

## **FY 2012 - City of Warren, Michigan**

**\$23,598** to City of Warren, MI, to improve the access by consumers to fresh, locally grown food by: 1) starting a new farmers market, 2) purchasing EBT equipment and supplies, and 3) conducting outreach to educate consumers in a low-income area about the benefits of fresh food.

[Final Report](#)

***Farmers Market Promotion Program***  
***Final Performance Report***  
***For the Period of October 1, 2012 –30-Sep-14***

***Date:*** 22-Dec-14  
***Recipient Name:*** City Of Warren  
***Project Title:*** New EBT Project: Fresh Food Corridor for the City of Warren's TIFA Districts  
***Grant Number:*** 12-25-G-1583  
***Project Location:*** Warren, Michigan  
***Year of Grant Award:*** 2012  
***Amount Awarded:*** \$23,598  
***Contact:*** Mary Glass/586-258-2004/warrenfarmersmarket@cityofwarren.org

***Program Summary:***

The City of Warren created a new weekly farmers market at the recently renovated Owen Jax Recreation Center to compliment the existing Farmers' Market at City Square. Owen Jax Recreation Center is located at 8207 East Nine Mile Road, Warren, MI 48089 in Warren's Tax Increment Finance Authority District. According to the American Community Survey's 5-Year Estimates for 2010, this census tract area has a poverty rate of 27.8%. The Owen Jax Farmers' Market hosted weekly demonstrations showcasing nutrition, cooking or gardening topics. We provided vendors a free space to sell their produce or handmade items. An average of 75% of our weekly vendors was from a minority group.

***Goals and Objectives:***

The City of Warren plans to form a new weekly farmers market to increase the availability of fresh food to patrons in the underprivileged area. Local organizations will be scheduled to conduct outreach to educate consumers about the benefits of fresh food. The purchase of EBT equipment and supplies are needed to enable low income patrons to purchase fresh food. Vendors will be recruited from Southeastern Michigan to support our local economy.

## ***Activities:***

### **Market Setup:**

#### **Creation of Farmers' Market Committee**

**Farmers' Market Committee was created and met 18 times**

**Members from Macomb Community College, Michigan State**

**Extension Center, Henry Ford Hospital, Warren Parks and Recreation, Warren City Council, Macomb County, Warren TIFA, Mayor's Office, Warren Community Gardens, and Lincoln High School**

**Assistant Market Manager, Events Coordinator and EBT Coordinator were confirmed**

### **Demonstrations:**

#### **Cooking Demonstration-**

**See Katy Cook**

**Lincoln High School Culinary Arts Department**

**Henry Ford Culinary Arts Department**

**Colton Hill Farms**

**Mount Calvary Church**

### **Nutrition Speakers-**

**Michigan State University Extension: Healthy Harvest Curriculum- 6 week course**

**Dr. Christina Coxon: Super Foods Weight Loss**

**Understanding Food Label**

**Posture Analysis**

**Healthy Living in Warren: Child Obesity**

**Nutrition for Aging Adults**

### **Gardening Speakers|Demonstrations-**

**DTL Herbs: Putting your Garden to Bed**

**How to Plant Herbs**

**New Dawn Landscaping: Flower Arrangements**

**Planting without Pesticides**

**Mount Calvary Church: How to Start a Community Garden**

**Liquid Sun: Cross Pollination**

**Various flowers and plants information**

### **Other events at Owen Jax Farmers' Market:**

- Warren Civic Theatre performed two short skits and one short interactive play**
- Annual Reduce Renew Recycle Day at Owen Jax**
  - Annual Warren Parks and Recreation Showcase**
  - Leaps and Bound Non-Profit hosted Owen Jax Reading Circle and Games**
  - Lincoln High School Music Department- Drum Line Performance**
  - Van Dyke District elementary schools' Student Council Day**
    - Lincoln High School Football Team Fitness Day**

### **Purchase of Materials**

**Tents, Tables, Chairs, Buttons, EBT machine, Tokens, Signs, and Reusable Bags were purchased and delivered.**

### **Recruitment of Vendors**

**Three anchor farmers were recruited. A total of 30 different vendors appeared at the market during the 24 weeks.**

#### **Creation of Marketing Brochure**

Brochure was developed; monthly inserts of activities were created

Michigan vegetable and fruit availability guide created

Educational brochure created with upcoming topics regarding cooking, gardening, and nutrition demonstrations.

#### **Developed Passport Program**

Digital passport program was created. Emails were sent to 36 passport program participants regarding activities at the market.

#### **EBT**

EBT contract was approved by Warren City Council on February 12, 2013, a checking account established, EBT Point of Sale wired device installed and functioning 7/13/13 – 9/21/13. A wireless EBT Point of Sale device was provided by federal funding through the USDA Food and Nutrition Services and was use from 7/10/2014-9/25/2014. Being wireless allowed the Food Assistance Station to be utilized outside in the market area. The Farmers' Market at City Square also accepted EBT in 2013 and 2014.

#### **Other Food Assistance Programs**

Double Up Food Buck Program was established and \$9,900 was received for 2013 and 2014. Accounts were established in 2013 and renewed in 2014 for MarketFresh, and WIC Projectfresh

#### **Advertising**

Articles notifying public of farmers' market appeared in "Newsbeat" Warren's quarterly magazine – delivered to 45,000 addresses in the City.

5 water bill inserts

3 Vinyl banners were put up

1 billboard was rented in 2013

3 Appearances on Warren People, Parks, and Places TV Show

15 farmers market demonstrations televised TV Warren

1 door-hanger delivered to 10,000 homes in 2013 and 2014

Directed mailer to 6416 households

Weekly posts on Warren Farmers Market Facebook Page from June – September in 2013 and 2014

The City of Warren Farmers' Market Website provided up to date information about activities at the market.

<http://www.cityofwarren.org/index.php/farmers-market2/89-parks-and-recreation/411-whats-happening-at-the-market>

### ***Accomplishments:***

The Farmers' Market at Owen Jax occurred every Saturday from 9am-2pm from

July 6, 2013-September 28, 2013 and every Thursday from 2pm-7pm from

July 10, 2014 - September 25, 2014.

The baseline for each item below = 0

# of Owen Jax Farmers' Markets = 24  
# of Farmers' Market Committee Meetings = 18  
# of Members of Farmers' Market Committee members =13  
# of EBT transactions = 159  
\$ amount of EBT given to customers = \$1987  
\$ amount of EBT turned in by vendors = \$1453  
\$ amount of DoubleUp Food Bucks given to customers = \$1894  
\$ amount of DoubleUp Food Bucks turned in by vendors =\$1398  
\$ amount of Senior Project Fresh turned in by vendors = \$36  
\$ amount of WIC Projectfresh turned in by vendors = \$228  
# of speaker evaluations collected = 52  
# of people signed up for passport program: 36  
# of farmer vendor appearances = 45  
# of different vendors attending the market = 30  
# of attendance = 5035  
# of farmer vendors= 3  
# of first time farmers = 3  
# of new minority owned farmers = 2  
# of minority vendors appearances = 66  
# of speakers/demonstrations taped & televised on TV Warren=15

### ***Beneficiaries:***

The Owen Jax Farmers' Market provided an opportunity for vendors, who were mainly from minority groups, to participate in the farmers market 66 times during the two farmers' market seasons. The minority vendors included 3 female farmers, 12, five of which were African Americans, female artisan vendors, and 4 minority (3 African American, 1 Asian American) male artisan vendors. Access to healthy food choices were provided to underserved patrons from local farms, thereby, potentially improving the health of the local patrons and the income of the local farmers. The various demonstrations and activities provided knowledge and entertainment for patrons. Fifteen of the cooking /preserving, nutrition, and gardening/self-production demonstrations were televised on TV Warren, Warren's public access cable station, allowing the entire city to learn more about a healthy lifestyle.

## ***Lessons Learned:***

As we progressed through the market seasons we realized that we needed to coordinate advertising more efficiently. Some ideas we utilized were

- Ensured local area was well aware that the market is going to start before opening day
- talked with school social workers so people knew that food assistance programs are accepted
- scheduled Gleaners (or someone with same service) to come out to the market at the beginning to inform local people about EBT program
- consistently ensured marketing plan was maintained
- talked to local businesses about advertising for market
- met with local groups to aid in advertising
- created better signage

The EBT machine requires many hours of set up to ensure it will work properly at the market. The first season we used a wired machine which separated us from the actual vendors because we needed to be near the wired connection port. The second season we utilized a wireless device which allowed us to be in a tent right next to the vendors.

We informed Owen Jax office staff of market information so they could relay it to people during the week since many questions were directed to them even though the number on the advertising material was the market manager's office.

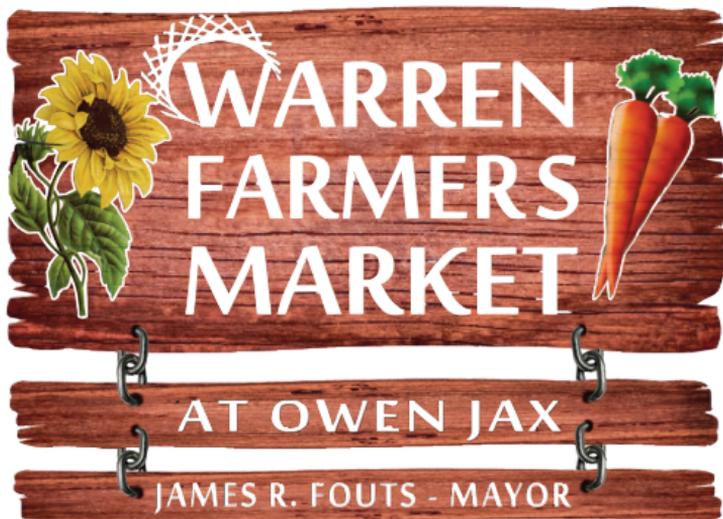
It was important to decorate the demonstration area before and after demonstration so it conformed to the market area.

Inviting community programs (i.e. theater preview, local school groups) helped generate interest in the market and increased attendance.

We initially planned to create a paper Passport program which would include a booklet with stamps. We realized that having a digital passport program was much more cost efficient and the patrons could still easily earn gifts (buttons and reusable bags) and be notified about upcoming events.

Due to the funding provide by the FMPP grant, a local market that people could walk to was created along with the ability to accept food assistance programs

-Customers loved the ability to be able to walk to the market. Comments included- Glad there is something in this area. I cannot make it to the market at the northern end of the city because I do not have a car.



The Warren Farmers Market is a GREAT WAY to start your Saturday!

### MICHIGAN AVAILABILITY GUIDE

<i>Vegetables</i>	MAY	JUN	JUL	AUG	SEP	OCT
Asparagus	█	█				
Beans (Snap, green etc.)			█	█	█	
Beets				█	█	█
Broccoli			█	█	█	█
Brussel Sprouts						█
Cabbage			█	█	█	█
Carrots			█	█	█	█
Cauliflower				█	█	█
Celery			█	█	█	█
Corn (sweet)				█	█	
Cucumbers (for pickles)				█	█	
Cucumbers (for salads)			█	█	█	
Greens		█	█	█	█	█
Eggplant			█	█	█	█
Lettuce (head, leafy)		█	█	█	█	
Mushrooms (limited supply)						
Onions				█	█	█
Onions (green)		█	█	█	█	
Parsnips					█	█
Peas (sugar)		█	█			
Peppers			█	█	█	█
Potatoes (white)				█	█	█
Pumpkins					█	█
Radishes		█	█	█	█	█
Rutabagas					█	█
Spinach		█	█	█	█	█
Squash (yellow, zucchini)			█	█	█	
Squash (butternut, acorn)					█	█
Tomatoes (cherry, Roma, slicers)				█	█	█
Turnips		█	█	█	█	█

# MICHIGAN AVAILABILITY GUIDE

<i>Fruits</i>	MAY	JUN	JUL	AUG	SEP	OCT
Apples (fall)					██████████	██████████
Apricots			██████████	██████████		
Berries (black)				██████████	██████████	
Blueberries			██████████	██████████		
Cantaloupe				██████████	██████████	
Cherries (red tart)			██████████			
Cherries (sweet)			██████████	██████████		
Grapes					██████████	██████████
Melons (watermelon, muskmelon)				██████████	██████████	
Nectarines				██████████		
Peaches			██████████	██████████	██████████	
Pears					██████████	██████████
Plums				██████████	██████████	
Raspberries			██████████		██████████	
Rhubarb	██████████					
Strawberries		██████████				

*Other* Available: May - October

Baked Goods • Herbs • Honey • Jams and Jellies  
Maple Syrup • Salsa • Salad Dressings

**Every Saturday, July - September**  
**9 a.m. - 2 p.m.**

*We offer healthy, vibrant vegetables, a variety of plants and herbs, and fresh wholesome baked goods.*



**July 6 - GRAND OPENING  
KICK OFF BLOCK PARTY!**

- Kid's Craft - Planters
- Kid's Yoga
- Music by Larry Arbour
- Learn how to make ice cream!



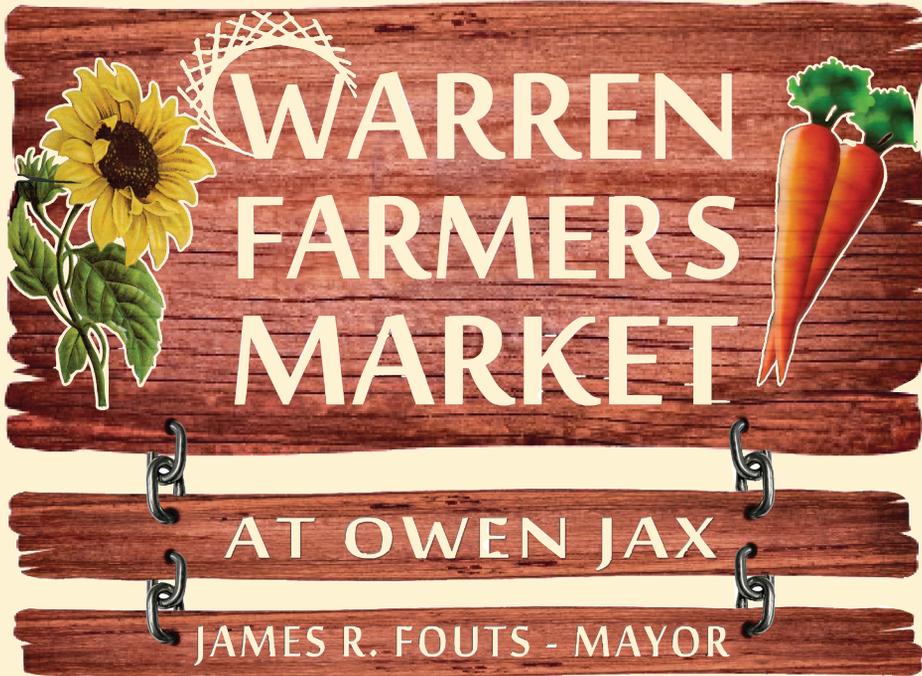
Owen Jax Farmers' Market is located at 8207 9 Mile Rd., one block east of Van Dyke.

Call 586-268-8400 for additional event information or find us on Facebook!



# Warren Farmers' Market

Brought to you by Warren Parks and Recreation @ Owen Jax Recreation Center



**Farmers' Market  
at Owen Jax Rec. Center**

8207 E. 9 Mile Road

**Every Saturday**

**9 a.m. - 2 p.m.**

**July 6 - September 21, 2013**

*Inside.....*



*Food Assistance Programs.....*



*Special Events.....*



*Important Facts.....*

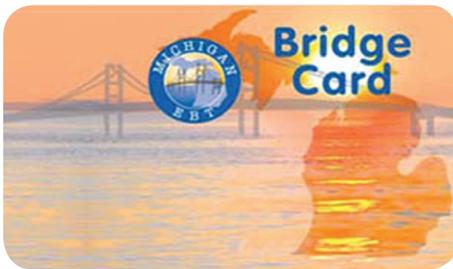
The mission of the Warren Farmer's Market is to provide a family destination that promotes a healthy living lifestyle through fresh, local products and educational experiences. In addition, the market will continue to establish itself as a gathering place that promotes a rich and diverse cultural community.

The Warren Farmers Market has been in existence since 2007 and has enjoyed steady growth and success. The City of Warren is excited to announce the grand opening of a second Farmers' Market location at the Owen Jax Recreation Center, made possible by a grant from the USDA. In addition to being a great spot to purchase locally grown produce, this new Farmers' Market will also have plenty of entertainment. Children will look forward to visiting the "Kids' Tent" which will feature games, crafts, and stories, as well as weekly events such as "Chalk Art Contest" (July 13), and the Mayor's Fitness Challenge (August 3). The fun isn't just for kids! Every week the market will feature live shows on informative topics such as cooking, gardening, and nutrition.

The grant also created a Warren Farmers' Market Committee which is comprised of representatives from Warren City Council, TIFA, Macomb Community College, Van Dyke Public Schools, Macomb County Commissioners Office, Mt. Calvary Lutheran Church, Leaps and Bounds, Michigan State University Extension and Warren Parks and Recreation. This committee works hard to improve the market by reviewing input from the vendors and customers.

Visit us at [www.cityofwarren.org](http://www.cityofwarren.org).

# Food Assistance Programs



**Supplemental Nutrition Assistance Program** - SNAP is a federal program administered by the USDA. Residents who qualify for this program receive monthly benefits onto their "Bridge Card" which can be spent on eligible food items. This entire process is done electronically with Electronic Benefits Transfer (EBT). At the Farmers Market customers who wish to spend their benefits at the market will scan their card with market staff and receive wooden tokens to spend on eligible food items. For more information contact your local Department of Human Services Office.

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**Double Up Food Bucks** - DUFB is funded by the Fair Food Network, which is a national nonprofit dedicated to building a more just and sustainable food system. This program matches dollar for dollar the benefits that Bridge Card recipients use at farmers markets, up to \$20/day. The doubled up food bucks can only be spent on Michigan-grown fruits and vegetables.

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**Senior Market Fresh** - Senior Project Fresh/Market Fresh is a program for seniors, age 60 and over, to purchase fresh, unprepared, locally grown fruits and vegetables. Eligible seniors that have a total household income of 185% of poverty or less, can receive coupons for use at the market. For more information call 517-373-4064.

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**WIC Project Fresh** - Also known as the WIC Farmers Market Nutrition Program, this program provides coupons for eligible families to be spent on Michigan grown fruits and vegetables. For more information call Macomb County Health Department 586-469-5471.



**Not only will the Farmers' Market provide you with fresh produce every week, we will also present an opportunity to learn more about *NUTRITION, GARDENING AND COOKING!***

## Outreach Programs

**NUTRITION:** You will learn ways to eat healthier, tips on understanding your food label, and assistance in choosing food that will benefit you as you grow older. Health care and nutrition experts will be on hand to give advice about healthy weight loss diets, nutritional plans designed for teens and much more!



**GARDENING:** Come by and learn tips for building your own home garden from local specialists. Just a few of the techniques the farmers market will provide is planting without pesticides and putting your garden to bed.

**COOKING:** Demonstrations will include techniques on how to use fresh produce to make delicious healthy meals. You will also learn ways to turn your favorite foods, such as, ice cream and waffles into healthier snack and meal options!



## Passport Program - Win Prizes!

Stop by the Warren Parks and Recreation Tent to sign up for the Passport/Loyalty Program. Collect credits from all the outreach programs (nutrition, gardening, and cooking) and receive a free prize. While you are there fill out an evaluation slip and get an opportunity to win free giveaways.

**For the most up to date information, become a fan of the Warren Farmers' Market Facebook page.**



Find us on  
**Facebook**

[www.facebook.com/warrenfarmersmarket](http://www.facebook.com/warrenfarmersmarket)

# Important Facts



***Be an informed shopper at the Warren Farmers' Market!***

## **Shop In-Season Produce**

When you shop for in-season produce you ensure that your family will get the freshest and most delicious fruit and vegetables as well as make sure that your purchase benefits local farmers in your community. Visit [www.pickyourown.org](http://www.pickyourown.org) and find an availability guide for produce in your area.

## **Non-GMO Produce**

GMOs, or “genetically modified organisms,” are plants or animals that have been genetically engineered with DNA from bacteria, viruses or other plants and animals that cannot be produced naturally. US companies are not currently required to label products that have been modified by GMO. The farmers market can provide you with products that are Non-GMO. Visit [www.nongmoproject.org](http://www.nongmoproject.org) to find products that have been Non-GMO verified.

## **Certified Organic**

Organic is a term that indicates that the food has been produced through methods which incorporate cultural, biological, and mechanical practices that promote cycling of resources, support ecological balance, and conserve biodiversity. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering cannot be used.

## **Free Range Meat**

The term, Free Range Meat applies only to poultry that has been allowed access to the outdoors and is being raised for meat.

## **Check out Community Gardens**

You may be surprised to know these already exist in your neighborhood. Community Gardens allow residents to work together to plant, weed and care for the gardens. When it's time to harvest, the residents can all share in the produce. Check out the community tent for more information on Community Gardens, and find one in your neighborhood.

## *Contact Information:*

**Event Information:** Parks & Recreation  
**Phone:** 586-268-8400  
**Website:** [www.cityofwarren.org](http://www.cityofwarren.org)

**Vendor Information:** Ken DalPra  
**Phone:** 586-258-2050  
**E-mail:** [warrenfarmersmarket@cityofwarren.org](mailto:warrenfarmersmarket@cityofwarren.org)

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