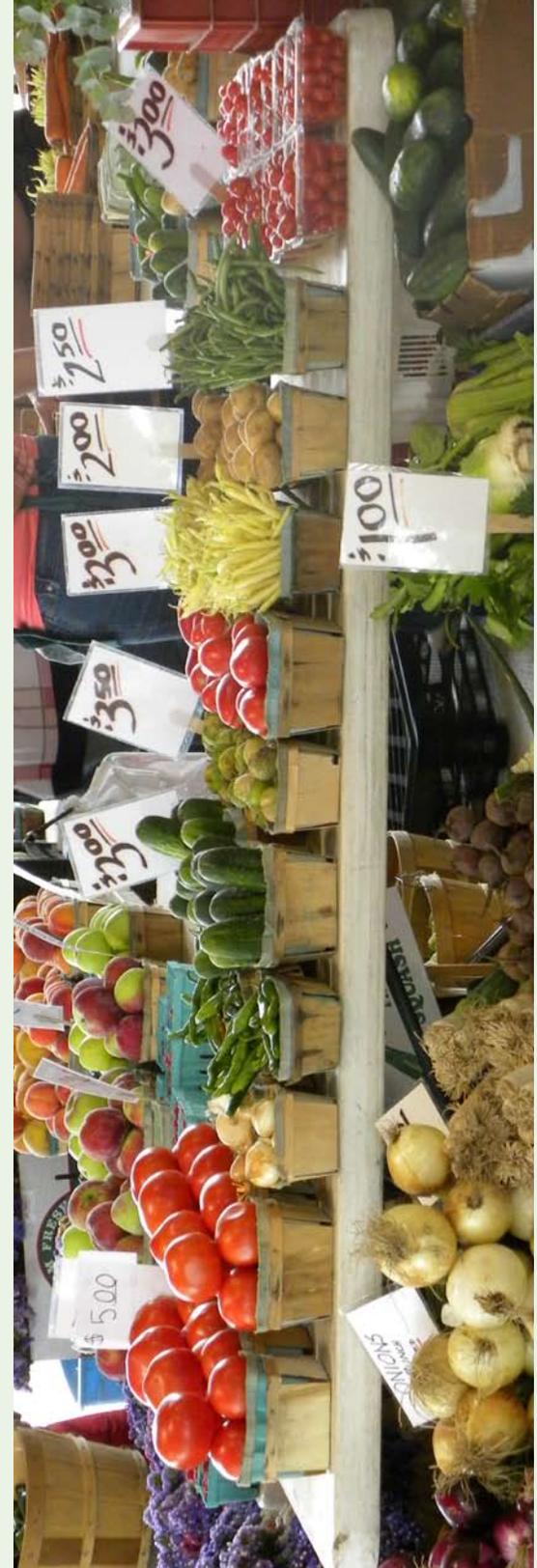
The SNAP Binder walks market managers and farmers interested in accepting SNAP benefits through the processes of (1) Completing the USDA Food and Nutrition Service Application, (2) Obtaining a Point of Sale Device, (3) Alternative Redemption Systems, (4) Record Keeping and (5) Promotion and Outreach.



## Join Us, Learn More

For more information about the Michigan Farmers Markets Food Assistance Partnership, contact Dru Montri at 517-432-3381 or [dnmontri@msu.edu](mailto:dnmontri@msu.edu). Ask about becoming a partner in this work and plan to join us for our monthly conference calls the first Thursday of every month at 11 a.m.

Michigan Farmers Markets Food Assistance Partnership  
c/o the Michigan Farmers Market Association  
172 Natural Resources  
East Lansing, MI 48823



Come to the FEAST With Us

# Michigan Farmers Markets Food Assistance Partnership

## About Us

Everyone should have access to fresh, healthy, local food. Farmers markets are a great place to purchase fresh Michigan produce and to connect with local farmers and your community.

The Michigan Farmers Markets Food Assistance Partnership provides networking opportunities, shares resources, and facilitates collaboration for individuals and organizations working to increase consumers' access to healthy, locally-produced foods through farmers markets. Our focus is on those consumers who are eligible for food assistance including the Supplemental Nutrition Assistance Program (SNAP); Farmers Market Nutrition Program/Project FRESH for both Women, Infants and Children's (WIC) clients and seniors; and similar programs.

We strive to bring all five "food groups" to our community FEAST.



### Feed

- Feed ourselves and those whom we serve with good foods for the body, good ideas for the mind and good will for the soul.



### Empower

- Develop and provide tools and information that help farmers markets, managers, vendors and customers learn ways to enhance their local food systems.
- Encourage partnership participants to try out new ideas and to adapt ideas to suit local situations.



### Access

- Increase access of food assistance eligible consumers to expand their healthy food options.
- Increase ability of farmer vendors to include food assistance eligible consumers in their market.
- Increase ability of farmers markets to attract food assistance eligible customers.
- Increase access to and use of SNAP, Project FRESH, and other food assistance benefits at farmers markets.



### Share

- Share partnership resources (ideas, knowledge, membership) with all who wish to contribute and participate.



### Teach

- Develop and provide information about health, nutrition, environmental, social, financial and economic benefits of increased local food consumption, using communication and instructional approaches targeted to food assistance eligible consumers and to decision-makers who can effect change.

## Our Partners

Michigan Farmers Market Association,  
*Partnership Coordinator*

Michigan Food Policy Council,  
*Partnership Coordinator*

ACS Governmental Solutions

Allen Street Farmers Market (Lansing)

Ann Arbor Farmers Market

C.S. Mott Group for Sustainable Food Systems at Michigan State University

Detroit Eastern Market

Downtown Bay City Farmers Market

Downtown Saginaw Farmers Market

Downtown Ypsilanti Farmers Market

East Warren Avenue Farmers Market (Detroit)

Fair Food Matters

Fair Food Network

Flint Farmers Market

Food Bank Council of Michigan

Governor's Office of Community and Faith-based Initiatives

Growing Hope

Lansing City Market

Lapeer Farmers Market

Michigan Department of Community Health

Michigan Department of Human Services

Michigan Food and Farming Systems

Michigan Land Use Institute

Michigan Senior Project FRESH

Michigan's WIC Project FRESH

Michigan State University Extension, Bay and Saginaw Counties

Oakland Livingston Human Service Agency

People's Food Cooperative 100-Mile Market in Kalamazoo

Northwest Detroit Farmers' Market

Saginaw Urban Food Initiative

Saginaw Valley State University

South Lansing Community Farmers Market

USDA Food and Nutrition Service

*This brochure was compiled by the Michigan Farmers Markets Food Assistance Partnership and was funded by a United States Department of Agriculture Farmers Market Promotion Program grant. Sept 2009*

## Farmers Markets: Smart Shopping and Healthy Eating

This document has been developed for farmers markets that are accepting Michigan Bridge Cards and Project FRESH Coupons. It has been designed for people using their food assistance benefits at your market with the intent to provide smart shopping and healthy eating tips, in addition to clearly describing how they can use their Bridge Cards or Project FRESH coupons when shopping.

As a market manager or farmer, you can adapt the back side of this template to include your market location, hours and contact information along with simple step-by-step directions. You can then post the document on your website, print and distribute at your market, and use for community outreach efforts. And, consider how this information can complement other market activities. Below are some additional consumer education ideas.

- Provide an example market basket at your EBT booth. Try putting together a market basket that reflects the diversity of produce available at your farmers market each market day. Display the basket, including recipe cards, at your EBT booth along with the total price of items (less than \$20 is a good price point). This is one way to help shoppers determine how many tokens or scrip they might like to use that day.
- Host a farmers market cooking class or demonstration. Check with your county Michigan State University Extension office, local culinary schools or programs, or local chefs/restaurants about partnering with your farmers market to highlight market produce and simple meal preparation.
- Design a poster to show where the products in your market are grown, especially if you are interested in highlighting local production. Then, include a few bullet points about the value of locally grown produce.

## Farmers Markets: Shopping Smart and Eating Healthy

Good news! Our farmers market accepts Bridge Cards and Project FRESH Coupons. Read on to learn more about shopping smart, spending less and preparing healthy foods for you and your family. On the back of this flyer, you'll find step-by-step instructions for using your Bridge Card or redeeming your Project FRESH coupons.

- Make a plan. Think about the evenings you'll be home this week, what you might cook, and how much you'll need. Jot down a quick list to get started.
- Do a walk by. Before you buy anything, walk around the market first. See what's available and compare the quality and prices.
- Buy in season. Ask around to see what fruits and vegetables are being harvested in Michigan right now. Fresh fruits and veggies taste great when they are grown local and eaten fresh. And, it's economical to eat by season!
- Try something new. Farmers sell many different fruits and vegetables. When you see something you don't recognize, ask the farmer what it is and how to cook it.
- Bring your kids. Let your kids shop with you. Some farmers give samples. Let your kids try some new things. When they help make the choices, they are more likely to eat it again at home.
- Clean and prep. As soon as you get home, wash your produce and prepare them for the week's meals. Some items like berries or cherry tomatoes are great for snacking right after being washed. Others might need to be cut, chopped, refrigerated and stored. Make this a part of your farmers market routine. Meal prep the rest of the week will be a piece of cucumber!
- Cook at home. Use your farmers market goodies to make family pleasing meals all week long. File recipes that worked well in an easy to reach place.
- Shop with us again next week. Remember that we're here each week throughout the growing season, so come back and see us!

Market Name

Market Season

Days and Times

Contact (telephone number and website)

Using your Michigan Bridge Card (step-by-step directions):

Using your Project FRESH coupons (step-by-step directions):

Lapeer Farmers Market (does not need Spanish or Arabic)  
May – October  
Wednesdays and Saturdays 9 am – 3 pm

Contact: Denise Becker, Market Manager at 810-882-8032

Using your Michigan Bridge Card (step-by-step directions):

To use your Bridge Card at the market simply **come to the market information booth (red tent)** and convert the benefits on your card into market tokens. You can then shop with any vendor at the market that sells eligible foods.

Using your Project FRESH coupons (step-by-step directions):

Project FRESH coupons are accepted by any vendor displaying the yellow “Project FRESH” sign at their booth.

Downtown Ypsilanti Farmers' Market (will use Spanish and Arabic translation)

Market Season, Days, and Times:

May-October, every Tuesday 2-6pm (2-7pm July-September) in the Key Bank parking lot on Hamilton and Michigan Ave;

November-April, 2-6pm, first Tuesday of the month plus the Tuesday before Thanksgiving and Christmas at the Corner Brewery, on Forest and Norris Ave.

Contact: [growinghope.net](http://growinghope.net); 734-786-8401

Using your Michigan Bridge Card (step-by-step directions):

Customers using their Bridge Card simply need to head to the booth run by the Ypsilanti Food Co-op at the market and swipe their card for the amount of money they wish to spend at the market. The person working at the co-op booth will exchange with the customer tokens that can be used to buy appropriate items with vendors at the market. The market also has tokens available for credit/debit and a program called Prescription for Health.

Using your Project FRESH coupons (step-by-step directions):

WIC Project FRESH is an extension of Michigan's Women, Infants, and Children (WIC) program, administered by the Michigan Department of Community Health. Women and children (ages 1-4) currently enrolled in the WIC program can get coupons for fresh fruits and vegetables. Women who are either pregnant or breastfeeding are targeted to help meet their special nutritional needs. Feel free to contact 734-544-6800 to answer any questions regarding WIC Project FRESH.

Senior Project FRESH is a free program that provides older adults with coupons to buy fresh, Michigan-grown produce at the Downtown Ypsilanti Farmers market. People over 60 (or people ages 50-59 with a disability) who meet certain income guidelines are eligible for Senior Project FRESH. If you have any questions regarding Senior Project FRESH, feel free to call 734-544-3083.

Each client receives a \$20 booklet of ten \$2 coupons to be used June 1 through October 31 in the year the booklet is issued. Coupons can only be used to buy fresh produce at the farmers market. Project FRESH participants receive a 15-20 minute food and nutrition presentation that may include a food demonstration and taste test of recipes prepared with fresh fruits and vegetables.

To use Project FRESH coupons at the market, the customer simply goes to a vendor's booth and signs his or her coupon in front of the vendor. The vendor then accepts the coupon and is later reimbursed by the market.



How to use your EBT Card  
at the Kalamazoo Farmers Market

1. Come to the People's Food Co-op booth.
2. As we run your EBT card, choose the amount that you'd like to have in Kalamazoo Farmers Market EBT Tokens.
3. Spend those tokens at participating vendors (look for the sign with the picture of the EBT Token).
4. Have a wonderful day at the Kalamazoo Farmers Market!

Northwest Detroit Farmers' Market  
15000 Southfield, Detroit, MI 48223

Market Season: June – October

Days and Times: Thursdays 4-8 PM (October hours are 3-7 PM)

Contact: Pam at 313 387 4732 ext. 103

Using your Michigan Bridge Card (step-by-step directions):

1. Come to the Market Central booth.
2. Present your Bridge Card to the clerk.
3. Tell the clerk how many tokens you want to buy; each token costs \$1.
4. The clerk will swipe your card; then you will enter your PIN number on the keypad.
5. Once the transaction goes through, the clerk will give you your tokens and your receipt.
6. You can spend your tokens at all the vendor booths to buy any foods eligible.
7. The vendors cannot give you any change for the tokens.

Using your Project FRESH coupons (step-by-step directions):

1. Go directly to the vendor booths selling produce.
2. Present your Project FRESH coupon book to any produce vendor displaying the yellow Project FRESH sign.
3. You must sign the coupons in front of the vendor.
4. The vendor cannot give you any change for the coupons.

## **How to use your Bridge Card at the Lansing City Market:**

1. Bring your Bridge Card into the City Market Office.
2. Tell us how much you want to spend and we'll swipe your card. You will receive a receipt for your transaction.
3. Receive City Market \$1 tokens which will be equal to the amount you specified.
4. Use the tokens at participating vendors throughout the Market on any eligible food product.
5. Vendors cannot give you change so be sure you get your money's worth during each transaction.
6. Tokens carry no time limitations. Tokens not spent today will be usable on any future Market visit.

# Enhance Your Farmers Market with Activities for Children

*“Farmer’s Markets are moving from being a nice amenity to being a surviving necessity to communities” -Des Moines Farm Market Manager*

## **Why should I consider having activities for children at my market?**

Markets which include activities for visitors (including children) will allow patrons the opportunity to linger, shop, and build a sense of community. Activities help to create a space where children can have fun while learning about local farms, farmers, gardening, food and artisans.

### **Low to Moderate Cost Ideas**

- Sidewalk Chalk
  - Bubbles
  - Face painting
  - Crafts to create such things as:
    - Custom market shopping bags
    - Birdhouses
    - Flower boxes
    - Container gardens
  - Games
  - Scavenger Hunt
  - Bingo
  - Balloons
- |  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>• Story Hour with fruit, vegetable and farm market books</li><li>• Stilt walkers</li><li>• Juggling</li><li>• Healthy snacks</li><li>• Music<ul style="list-style-type: none"><li>○ Organized or single person playing for tips</li><li>○ Could be a “boom box” with polka music and a space for dancing</li></ul></li><li>• Container Gardens for children to watch produce grow through the season</li></ul> |
|--|--|

### **Outside agencies provide variety of Children’s Activities**

- Local law enforcement or fire departments for Bicycle Safety Days (safety checks, helmet fittings)
- Local county extension agents (educational displays, cooking demonstrations, food preservation & food safety information)
- Local children service agencies (WIC, Farmers Market Nutrition Programs, local obesity councils)
- Local artisans for children to see and experience pottery wheels, wool spinning, different fabrics, etc.

### **Other ideas to increase the “attraction” of your market to those with children**

- Crossing guards in high traffic areas
- Veggie Valets make it easier for moms with infants to get their wares to their cars
- Mobile ATM provided by a local bank/credit union help parents meet requests of children to purchase a peach or cucumber

### **Resources**

- <http://www.brainchildpress.com/Teaching1.html>
  - Includes an “All About Farmers’ Markets: A Teaching Guide for Classrooms, Camps, and Community Programs”, free coloring sheets, book and game suggestions
- <http://www.fruitsandveggiesmorematters.gov>
  - Includes “Fruit and Vegetable of the Month”, recipes and educational material

- <http://www.fruitsandveggiesmorematters.org>
  - Includes a section “Get Kids Involved” with games and recipes
- <http://www.pbhcatalog.com/>
  - Includes games, educational material, and promotional items for purchase
- <http://www.gyk.fcs.msue.msu.edu/>
  - Includes recipes and children friendly activities
- <http://www.tn.fcs.msue.msu.edu/booklist.html>
  - Includes children’s books with positive nutrition and physical activity messages
- <http://www.mypyramid.gov>
  - Includes children’s pyramid, serving sizes, and other nutritional information

Questions? Contact Diane Golzynski at [GolzynskiD@michigan.gov](mailto:GolzynskiD@michigan.gov) or 517.335.8980

## Farmers Markets: Smart Shopping and Healthy Eating - SPANISH

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- Host a farmers market cooking class or demonstration. Check with your county Michigan State University Extension office, local culinary schools or programs, or local chefs/restaurants about partnering with your farmers market to highlight market produce and simple meal preparation.
- Design a poster to show where the products in your market are grown, especially if you are interested in highlighting local production. Then, include a few bullet points about the value of locally grown produce.

## Mercados Agrícolas: Comprando Inteligentemente y Comiendo Saludable

¡Buenas noticias! Nuestro mercado agrícola acepta Tarjetas Bridge y cupones del Proyecto FRESH. Continúe leyendo para aprender más referente a comprar inteligentemente, gastar menos y preparar alimentos saludables para usted y su familia. Al reverso de este folleto, encontrará instrucciones detalladas para usar su Tarjeta Bridge o para canjear sus cupones del Proyecto FRESH.

- Haga un plan. Piense en las tardes que estará en la casa esta semana, qué podría cocinar y cuánto necesitará. Anote una lista rápidamente para empezar.
- Haga un recorrido. Antes de comprar algo, primero camine por el mercado. Vea lo que hay disponible y compare calidad y precio.
- Compre según la temporada. Pregunte para saber cuáles frutas y vegetales se están cosechando ahora en Michigan. Las frutas y vegetales frescos saben muy bien cuando se cultivan en la región y se comen frescos. ¡Y es económico comer según la temporada!
- Pruebe algo nuevo. Los agricultores venden diferentes verduras y vegetales. Cuando vea algo que no reconoce, pregunte al agricultor qué es y cómo se cocina.
- Traiga a sus niños. Acceda a que sus hijos vayan de compras con usted. Algunos agricultores ofrecen muestras. Permita que los niños prueben cosas nuevas. Cuando ellos ayudan a hacer las selecciones, es más probable que lo coman otra vez en la casa.
- Limpieza y preparación. En cuanto llegue a la casa, lave los productos y prepárelos para las comidas de la semana. Algunos productos como bayas y tomates pequeños son excelentes como refrigerio después de lavarlos. Otros tal vez se necesitan cortar, picar, refrigerar y guardar. Haga de esto una parte de su rutina en el mercado agrícola. ¡La preparación de alimentos para el resto de la semana será un pedazo de pepino!
- Cocine en la casa. Utilice los víveres del mercado agrícola para preparar alimentos que agraden a su familia, durante toda la semana. Guarde las recetas que funcionaron bien en un lugar fácil de encontrar.
- Compre con nosotros otra vez la semana próxima. ¡Recuerde que estamos aquí cada semana durante la temporada de cultivo, por eso regrese y venga a vernos!

Market Name

Market Season

Days and Times

Contact (telephone number and website)

Using your Michigan Bridge Card (step-by-step directions):

Using your Project FRESH coupons (step-by-step directions):

Lapeer Farmers Market (does not need Spanish or Arabic)  
May – October  
Wednesdays and Saturdays 9 am – 3 pm

Contact: Denise Becker, Market Manager at 810-882-8032

Using your Michigan Bridge Card (step-by-step directions):

To use your Bridge Card at the market simply **come to the market information booth (red tent)** and convert the benefits on your card into market tokens. You can then shop with any vendor at the market that sells eligible foods.

Using your Project FRESH coupons (step-by-step directions):

Project FRESH coupons are accepted by any vendor displaying the yellow “Project FRESH” sign at their booth.

Mercado Agrícola del Centro de Ypsilanti (Downtown Ypsilanti Farmers market) (will use Spanish and Arabic translation)

Temporada de mercado, días y horario:

Mayo-octubre, cada martes 2-6pm (2-7pm julio-septiembre) en el estacionamiento 'Key Bank' en Hamilton y Michigan Ave;

Noviembre-april, 2-6pm, primer martes del mes, más el martes antes del Día de Acción de Gracias y Navidad en 'Corner Brewery', en Forest y Norris Ave.

Contacto: [growinghope.net](http://growinghope.net); 734-786-8401

Usando su 'Tarjeta Bridge' de Michigan (instrucciones paso a paso):

Los clientes con 'Tarjeta Bridge' simplemente necesitan acudir a la caseta de la cooperativa 'Ypsilanti Food Co-op' en el mercado y deslizar su tarjeta por la cantidad de dinero que deseen gastar en el mercado. La persona encargada de la caseta de la cooperativa canjeará con el cliente fichas que pueden usarse para comprar artículos adecuados con vendedores del mercado. El mercado también tiene fichas disponibles para crédito/débito y un programa llamado Receta para la Salud.

Usando sus cupones del 'Proyecto FRESH' (instrucciones paso a paso):

El 'Proyecto FRESH del WIC' es una extensión del Programa para Mujeres, Bebés y Niños de Michigan (WIC por sus siglas en inglés), administrado por el Departamento de Salud de la Comunidad de Michigan. Las mujeres y niños (edades 1-4) que actualmente estén registrados en el programa WIC, pueden recibir cupones para adquirir frutas y vegetales frescos. A las mujeres embarazadas o amamantando, especialmente se les ayuda a satisfacer sus necesidades nutricionales. Siéntase libre de comunicarse al 734-544-6800 para contestar cualquier pregunta referente al 'Proyecto FRESH del WIC'.

El programa 'Senior Project FRESH' para personas mayores es un programa gratuito que proporciona cupones a adultos mayores, para comprar productos agrícolas frescos, cultivados en Michigan, en el Mercado Agrícola del Centro de Ypsilanti. Las personas mayores de 60 (ó personas de 50-59 años de edad con discapacidad) que cumplan con ciertos requisitos de ingreso, son elegibles para el programa 'Senior Project FRESH'. Si tiene preguntas referentes al programa 'Senior Project FRESH', favor de llamar al 734-544-3083.

Cada cliente recibe un folleto de \$20 con diez cupones de \$2, para usarse del 1° de junio al 31 de octubre del año en que se entrega el folleto. Los cupones sólo pueden usarse para comprar producto agrícola fresco en el mercado. Los participantes del Proyecto FRESH reciben una presentación de 15-20 minutos acerca de alimentos y nutrición, que puede incluir una demostración de alimentos y probar recetas preparadas con frutas y vegetales frescos. Para utilizar cupones del Proyecto FRESH en el mercado, el cliente simplemente va al puesto del vendedor y firma su cupón en presencia del vendedor. El vendedor acepta el cupón y después el mercado se lo reembolsa.



**Cómo usar su tarjeta EBT  
en el Mercado Agrícola Kalamazoo**

1. Venga a la caseta de la Cooperativa de Alimentos (People's Food Co-op booth).
2. Mientras se registra su tarjeta EBT, elija la cantidad que desee en fichas EBT para el Mercado Agrícola Kalamazoo.
3. Utilice esas fichas con los vendedores participantes (busque el rótulo con la ilustración de la ficha 'EBT Token').
4. ¡Que tenga un día estupendo en el Mercado Agrícola Kalamazoo!

Northwest Detroit Farmers' Market  
15000 Southfield, Detroit, MI 48223

Temporada del mercado: Junio – Octubre

Días y Horario: Jueves 4-8 PM (Horario en octubre 3-7 PM)

Contacto: Pam al 313 387 4732 ext. 103

Usando su 'Tarjeta Bridge' de Michigan (instrucciones paso a paso):

1. Vaya a la caseta central del mercado.
2. Presente su 'Tarjeta Bridge' al empleado.
3. Dígale al empleado cuántas fichas quiere comprar; cada ficha cuesta \$1.
4. El empleado deslizará su tarjeta; después usted anotará su código (PIN) usando el teclado.
5. Cuando la transacción sea aceptada, el empleado le dará sus fichas y su recibo.
6. Puede utilizar sus fichas en todos los puestos de vendedores para comprar alimentos elegibles.
7. Los vendedores no le pueden dar cambio por las fichas.

Usando sus cupones del 'Proyecto FRESH' (instrucciones paso a paso):

1. Vaya directamente a los puestos de productos agrícolas.
2. Presente sus cupones a cualquier vendedor de productos agrícolas que tenga el rótulo amarillo de 'Project FRESH'.
3. Usted debe firmar los cupones en presencia del vendedor.
4. El vendedor no le puede dar cambio por los cupones.

## **Cómo usar su 'Tarjeta Bridge' en el Mercado de la Ciudad de Lansing:**

- 1.** Lleve su 'Tarjeta Bridge' a la oficina del mercado.
- 2.** Díganos cuánto desea gastar y se deslizará su tarjeta. Recibirá un recibo por su transacción.
- 3.** Reciba fichas de \$1 del mercado, que será el equivalente a la cantidad especificada.
- 4.** Use las fichas con los vendedores del mercado para adquirir víveres elegibles.
- 5.** Los vendedores no le pueden dar cambio, por eso asegúrese que adquiere el valor de su dinero durante cada transacción.
- 6.** Las fichas no caducan. Las fichas que no se utilicen hoy se podrán usar durante las posteriores visitas al mercado.