

## **Growing Farmers, Nurturing Consumers, and a New EBT Project**

**Onamia Community Education** of Onamia, Minnesota received \$51,047 to implement a new EBT project. The project targeted new farmers, low income families, seniors and others through a series of educational programs and a gift coupon program for families with young children.

[Final Report FY09](#)

**USDA /AMS**  
**2009 Farmers Market Promotion Program**  
**Onamia Community Education/Ind School District No 480**  
**12-25-G-0948**

**FINAL PERFORMANCE REPORT**

**Date:** December 27, 2011

**Recipient Name:** Ind. School District No. 480/Onamia Community Education

**Title of Project:** “Growing Farmers, Nurturing Consumers, and a New EBT Project”

**Grant Number:** 12-25-G-0948

**Location:** Onamia, Minnesota

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**ACTIVITIES AND MILESTONES:**

As the above title suggests, our project had three primary goals: 1) Growing Farmers, 2) Nurturing Consumers, and 3) a New EBT Project.

We address these goals one at a time below, covering the following for each: a brief **recap of each goal** and its primary objectives and the steps that we took toward meeting those objectives; and **performance and outcomes** related to those steps, including successes and accomplishments and any obstacles encountered along the way.

**PRIMARY GOALS AND OBJECTIVES:**

**GOAL ONE: “Growing Farmers”:**

- **Objective One:** Provide ongoing educational and training opportunities to recruit 12 new (adult) farmer-vendors in the Isle and Onamia Farmers Markets by the summer of 2011.
- **Objective Two:** 8 existing Isle and Onamia farmer-vendors will each participate in at least 3 continuing educational opportunities each year of the grant period, with 75% reporting that such opportunities have helped them improve their technical skills and increase their level of profitability.

As Objectives One and Two are similar, we report on them together here. One of our key hopes for our FMPP project was to help potential vendors develop the skills and confidence that they needed to get involved with the markets and to assist existing vendors in making their businesses more successful. To this end, we undertook the following activities:

- Early in the grant period, we informally surveyed vendors to determine their training needs and interests, and developed a schedule for local educational programs.
  - In Quarter One, we provided eight local educational activities for current and potential market vendors (*our goal had been four*). Topics included: season extension techniques; cooking from fall’s bounty in the middle of the winter; starting seeds; exploring a bigger garden; free-range chickens for health; creating an organic garden environment; soap making; and harvest/post-harvest food safety.
  - An average of 11.5 people attended each class (92 total); 56 of these (60.8%) completed evaluations following their class. Overall, class evaluations were extremely positive. Forty respondents (71.4%) rated course content as being “excellent,” and 15 (26.8%) said that it was “very good.” When asked how likely they would be to put to use the

information they learned in class, 47 (83.9%) said “very likely” and 9 (16.1%) said “somewhat likely.” Evaluations have given us a sense of topics of interest to vendors for future classes. Additionally, they have helped us pinpoint the best means for attracting potential vendors to educational offerings, as nearly half of class participants were not existing vendors.

- In Quarter Two, we provided one class, a class on canning (as this quarter mostly spanned the growing season, we knew that classes during this time would not be well attended).
  - Nine people attended the canning class and completed an evaluation form. Everyone rated the class as “excellent” or “very good” and 8 of nine reported that they were “very likely” to put to use the information that they learned in the course.
- In Quarter Three, we offered five educational offerings in the form of one-time classes:
  - Classes included: pie making, introduction to canning, soap making, beekeeping, and a class on seed starting. Fifty individuals, three-quarters of whom were market vendors attended these five classes.
  - Twenty-two individuals completed evaluations for three of the classes (canning, soap making, and pie making) and results were extremely positive:
    - 100% rated that particular class that they attended as “excellent” or “very good,” with the cast majority saying that it was excellent.
    - 100% rated the knowledge of their course instructor as being “excellent” or “very good,” again with the majority saying that it was excellent.
    - And 91% (20 of 22) reported that they were “very likely” to put to use the information that they attained from the course (with the remaining 2 – or 9% -- saying that they were “somewhat likely”).
- In the Final Quarter, we provided two classes: one on season extension and one on food as it affects mood and behavior.
  - Each of these classes had 14 people in attendance (28 total). Of these, 25 completed post-class surveys, with all 25 (100%) saying that the class was “excellent” and that they were “very likely” to put to use the information that they had acquired.
- In addition to the “in-house,” one-time classes, we devoted funds to sending vendors and potential vendors to regional farming/gardening conferences in Minnesota.
  - In the first year of our project, three existing vendors took advantage of such conferences, with one attending the MN Department of Agriculture Organic Conference, one attending the Minnesota Fruit and Vegetable Growers Association Conference, and one attending the annual ACRES (the Voice of Eco-Agriculture) Conference.
  - Six months after attending these conferences, each of the individuals was asked through an informal interview about the long-term efficacy and benefits of the conference they attended with regard to helping them expand production and/or increase their market sales. All three were very positive about what they brought back from their respective conferences and thought that the conferences had benefitted their business. One attendee noted that she learned new techniques for organic pest control that she had implemented and found successful, and another stated that “the networking opportunities were the best part....I have been in touch with three or four people I met at the conference and it’s been great to bounce ideas off of them.”
  - We had hoped that more vendors would take advantage of the opportunity to attend regional farming/gardening conferences, but we found that many people did not want to drive any distance from home to attend them. They either had livestock that they could

not leave for very long, employment that prohibited them from attending, or no desire to drive far in the winter months (as nearly all of these conferences in Minnesota occur in January or February).

- Our experience in the first year of our FMPP grant demonstrated that very few market vendors – only 3, in fact (see “Progress Report Number One”) were interested in attending regional conferences given the distance and time constrictions. Thus (as discussed in “Progress Report Number Two”), we determined to have our own conference geared primarily toward market vendors and would-be vendors. A recap of our local foods conference – “Our Locally Grown Economy”—is included below:
  - Our conference was a two-day affair (February 4 and 5, 2011), with a local foods dinner and a community showing of the movie “Fresh” on Friday evening and a series of free workshops, an exhibitors’ hall, an indoor winter market, and children’s activities on Saturday. (Copies of the placemat program for the Local Foods Dinner and the conference program for the activities on Saturday, February 5 were included in our Quarter 3 Progress Report, as they could not be attached electronically. Additionally, we included a number of photos from the conference in the mailed version of that report.)
  - Seventy-five people attended the Local Foods Dinner, including several local elected officials. The dinner was catered by an area caterer and included locally harvested wild rice and local pork and beef in a hot dish, pasta with local organic sauce, roast squash, wild berry tea, apple crisp, and a plethora of local appetizers. Funding for the dinner was by donations from area businesses and through a small grant from our local energy cooperative.
  - Saturday activities drew well over 175 people (a HUGE feat for a town of 800!).
    - There were 6 workshops geared toward producers, each of which had 12-20 people in attendance. These covered such topics as: a Minnesota Department of Agriculture workshop on marketing “Minnesota Grown” products; growing fruit in the Minnesota climate; maple sugaring (syruping) with a local Ojibwe elder; raising free-range chickens; beekeeping 101; and organic growing methods.
    - Wanting to attract families with young children, we also had workshops with a nutrition expert on food as it affects mood and behavior and on healthy eating in a fast and crazy world.
    - The 4 cooking demonstrations were also targeted toward special consumers (namely, families of young children and the elderly) and included these topics: cooking for diabetes; healthy cooking with kids; cooking for food allergies; and traditional/local Ojibwe foods.
  - The exhibitors’ provided a vast range of products and information useful to both producers/vendors and consumers alike: agricultural resources, Family Farm Defenders, seed companies (High Mowing and Seeds of Change), information on USDA Rural Development loans, an Organic Inspector and Coach, local county benefit programs, farm insurance programs, the local farmers markets and food cooperative, and MN Grown, to mention only a few.
  - “Our Locally Grown Economy” was an overwhelming success, far surpassing our expectations. The main criticism that we heard was that attendees wanted *more time* to attend workshops and exhibits.
  - Sixty-Eight attendees of the Saturday event (almost half of the estimated crowd) completed a post-conference survey. Fortunately, we had a grand prize “gardening kit” with seed-starting paraphernalia, seeds, fertilizer, gardening gloves and tools donated by local stores and vendors and were thus able to entice people to complete the survey to enter the grand prize drawing! **(Complete Conference Survey results were included with our Quarter 3 Progress Report.)**

- Highlights of the collated surveys are as follows:
  - 97% of respondents rated the *content* of the conference and workshops as “excellent” or “very good.”
  - 93.7% reported that the presenters’ knowledge was “excellent” or “very good.”
  - Two-thirds said that they were “very likely” to put to use the information that they acquired; and the remaining third said that they were “somewhat likely.”
  - A sampling of comments:
    - The entire concept was great – creating food locally in today’s world. The cost – free! And the content and vendors. The prizes were great too!
    - Had something for my whole family. I liked the booths, my wife liked the class on food/moods, and my four-year-old could play.
    - Everything played its part.
    - I enjoyed the wide variety offered today!
    - To improve it would be to make perfection. No improvement needed, it was excellent. Thank you!
- Local newspaper coverage of the conference can be found at the following links:
  - [http://www.millelacsmessage.com/index.php?option=com\\_content&view=article&id=37414:home-grown-and-healthy&catid=34:current-news&Itemid=76](http://www.millelacsmessage.com/index.php?option=com_content&view=article&id=37414:home-grown-and-healthy&catid=34:current-news&Itemid=76) (article on “Our Locally Grown Economy” conference).
  - [http://www.millelacsmessage.com/index.php?option=com\\_content&view=article&id=37393:recipe-of-the-week-&catid=83:recipes&Itemid=212](http://www.millelacsmessage.com/index.php?option=com_content&view=article&id=37393:recipe-of-the-week-&catid=83:recipes&Itemid=212) (recipes from one of the presenters at “Our Locally Grown Economy”).

➤ **Objective Three:** Develop and Implement a “Youth Farmers Market Project” through which at least 10 youth will sell their produce at the Isle Farmers Market and at least 10 youth will sell their produce at the Onamia Farmers Market weekly during June, July, and August of 2010 and 2011.

- Objective Three – developing and implementing a Youth Farmers Market Project – was one of the most successful aspects of our project. Highlights and outcomes of this include the following:
  - The Youth Farmers Market Coordinators worked with youth over the two summers of the project (2010 and 2011) on a number of initiatives related to the youth market, including the following:
    - Youth in an Isle out-of-school time program worked on two different gardens: a small one connected to a school-run community center and another one in the alley behind a community arts center. One problem that was encountered was that the youth who tended the gardens through the out-of-school time program (either after school in May or during the day in the summer) were generally either not available to or interested in attending the Isle Farmers Market on Saturday mornings. Youth also were not very compliant about working on curriculum during out-of-school time as it was not very “fun.”
    - In Onamia, various youth worked in a garden near a school-run community center. At the Onamia garden, we had a different issue: summer programming did not start until the middle of June and the garden needed to be prepared and planted before that time. Part of the garden was planted by children in two school-readiness classes in May (beets, carrots, nasturtiums, violas, seedlings – broccoli, cabbage, Brussels sprouts, and peppers – and some herbs); while these particular 5-year-olds did not sell at the market, they learned a lot about different types of seeds and how to plant them. The products from the Onamia garden were used in several different ways: violas were used to make

cards and soap to sell at the market (see flyers on “Make It, Bake It...& Take It to the Farmers Market to Sell” youth classes below); peppermint and spearmint were harvested for iced herbal teas sold at the market and at a fundraiser for early childhood programs.

- In both summers, we help special art days at the market where youth used vegetables from the garden to paint t-shirts, made vegetable dyes for water coloring painting, and made necklaces out of flowers and vegetables.
- In the second summer, we expanded our efforts in Onamia to include beds in the “Onamia Community Garden” (in addition to the garden at the school-run community center discussed above). Thanks to a small grant from our county public health agency, we were able to secure additional funding for the gardens. A group of high school students worked in these gardens to raise money for a Spanish class trip to Costa Rica. They made several hundred dollars selling produce to a local restaurant (one that is trying to source all its food locally) over the summer months.
- In the first summer (2010), **we met our goal of 20 youth participating in the markets**, with 13 youth selling products at the Onamia Farmers Market, 6 youth at the Isle market, and 1 at both markets (20 total youth). Youth ranged in age from 5 to 15 and sold a variety of products: 11 sold vegetables and other produce, 3 sold fresh eggs, 13 sold baked goods, 4 sold plants, 3 sold soap, and 3 sold candy. The following items were also sold by one or two youth: lemonade, herbal iced tea, jams/jellies, and maple syrup.
  - In the second summer, 15 youth sold at one of the two markets, 12 of these were “return” sellers from 2010 and 3 were new ones.
- Throughout the two summers, the Project Manager and Youth Farmers Market Coordinator solicited regular feedback from youth participants and regularly observed the workings of the youth booths to assess successes and challenges. Following is a summary of key findings:
  - The youth at the Isle Farmers Market recognized that they had many return customers. Staff noted that the customers seemed to understand the nature of the youth booth and would ask the youth vendors many questions about their products. This gave a chance for vendors to show their acquired knowledge and impress their customers and staff observed that the youth generally seemed proud of what they were selling. In some cases, specific products were sought out by customers and ordered for the following week.
  - Onamia youth vendors were seen regularly interacting with many of the adult vendors at the market. Several times, youth were overheard asking adult vendors about products they had for sale and about advice for how to make their own ventures more profitable (especially with regard to how to display items on their tables). Many of the adult vendors visited the youth each week, noting any new products and frequently buying things from them.
  - Three Onamia youth stopped coming to the market when their sales plummeted unexpectedly. One of the youth sold baked goods for the first couple of weeks of the market and reported that she made around \$50 each of those times. Then, the third or fourth time she came, she ended up giving away most of her items. This happened a couple more times and she then decided to stop selling her products at the market.
  - Parents particularly liked the “Make It, Bake It, and Take it to the Market to Sell” classes offered in Onamia in June and July of the first summer. In all, 8

youth attended these classes and 6 of the 8 actually took what they made to the market to sell.

- Comments collected from youth over the two summers include the following:
  - “I am going to be a vendor again next year.”
  - “I am going into business with my grandma at next year’s market.”
  - “I need to make and grow things that nobody else has. Then they will buy from me.”
  - “Everybody loves my purple beans.”
  - “My eggs sold out in one hour!”
  - “I started selling a lot more after I put samples (of baked goods) out.”
  - “It’s hard to not eat all my own samples!”
  - “I’ve made enough so far this summer to buy an iPod touch!” (Note: approximately \$200, and the statement was made in mid-June.)
  - “This is so fun!”
  - “I got this new sign for my table and I think it helps people see more easily what I have for sale and how much things cost.”
  - “Selling cups of iced tea on a hot day is a great way to make money!”
  - “I was the only one at the market that had broccoli today. None of the adults did!”
  - “No one had green beans but me. I love it when that happens. I sold out in like 2.3 seconds!”
- The Project Manager also conducted informal interviews with the Youth Farmers Market Coordinators regarding their impressions of the youth markets and what worked and did not work. Highlights from these interviews include the following:
  - “I think it was great to have the classes where kids could make things to sell at the market. This helped get kids involved who otherwise would not have been.”
  - “Sometimes the kids got frustrated that they weren’t selling as much as they had hoped. I think some of them had too high of expectations going into it and thought they were going to make tons of money. It doesn’t always work that way.”
  - “It was really helpful when we put up the sign that said ‘Isle Youth Market.’ I think that people were more likely to stop at our youth booth when they saw the sign. It sort of made us official....and like we were part of a youth organization or the school or something (which we were....).”
  - “Overall, I think it (being part of the market) was a great experience for nearly all of the kids involved. They got to interact with adult vendors, some of whom actually make a living selling food and produce locally, and they got a lot of good feedback from people in the community who came to the market. The kids were really proud of themselves and their accomplishments.”
  - “If I were to do it again, I would try to get the parents and families of the youth more involved. This was only a two-year project and while it was great to have money to have a paid youth coordinator, it really needs parent involvement to have any sort of sustainability.”

#### GOAL TWO: “Nurturing Consumers”:

Reflecting on our activities in this area, and our successes and outcomes, it is clear that our efforts toward “growing farmers” were more successful than those gearing toward “nurturing consumers.” However, we still

did have several “successes” as discussed below and learned many valuable lessons about effecting change when it comes to consumer behavior and beliefs.

- Our particular objectives under “Nurturing Consumers” included the following:
  - Developing and implementing *community-wide consumer information* (on the nutritional and economic benefits of locally produced foods, on preparing seasonal foods – including recipes, and on accessing the local farmers markets).
    - As discussed in our three previous quarterly reports, we accomplished the following toward this goal:
      - Consumer education “tri-folds” were completed on various topics, including “What’s Available Now” brochures that focus on specific foods as they are available seasonally (e.g., beans, cucumbers, tomatoes, squash, etc.) and “There’s Value at My Farmers’ Market.” (Note: As these could not be attached electronically, we sent hard copies with our Quarter 3 report.) Over the course of the project, three hundred of these brochures were printed, with Market Managers reporting that nearly all of them were distributed to consumers.
      - Our MN GreenCorps member and the Onamia Area Farmers Market Chair also had several local foods articles in our area newspaper:
        - “Eat Where You Live”:  
<http://www.millelacsmessage.com/columnists/39328-eat-where-you-live>
        - “Fall Farm Round Up”:  
<http://www.millelacsmessage.com/outdoors/homeagarden/39920-fall-farm-round-up>
        - “Farmers Market Week”:  
<http://www.millelacsmessage.com/letters/39190-farmers-market-week>
        - “Community Cafe Open in Onamia”:  
<http://www.millelacsmessage.com/latest-news/39028-community-cafe-open-in-onamia>
        - “Feed the Possibilities of a New, Healthy Era”:  
<http://www.millelacsmessage.com/opinion/38671-feed-the-possibilities-of-a-new-healthy-era>
  - Working with local early childhood entities to promote farmers’ market participation by parents/caretakers of preschool-aged children via a “*Farmers Market Gift Coupon Initiative.*”
    - Our goal over the two-year grant period was to distribution \$5 gift coupons to at least 120 new mothers or parents of young children in the area, with 50 of these redeeming the coupons. After the first market season in 2010 when only 8 people redeemed coupons, it became apparent to us that families with young children were not going to be using these coupons as we had anticipated. Thus we “brought the market to the families” in several different ways:
      - Providing local foods for two free, community-wide “New Baby Lunches” for families with new babies. At these lunches, which were attended by four-dozen people in all, information on the farmers’ markets and local foods more generally was also distributed. At the December lunch, people were “thrilled” to see all the local foods that were still available and were treated to a slide show on the markets on the farms from which most of the items at the luncheon came.
      - At an Early Childhood Open House, our GreenCorps member distributed information on children, healthy eating, and local foods to nearly two-dozen people.

- At a “Fun & Run” activity for young children and their families, the GreenCorps member worked with over twenty children to make healthy snacks and learn about the benefits of fruits and vegetables.
- We also organized a month work of weekly pre-school story hours at the local library with readings on healthy food and on farming and raising food. Unfortunately, these were not very well attended, with only 1 or 2 families in attendance at each session.
- Developing and maintaining weekly “Information & Demonstration Kiosks” at both the Isle and Onamia Farmers Markets to increase consumer knowledge about the farmers markets and patronage of the farmers markets through the distribution of information on local foods, weekly taste tests of seasonal products, cooking demonstrations, and fun, educational activities for children.
  - To recap our successes and outcomes in this regard:
    - Kiosks were set up in both the Isle and Onamia markets and were up and running throughout the entire market season in both markets. Often, weather made it difficult to keep materials in an orderly, usable fashion. Given its location, one market (Onamia) was nearly always too windy to set up and distribute brochures, pamphlets, and any other type of paper product.
    - The Market Managers hosted several special events at each market both summers of the project and distributed local foods and farmers market information at these events:
      - National Farmers Market Week (2010 and 2011): grilled shish kabobs and vegetables.
      - In Onamia, a special “Onamia Days” (annual city celebration) market in early June.
      - Onamia vendors participated in Onamia’s annual “Autumn Fest” celebration in both 2010 and 2011.
    - As has been noted in previous reports, the existence of FMPP funds helped us secure funding from other sources for special events at the market:
      - In both 2010 and 2011, we received funds from our regional arts council for “Music at the Market.” In 2010, we brought in a local country musician. And 2011, the Onamia High School Jazz Ensemble played at the market. While at least 50 “extra” or “new” people attended to hear the ensemble, their performance was cut short by a thunderstorm.
      - In 2010, we received funds from the regional arts council for “Art at the Market” whereby youth could paint with vegetables and vegetable dyes.
      - In 2011, we received funds from our county public health agency for a month-long Onamia Market program called “Walk or Bike to the Market” whereby customers of all ages could earn prizes for walking or biking to the market. Despite sending home information with 600 school children and placing ads in the local paper, only 32 people took part in this initiative. Only a handful of these (4 or 5) were new to the market.
- The key thing that we learned from the various initiatives we instituted is that there is no one silver bullet for increasing consumer patronage at the market. And while we tried many things and had many special activities to draw in more people, it is difficult to determine what exactly gets people to the market.
  - Despite the fact that we developed and offered many more special initiatives and activities in Onamia than in Isle, attendance at the Isle market – and thus, sales for individual vendors –

climbed over the two-year period while attendance at Onamia decreased, as did sales for all but one of 12 Onamia vendors who were informally surveyed. Speculation from many of the Onamia vendors is that the market location in Onamia is not conducive to getting “townspeople” to attend because to get to the market, they have to cross a busy highway on a Friday afternoon.

- The Consumer Survey that we developed and conducted in the summer of 2010 has helped us better pinpoint market consumers. To summarize the key findings from that:
  - Most who completed the survey were local and were not tourists (the Mille Lacs Lake area is a high tourist area). It’s also possible that locals were more willing to complete the survey (which needs to be shortened for next year).
  - Most customers were female and had household incomes of over \$50,000. While the markets want to retain these customers, more definitely needs to be done to attract lower-income customers.
  - Most customers reported that they purchase produce and baked goods.
  - After “quality and freshness,” “knowing vendor” was the most important consideration in buying produce.
  - “Supporting local farmers/businesses” ranked highest amongst possible reasons for shopping at the farmers market.

### GOAL THREE: New EBT Project:

- *Objective One:* Implement a new EBT project to attract and retain low-income consumers to the Isle and Onamia Farmers Markets. By August of 2010, at least 20 customers will utilize the EBT each market day, and by August of 2011, at least 30 customers will.
  - Our EBT machines and tokens were secured in a timely manner, and staff underwent training in using the EBT machines prior to the opening of the 2010 market season.
  - We pursued the following venues for publicizing our EBT project:
    - Articles about the FMPP grant in the local newspaper highlighted information about the EBT project.
      - <http://www.millelacsmessage.com/outdoors/homeagarden/32414-grant-for-local-markets>
      - <http://www.millelacsmessage.com/latest-news/artsentertainment/32816-farmers-market-think-tank>
    - We contacted county public health and social service agencies on several occasions and let them know about the new EBT capacities at the two markets; all personnel with whom we spoke were enthusiastic about passing this information on to their clients. Additionally, social services personnel from our county agency that administers the EBT program attended our local foods conferences and reported that they were thrilled about the EBT capacity at the markets and would be pushing that with their clients.
    - On-line and print listings through the Minnesota Department of Agriculture’s “Minnesota Grown Directory” noted that both the Isle and Onamia markets accepted EBT cards in the summer of 2010.
    - Information sent home with early childhood families let them know that EBT cards were accepted at the market.
    - The Onamia Market donated left over produce to the Onamia Food Shelf in the summer of 2011, with notices that the market also accepted EBT cards.
  - Customer Surveys administered during the 2010 market season indicated that customers who had completed the EBT process found it easy, although only 2 such customers (out of 19) said that they had used the EBT.

- EBT usage at both markets did not approach the 30 transactions per market day in the summer of 2011 that we had hoped for. In fact, transactions per market day hovered around 2 for most of the summer. Informal interviews with 5 EBT users (3 of whom had used the EBY option at one of the farmers markets, and 2 of whom had not) demonstrate the EBT users do not like the “visibility” being EBT users at the markets. They all felt that the token system whereby they had to acquire their tokens with their cards at the market kiosk and then use those tokens with individual vendors was stigmatizing and/or embarrassing. And while they all wanted to purchase fresh, local foods at the market, they all wanted to do it in a less conspicuous manner.

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A hard copy of this report has been sent to you via U.S. mail. Attached to that copy are the following items (most of which were already sent to you in one of our earlier quarterly reports):

- Examples of posters and fliers for classes
- Class evaluation summaries
- Results of the 2010 PRODUCER SURVEY
- Results of the 2010 CONSUMER SURVEY
- Feedback Survey Results from “Our Locally Grown Economy”
- General Information on the Youth Farmers Market Program
- Fliers on Special Market Activities
- Photos from our Fourth Quarter Activities at the Markets