

Wellness Wednesday

Friends of the City Market of Kansas City, MO received \$59,500 to enhance the Wednesday Farmers Market in Kansas City, Missouri, by recruiting new vendors, encouraging local and ethnic farmers to participate in the market and to promote the market concept of a “Wellness Wednesday” to seniors, minorities and low-income shoppers. Funds were used to make farm visits, purchase promotional material and advertisements, conduct wellness programs and health screenings, and purchase new market equipment.

Final Report

FRIENDS OF THE CITY MARKET

DATE: September 22, 2010

TO: 2008 FMPP Grant Team
Marketing Services Division
Transportation and Marketing Programs, AMS, USDA
1800 M Street NW, Room 3012-S
Washington, D.C. 20036

FROM: Stephanie Spatz-Ornburn, Project Manager
Friends of the City Market

SUBJECT: Final Report, MO-111-2008-G-0726

SUMMARY OF ISSUE OR PROBLEM BEING EXAMINED

Due to state cutbacks to the Senior Farmers' Market Nutrition Program (SFMNP) in 2005 and 2006, City Market farmers lost approximately \$250,000 in revenue over those two seasons (based on 2004 redemption records). A significantly scaled back program was introduced in 2007 which included women, infants and children, but excluded seniors as beneficiaries.

Historically, the City Market attempted to extend the Farmers' Market in conjunction with the SFMNP to create a Wednesday opportunity to increase senior access to fresh, locally grown produce. The Wednesday Market suffered significantly with the loss of the senior program which ultimately created a hardship for farmers and seniors alike.

Nationally it has become increasingly more difficult for individual family farms to compete against large-scale industrial farms and Missouri is no different. Local Farmers' Markets serve as a last refuge for many of these small, family owned farms and provide an opportunity to come together and generate a dependable revenue source for themselves and their employees.

Friends of the City Market sought to establish a monthly mid-week market to provide an additional market day for farmer vendors to increase their income potential and promote increased wellness through the consumption of locally grown produce.

PROJECT GOALS

It has been the Friends of the City Market's mission to investigate projects which create opportunities to strengthen our farmers direct market service channels in the metropolitan area and to be an advocate for the increased access to locally grown, fresh produce. Special emphasis is among those at greatest at risk including seniors, minorities and low-income shoppers. It was our goal to implement a Wellness Wednesday Program, to make an impact on the lives of those living in our metro area and promote a mid-week market option for farmers to increase their revenue potential.

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DESCRIPTION OF HOW THE ISSUE OR PROBLEM WAS ADDRESSED

Our intent to address these problems was two-fold.

1. **Implement Wellness Wednesdays a targeted mid-week farmers' market and wellness event, which took place the first Wednesday of each month May 2009 - October 2009. Through the Wellness Wednesday event, the goals were to provide a viable market day for farmers and to promote the benefits of overall wellness with the consumption of fresh produce.** Specific focus was on senior citizens, minority and low-income consumers. Wellness Wednesdays was promoted through many channels to target these demographics.

During the winter of 2009, Friends of the City Market partnered with a variety of organizations to build a wellness component, including a variety of free screenings, literature and nutritional counseling. Stephanie Spatz-Orburn, coordinated a wellness programming calendar in cooperation with key partners to promote general nutrition and wellness for adults and children. (See attachment 1)

Stephanie also created a comprehensive marketing plan including radio, print, broadcast, outdoor print and direct mail. Partnerships were established with media to obtain the best value for the media investment. Consistent messaging was outlined and promoted through all advertising mediums. Once the program calendar was completed, Stephanie targeted non-profit organizations to supplement the overall participation schedule. The Wednesday Market season kicked-off on Wednesday, May 6, 2009, followed by ongoing support through the season. Direct marketing of the Wellness Wednesday Program took place April 2009 through October 2009, with an additional marketing push in March 2010 through May 2010. (See Outputs & Outcomes)

Each month included farmers featuring fresh locally grown produce, and Wellness Wednesdays provided live music, a radio remote, reusable shopping bags distributed to the first 100 shoppers and information dispersed by dozens of non-profit and health organizations. All of this was created to provide a convenient and compelling reason to stop at Wellness Wednesday to take advantage of the many benefits of the program, purchasing local produce from the farmers and obtain important health screenings and information. This was achieved by working with a variety of health care providers, government departments and non-profit organizations to reach out to the community and share information with at risk patrons and the greater community.

2. **Target new farmers and recruitment efforts within rural and urban core areas with the goal of increasing farmer participation in the market days, increase farmer revenue potential and increase access to local produce within the local community.**

The goal was to increase farmers' revenue potential, consumer connection and consumption, and support of local produce. This goal was address by promoting the mid-week option with existing farmers' market vendors to encourage participation in the mid-week option, while also seeking new vendors within the region. The Farmers' Market Master attended networking opportunities, seminars and multiple conferences to elevate the Market image and make inroads in the farmer community.

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Friends of the City Market created a farmer specific direct mail piece which was distributed to one thousand farmers with farms of 100 acres or less within a 250 radius. The Hispanic/Latino community was encouraged to participate in the Market through live in studio interviews at a local Spanish radio station (LaSuperX1250AM). The City Market's Farmers' Market Handbook and related press releases were translated to Spanish for easier communication with this population.

Friends of the City Market participated in the *Kansas City Center for Urban Agriculture* 2009 Urban Farms Tour. This was a series of events from June 18 – 27, 2009, which coincided well with the Market's Season. As a sponsor, the Market affiliated with a popular annual event, which had nearly 1,000 participants who support urban agriculture and advocate local agricultural policy. Friends of the City Market representatives distributed information, farmers' market handbooks, brochures and other information during several of the Tour Events, including the Tour Kick-Off Event at the Kansas City Public Library: *Cultivating Kansas City-Food from the City For the City*. Several hundred individuals attended this round table discussion surrounding urban agriculture policy. Another event Friends of the City Market participated in was during a film showing of *Mad City Chickens* a film about urban foods and the importance of urban agriculture. The City Market was able to cross-promote its mission and increase its profile in the local urban agriculture community through participation in this event.

OUTPUTS, OUTCOMES ACHIEVED & RESULTS

The Wellness Wednesday Program created six public health and information events, which took place the first Wednesday of each month May through October from 10:00 a.m. – 2:00 p.m. An average of 31 organizations participated in each Wellness Wednesday Program.

CUSTOMER COUNTS:

Customer traffic counts were taken each Wednesday to gauge attendance.

DATE	HEALTH VENDORS	FARMER VENDORS	NON-FARMER VENDORS	CUSTOMER COUNT
May 6	24	6	4	678
June 3	28	3	4	823
July 1	29	5	4	895
August 5	33	5	5	1,266
September 2	37	5	2	870
October 7	35	5	1	890

CONFERENCES AND SEMINARS

Deb Connors, the City Market Market Master, attended (7) seven conferences and seminars.

2009 Healthy Food Policy Forum

Forum to discuss ways to improve the food system in Kansas City: National speakers were hosted to discuss policy and financing barriers to healthy foods.

2009 Missouri Agritourism Conference

Conference was an opportunity to network with farmers in the region looking to increase their revenue potential.

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2009 Missouri Farmers' Market Association Conference

Conference was an opportunity to network with farmers in the region looking to increase their revenue potential and a round-table discussion on promotional success stories.

2009 Great Plains Vegetable Growers Conference

Conference was an opportunity to network with farmers in the region looking to increase their revenue potential.

2009 Missouri Farmers' Market Workshop

Finding the Saleman in You

Workshop was an opportunity to network with farmers in the region looking to increase their revenue potential.

2010 Great Plains Vegetable Conference

Conference was an opportunity to network with farmers in the region looking to increase their revenue potential.

2010 Kansas Farmers' Markets Conference

Conference was an opportunity to network with farmers in the region looking to increase their revenue potential.

TOTAL FARMS CHECKED 2009: 44 NEW FARMERS RECRUITED: 20

See attachment 2

TOTAL FARMS CHECKED 2010: 81 NEW FARMERS RECRUITED: 22

See attachment 3

HANDBOOK and PRESS RELEASE TRANSLATION

The 2009 and 2010 Vendor Handbooks were translated to Spanish for distribution to the Latino/Hispanic Community. Press Releases were also translated to Spanish and distributed to the Latino Community. (See attachments 4 - 6)

HEALTH SCREENINGS

(See Programming Sheets, Attachments 7 - 11)

MILEAGE FOR FARM CHECKS & SEMINARS

Deb Connors, the City Market Master, logged more than 4,500 miles to attend these valuable conferences, seminars and to visit farmers in order to verify farmer authenticity. (Actual FMPP reimbursement was for 1,823 miles). Documentation provided with reimbursement request.

PROMOTION

BANNERS

Six "Shop the Farmers' Market" mesh banners, located at high traffic locations on the property and also used as a backdrop for the City Market Information Booth. (See attachment 12)

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Two Wellness Wednesday mesh banners were set at the City Market's two main entries & exits the week prior to each Wellness Wednesday to promote the event. (See attachment 13)

Two double-sided A-Frame banners were placed in strategic locations on the day of each Wellness Wednesday event to direct traffic to the main event pavilion. (See attachment 14)

BROCHURES-FARMERS MARKET

A four color tri-fold farmers' market brochure was created to promote the benefits of buying fresh, locally grown produce and maximizing a farmers' market experience. Promotion of the SNAP program was also included. A quantity of 25,000 brochures was printed. (Attachment 15)

BUS SIGNAGE

A consistent Wellness Wednesday message was incorporated in Kansas City Area Transit Authority Interior Bus Signage. Information and layout was consistent with the Patron Direct Mail Piece, banners and print advertisements. A quantity 150 interior cards were in circulation between April 1, 2009 and October 15, 2009. (See attachments 16-17)

CABLE CHANNEL

A partnership with Spanish Station Univision (KUKC) included two interviews with local news anchors and 99 aired spots (a combination of: 15s and: 30s spots during targeted programming to encourage the Hispanic community to attend the City Market and Wellness Wednesday Market. (Electronic attachment 1)

DIRECT MAIL PIECE-PATRONS

A 8 ½" x 5 ½" direct mail piece was sent to individuals residing within a 1 mile radius of the City Market and specific organizations within the specific industries described below in a 15-mile radius. Quantity: 3,500 (See attachment 18)

Senior Citizen Housing	Senior Service Organizations
Retirement Communities	Community Service Centers
Clinics	Social Service and Welfare Organizations
Senior Citizens Service Organizations	

DIRECT MAIL PIECE-FARMERS

A 6" x 4 1/4" farmer specific direct mail piece was distributed to one thousand farmers with farms of 100 acres or less within a 250 radius. This piece encouraged farmers who are not regular participants in the Market to inquire for more information. The piece highlighted the many benefits of participation in the City Market. Quantity: 1,000 (See attachment 19)

PRINT (See attachments 20 – 24)

- *Kansas City Call*, a print publication which targets the African-American community in Kansas City. Six print ads over six months.
- *Dos Mundos*, a Hispanic print publication in Kansas City. Six print ads over six months
- *Northeast News*, a neighborhood print publication which targets the community within three miles of the City Market. Six print ads over six months.

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- *Our Health Matters*, a health publication which targets the African American community. One print ad in the May-June edition.

RADIO (Electronic Attachments 2 – 6)

- *KCMO 710 AM: Talk Radio Format.* Goal: Target Senior Citizens with a combination of (48) :15 and :30 spots in 2010
- *KMBZ 980 AM: Talk Radio Format.* Goal: Target Senior Citizens with a combination of (199) :10, :30 and :60 spots and (6) On Site Radio Remotes
- *KPRS FM: Urban Contemporary Format.* Goal: Target Urban, African American with a combination of (56) :15 and :30 spots in 2009 and (35) :30 spots in 2010
- *KPRT AM: Gospel Format.* Goal: Target Senior Citizens with (20) :30 spots in 2009 and (80) :30 spots in 2010
- *La Super X 1250 AM: Spanish Radio Format.* Goal: Target Latino Community with (29) :30 radio spots in 2009 and (28) :30 spots in 2010 and (2) On-Site Radio Remotes as well as (6) in studio interviews each 10 minutes in length
- *MetroNetworks-Traffic Service Format.* Goal: Expand on overall reach in the Kansas City Community with (100) :10 spots run over twenty radio stations in the Metro Kansas City area

PERMANENT SIGNAGE:

(3) Permanent signs installed to promote the multiple market access options each week. (See attachment 25)

POSTERS:

More than (100) 11 ½ x 18” and more than (150) 8 ½” x 11” posters in English and Spanish were distributed to participating organizations and community centers to promote the event. (See attachments 26 – 32)

SHOPPING BAGS

(600) Six hundred reusable shopping bags were distributed over the six month period (100 per Wednesday). (See attachment 33)

URBAN FARMS TOUR PARTICIPATION

The City Market partnered with the Center for Urban Agriculture to promote urban farming during the Urban Farms and Gardens Tour, which took place June 21-28. City Market had a presence on the Urban Farm and Gardens Tour Brochure and eBlasts.

Stephanie Spatz-Ornburn set up a promotional booth at the Farm and Gardens Tour kick-off event on Thursday, June 18 at the Kansas City Public Library. During the kick-off event, she met with participants, addressed customer inquiries and distributed City Market information, vendor handbooks and brochures.

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The kick-off event was highlighted by a discussion lead by a panel of growers, community activists and educators who are prominent in the urban farming movement.

The topic for discussion was *Cultivating Kansas City: Food from the City, For the City* where the panel discussed their vision for a Kansas City which produces more of its own food.

City Market promotional materials were also distributed at the *Mad City Chicken Film Screening Event* at the All Souls Universalist Unitarian Church on Tuesday, June 23. The movie *Mad City Chicken* is a documentary about individuals who for a variety of reasons have made the decision to raise chickens in urban environments. (See attachments 34-40) Unfortunately, due to technical difficulties, the logos did not print on the promotional materials.

CONTRIBUTIONS OF PROJECT PARTNERS & HEALTH SCREENINGS

An average of thirty-one government departments, non-profit organizations and private sector companies came together during Wellness Wednesdays to promote their health services to shoppers. Many offered free screenings or provided information and locations on where to go for many additional free services and screenings in the Kansas City area.

- *Adult Quick Care*- provided skin cancer screenings
- *Cardiovascular Consultants of Kansas City*-provided a variety of health screenings including cholesterol and glucose readings, blood pressure and body mass index measurements.
- *Family Health Partners/Children's Mercy Hospital*-provided information on topics of concern to those with young children. Areas of interest included program benefits, allergies and treatments, Healthy Kids University, Fit Kids Clinics and additional information about free screening around the metropolitan area.
- *Fine FootCare*- provided foot care tips and screenings of foot ailments.
- *Guadalupe Centers*-provided HIV OraSure Test Screenings.
- *Innate Family Chiropractic*-provided free spinal wellness screenings
- *The Kansas City Missouri Health Department*-contributed staff to educate participants about the Kansas City Missouri Cardiovascular Health Program, a program on chronic disease self-management. Additional KCMO Health Department staff raised awareness about lead based paints, STD services and free vaccination programs for Human Papillomavirus.
- *Jackson County Health Department*-Provided cholesterol screenings on a day when CCKC was unable to participate due to scheduling conflicts.
- *Planned Parenthood*-provided free condoms and information regarding safer sex and birth control.
- *Precision Optics*-provided vision screenings and ocular pressure checks.
- *The University of Missouri Extension*-provided nutritional counseling with numerous handouts for both English and Spanish speaking target audience discussing general nutrition and portion control.
- All major programming was supplemented by dozens of additional community groups who enhanced the overall wellness component.

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RESULTS, CONCLUSIONS AND LESSONS LEARNED

Friends of the City Market was very pleased with the health related participation from the medical community but was surprised and disappointed by the small number of farmer participants during the Wednesday Farmers' Market. Farmer stall space was set at a very reasonable \$5 per stall.

We do not believe the stall price had an effect on farmer participation. Farmer feedback indicated that shoppers did not buy that much produce and when split among a dozen or more farmers there were not enough shoppers to go around. However, as farmers dropped out of participation, those who remained week after week ended up doing well.

We believe farmer participation was down due to the expense of getting product to the market mid-week and finding time in the week to harvest crops to take to market. Some farmers have full time jobs in addition to being farmers and their primary employment conflicts the possibility of a mid-week market. Many they didn't make the revenues they had anticipated in the first few weeks and chose not to return. A positive was that farmer inquiries to participate in Saturday and Sunday market days increased and resulted in a steady list of waiting list farmers.

Shoppers were definitely interested in anything free. The greater the perceived "give away value" a vendor had, the more shoppers stopped by to investigate. As many did when they saw a large crowd gathered at a particular stall. Those who did not offer a "give away" did not have as much success drawing shoppers to their stalls.

A survey was distributed to all organizations who participated in the program. The overwhelming majority of organization participants thought Wellness Wednesdays was valuable to their goals. Many would have liked to have participated in a 2010 Wellness Wednesday. Without funding or an underwriter to advertise the promotion, it was not a feasible program to continue. Ultimately, a small number of farmers participated in the Wednesday program. (Results of survey are available upon request.)

CURRENT OR FUTURE BENEFITS TO BE DERIVED FROM THE PROJECT

Stephanie Spatz-Ornburn served on the Nutrition Action Committee of the *Latino Health For All Coalition*. This coalition had a mutual goal of promoting access to and consumption of fresh, locally grown produce to increase overall health and wellness in their community. By participating on the committee City Market elevated its presence in this, low-income, high minority community in Kansas City, Kansas just two miles to the west of the City Market. The committee continues to meet once a month to continue this shared goal.

The City Market farmers' market brochure which features the many benefits of shopping local at the City Market is a timeless piece which will continue to be distributed within the Kansas City Community. Permanent signage will remain on site for years to come to continue to promote farmers' market days, encourage patrons to shop alternate market days and increase their health through the purchase of fresh produce. Friends of the City Market and City Market staff made important inroads with the Latino and African American Communities.

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ADDITIONAL INFORMATION AVAILABLE

Please see attachments for hard copies of brochures and other resources. Electronic copies are burned to the attached disc.

RECOMMENDATIONS FOR FUTURE RESEARCH NEEDED, IF APPLICABLE

N/A

CONTACT PERSON FOR THE PROJECT

Project Manager, Stephanie Spatz-Ornburn compiled reporting for this grant project. Though Stephanie is no longer working with the City Market in the same capacity, she is accessible should there be any need for additional information. She can be reached through Deb Churchill, the City Market Property Manager and Secretary of Friends of the City Market. She can be reached by telephone at 816-842-1271 or by email at dchurchill@copaken-brooks.com.

PEOPLE, ORGANIZATIONS, MARKETING ENTITIES AND COMMUNITIES WHO HAVE BENEFITED FROM THE PROJECT'S ACCOMPLISHMENTS

The Friends of the City Market mission is to create opportunities which benefit our local farmers. Wellness Wednesdays drew an average of more than 900 participants. Participating vendors benefited with increased sales during this mid-week market as well as strengthening connections with shoppers in the community and networking with other participating organizations. Promotion of the City Market to urban and minority farmers, increased the number of participating farmers on the City Market's waiting list for annual stall reservations. Nearly two dozen new farmers were added to the farmer list in 2009 and 2010. We believe these results show a successful promotion of farmers' market opportunities.

Those who have the most vulnerable access to locally grown produce, such as seniors, minorities and low-income shoppers were targeted to increase their awareness of the Wellness Wednesday program and the benefit to shopping farmers' markets for fresh produce. Hundreds of patrons also benefited from the wellness component. Whether obtaining blood pressure, cholesterol or glucose screens, learning the importance of nutrition, or other specific diseases and illnesses, shoppers were given the opportunity to educate themselves and change negative behaviors to improve their quality of life. Even those who could not make it to the mid-week market due to scheduling conflicts were likely motivated to attend one of the Market's alternate market days.

Dozens of wellness and non-profit organizations participated in Wellness Wednesdays and benefitted from associating with the City Market, increasing their exposure and outreach in the community and networking among themselves. Many of these organizations absorbed the hard costs for wellness screenings. (See attachment 41 for this cumulative list of participating organizations.) The City Market benefitted from the addition exposure gained through advertising, which expanded outreach and increased attendance.

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More than 80 farmers and vendors and more than 30 City Market merchants and restaurants benefitted from the additional exposure and patron attendance to the City Market as they shopped the property after participating in the Wellness Events. Even if unable to participate in Wellness Wednesdays due to schedule conflicts, the front of mind presence to visit the City Market on an alternate market day created benefit.

Participation in the Supplemental Nutrition Assistance Program/Electronic Benefit Transfer System (SNAP/EBT) program has been a huge gain both for the City Market Farmer' Market and subscribers to the program. The City Market began the program in April, 2009 which was perfect timing to implement during Wellness Wednesdays. Subscriber participation was slow to start but has continued to grow. SNAP/EBT cards are accepted Saturdays and Sundays from 8:00 a.m. – 2:00 p.m. at the City Market Information Booth and during regular business hours, the SNAP/EBT cards are accepted in the City Market management office.

As was our expectation, the tie in with our targeted demographic, was a good fit. There is consistent overlap with the Wellness Wednesday targeted demographic and subscribers to the SNAP/EBT program. Though the redemption amounts for SNAP/EBT subscribers were lower than anticipated to start, the totals are much higher by current comparisons. We believe this is in part due to the new and unfamiliar acronym (SNAP) rolled out at the beginning of the program.

As subscribers have become more educated and aware of the card's acceptance at the City Market, the redemption numbers have continued to grow. A combination of market promotion and USDA branding implementation for SNAP in a variety of media outlets, has been extremely helpful to increase redemption totals.

REDEMPTION MONTH	2009 MONTHLY TOTALS	2010 MONTHLY TOTALS
May	\$275.00	\$1,793.00
June	\$787.00	\$3,141.00
July	\$698.00	\$7,835.00
August	\$1,954.00	\$3,758.00 (totals not available)
September	\$1,102.00	(totals not available at time of report)
October	\$1,353.00	(totals not available at time of report)

(Information is available by request.)

We have translated the vendor handbook to Spanish and our continued presence on La Super X Spanish radio station provided several leads for vendors. The handbook has been distributed to dozens of Spanish speaking vendors, however communication continues to be limited at best without having a Spanish speaking staff person on site to translate.

Friends of the City Market thoroughly enjoyed the Wellness Wednesday promotion and making an impact on the community. The planning and effort of so many individual's made this promotion possible.

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We would like to thank everyone on staff with the United States Department of Agriculture Agricultural Marketing Services, Farmers' Market promotion Program for all your diligent time and effort as well.

Without your guidance and feedback, these programs simply would not have been possible. It has been our pleasure working with you. We hope you are able to gain some helpful information from our experiences.

Please let us know if we can be of assistance in any way regarding the Friends of City Market's Wellness Wednesday Program.