

The **City of Greenville, SC** received **\$17,804** to implement EBT at their market that increased access to fresh produce by Supplemental Nutrition Assistance Program (SNAP) clients and benefited farmers by increasing their customer base.

[Final Report FY10](#)

# Final Performance Report Cover Page

Date: December 7, 2012

Recipient Name: City of Greenville, SC

Title of Project: Saturday Market EBT Development and  
Implementation Plan

Grant Number: 12-25-G-1194

Location: Greenville, SC



## **2010 Farmers Market Promotion Program (FMPP) Final Performance Report**

### Project Summary:

To increase access to fresh, locally-grown produce for Supplemental Nutrition Assistance Program (SNAP) clients while simultaneously increasing market utilization and broadening revenue streams for farmers, the City of Greenville launched its Saturday Market EBT Development and Implementation Plan. The project was launched during the 2011 market season and was continued during the 2012 market season. The primary project goal was to increase access to fresh produce for SNAP clients by: implementing EBT at the Saturday Market and promoting its availability; educating SNAP clients on spending their benefits at the Market; and working with farmers to ensure they understand the importance of offering this alternative method of payment and the reimbursement process.

### Project Approach:

The scope of work for the Saturday Market EBT Development and Implementation Plan included two stages: first, successfully establishing an EBT payment system at the Saturday Market and, second, promoting the establishment of EBT at the Saturday Market through an extensive outreach campaign.

In the spring of 2011, prior to the start of the Market's season, City Staff laid the groundwork to implement EBT at the Market. Authorization for the Saturday Market to serve as a Food and Nutrition Service (FNS) SNAP retailer was obtained and a wireless point-of-sale (POS) terminal was purchased to be used as a central machine by all vendors. The City also purchased 1,500 wooden tokens to be used by SNAP clients at the various farmers' booths. Finally, a tent was purchased to house the centralized EBT transaction booth. On April 20, 2011 the City hosted its annual Market Season Kick-Off Luncheon for over 50 farmers and vendors participating in the 2011 Saturday Market season. At this luncheon farmers and vendors were provided with information and trained on the EBT process and reimbursement method. Many of the farmers and vendors were already familiar with EBT, as they accept the benefits at other local markets. Prior to the start of the season on May 7, 2011, staff scheduled to work the EBT transaction tent were also trained on using the wireless POS machine as well as how to assist SNAP clients with any questions related to spending EBT benefits at the Market.

Work on the extensive outreach campaign also began prior to the start of the 2011 season. For instance, all promotional materials like brochures, bus shelter signs, and posters were designed in advance of the season. Staff also created advertisements for local media outlets and for display inside local buses. Additionally, staff started making community

presentations in the city’s community centers prior to the start of the season to promote EBT’s upcoming availability at the Market. The marketing campaign continued throughout the 2011 season to encourage SNAP clients to utilize the Market all season long.

During the 2012 Saturday Market season the project was continued. The EBT implementation work carried out during the prior season ensured an efficient start to the 2012 season. Information and training on the EBT process and reimbursement was once again made available to farmers and vendors who would be accepting EBT benefits at the annual kick-off event held on April 25 and 26, 2012. Prior to the start of the season, staff updated all promotional materials and marketing materials. Various outreach methods were employed throughout the 2012 Market in an effort to encourage SNAP clients to use the Market.

Goals and Outcomes Achieved:

The goals of the Saturday Market EBT Development and Implementation Plan were to: 1) establish EBT at the Saturday Market; 2) strategically promote EBT’s availability at the Market; 3) educate SNAP clients on how to use their EBT benefits at the Market; and 4) educate farmers and vendors about the EBT process and reimbursement method. All of these identified goals were achieved as follows.

- 1) *Establish EBT at the Saturday Market:* A process for accepting EBT at the Saturday was created and implemented at the start of the 2011 season. The table below summarizes the information regarding EBT transactions for both the 2011 and 2012 seasons.

	<u>2011 Saturday Season</u> May 7 - October 31, 2011	<u>2012 Saturday Season</u> May 5 - October 31, 2012	<u>Grand Total</u>
Number of EBT transactions	145	131	276
Total dollar amount of transactions	\$2,716.50	\$3,079.81	\$5,796.31
Total dollar amount of tokens redeemed	\$2,590.00	\$2,922.50	\$5,512.50

The number of EBT transactions occurring each season was fairly consistent. During the 2012 season both the total dollar amount of transactions and total dollar amount of tokens redeemed increased. This, hopefully, illustrates that as SNAP clients become more familiar with using EBT at the Saturday Market they will gradually purchase and consume more fresh fruits and vegetables.

- 2) *Strategically promote EBT’s availability at the Market:* A comprehensive marketing campaign was designed and employed during both seasons to advertise EBT’s availability at the Market. The following promotional materials were designed and distributed throughout both seasons:

- 5,000 brochures;

- 100 posters;
- 159 City bus shelter signs;
- Advertisements for local media outlets (Greenville Journal);
- 40 advertisements in English and Spanish for display inside Greenlink buses; and
- 2 vinyl A-frame insert signs that were displayed in the lobby of City Hall.

In addition, informational material about EBT was added to the Saturday Market's webpage (<http://www.saturdaymarketlive.com>) and a promotional video segment was created for the City's public television channel, GTV 15. This segment aired 14 times a day during the 2011 and 2012 seasons. During the 2012 season the City also ran a total of 120 advertisements on two different local radio stations (WMYI-FM and WESC-FM). The City also featured EBT's availability at the Market in twelve different e-newsletters (over the course of the 2011 and 2012 seasons) about the Saturday Market. This e-newsletter has a circulation of about 6,000 individuals. Samples of these various outreach materials are attached to this report.

The Saturday Market also received positive media attention at the start of the 2011 season when WYFF 4, a local TV news station, and The Greenville News, the local newspaper, interviewed Angie Prosser, the City's Director of Public Information and Events, on the start of EBT at the Saturday Market. To continue to build off of this media attention, the City hosted a press conference on EBT's availability at the Saturday Market on May 3, 2011. Similarly, in 2012, a press release to announce the start of the 2012 Saturday Market season also included information on EBT's availability. Copies of both press releases are attached.

Market staff also conducted a series of "EBT at the Saturday Market" presentations at community centers throughout the city during the 2011 and 2012 market seasons. The City focused on reaching out to community centers that serve a high proportion of low-income residents. During the 2011 season six presentations were conducted at the following community centers:

- Bobby Pearse Community Center;
- David Hellams Community Center;
- Greater Pleasant Valley Neighborhood Association Meeting;
- Juanita Butler Community Center;
- Nicholtown Community Center; and
- West Greenville Community Center.

During the 2012 season four presentations were conducted at the following community centers:

- Bobby Pearse Community Center;
- David Hellams Community Center;
- Nicholtown Community Center; and
- West Greenville Community Center.

- 3) *Educate SNAP clients on how to use their EBT benefits at the Market:* In 2011 and 2012 SNAP client education was incorporated into the “EBT at the Saturday Market” presentations in addition to information listed on the Market’s webpage. Staff members working the central EBT transactions tent were also able to answer questions from SNAP customers at the Market.
- 4) *Educate farmers and vendors about the EBT process and reimbursement method:* In 2011, the City incorporated this component into its annual Market Season Kick-Off Luncheon for farmers and vendors participating in the 2011 Saturday Market season. For the 2012 season, farmers and vendors had the option to attend a Kick-Off meeting on either April 25 or April 26. City staff provided information and training on the EBT process and reimbursement method at both meetings.

#### Beneficiaries:

Several different groups of individuals benefitted from this project. First, as a result of the implementation of EBT at the Saturday Market, SNAP clients received improved access to fresh produce. This is especially important for low-income households who may not always have access to fresh, locally-grown produce, but with increased buying power through SNAP and EBT’s availability at the Saturday Market can now realize that benefit. Second, the farmers and vendors, who participate in the Saturday Market, gained access to a larger customer base. The City conducted two brief surveys at the conclusion of the 2011 and 2012 seasons to gauge if farmers and vendors experienced an increase in revenue. Of the 26 individuals who participated in the 2011 survey, 65% (17 individuals) reported an increase in revenue. In 2012, of the 19 individuals who participated in the 2011 survey, 84% (16 individuals) reported an increase in revenue. Though difficult to prove a direct correlation, it is possible that the ability to accept EBT at the Saturday Market helped to increase farmers’ and vendors’ revenue. Increased revenue provides farmers and vendors with more revenue in which to reinvest in their businesses or spend in the local economy. Reinvestment in the farm also has a positive environmental impact by helping to ensure that farmland remains open space, free from commercial development. Third, this project had the potential to benefit all area residents. Since the project encouraged individuals to buy locally-grown produce it helped reduce the need for shipping, thus reducing fuel emissions and cutting costs to farmers.

#### Lessons Learned:

The City realized several benefits throughout the implementation of this grant. First, this grant allowed the City to install the infrastructure needed to operate EBT at the Market. Since this was one of the most significant costs associated with this project, it will now allow the City to easily absorb future costs of maintaining EBT operations in the annual operating budget.

Additionally, the marketing materials developed as part of the outreach campaign will be used by the City for several years to help continue to draw SNAP customers to the Saturday Market.

Lastly, this project helped the City of Greenville improve the Saturday Market in a very significant way—improved accessibility. Before this project, the Market only accepted

WIC/Senior FMNP coupons and, without EBT capabilities, was excluding a significant portion of low-income residents. The Saturday Market EBT Development and Implementation Plan broadened the Market's accessibility, thus increasing its capacity to serve everyone. As a result, the anticipated long-term impacts of this project are two-fold. First, it provides SNAP clients, with little or no access to locally-grown produce, with the means to purchase it. Meaning, local SNAP households have more opportunity to consume fresh fruits and vegetables, which is especially important given that only 17% of Greenville County adults say they eat five or more servings of fruits and vegetables per day (South Carolina Department of Health and Environmental Control (SCDHEC), 2009). Second, it provides farmers and vendors of the Saturday Market with an increased customer base and potential access to increased revenue.

The City also experienced some challenges with this project. One particular challenge was effectively reaching large numbers of SNAP customers. The presentations at community centers were effective but only attracted small audiences. In the future, the City would like to explore reaching out to new populations such as Title One schools, low-to-moderate income housing units, and senior centers.

Another challenge, that ultimately was beyond the control of the City, was the unexpected increase in the POS terminal service fees due to the fact that the City's banking entity, Carolina First, was acquired by TD Bank at the beginning of the 2011 season. It is also challenging to effectively budget for POS terminal service fees since the fees are user-based. Other entities implementing EBT programs should budget an excess of funds for POS fees at the start of the project and then adjust accordingly based on the average number of users for two to three months. Also, anytime a surge in the marketing campaign occurs, the entity should plan for a slight increase in POS terminal service fees.

Additional Information:

Even though the City undertook the sole responsibility of implementing and launching the Saturday Market EBT Development and Implementation Plan, it did rely on some community partners to assist with outreach efforts. For instance, WYFF 4, a local news station, promoted EBT at the Market through interviews and promotional segments.

Photographs of the Market and examples of several marketing materials, such as the brochure, bus signage (for bus shelters and interiors of buses), e-newsletters, poster, press releases, and the text for the radio advertisement that were developed to promote EBT's availability are attached. The Saturday Market's website is also available at: <http://www.saturdaymarketlive.com/>.

Contact Person:

Angie Prosser, Director of Public Information and Events  
864-467-6627  
[aprosser@greenville.gov](mailto:aprosser@greenville.gov)

**Attachments: Photographs of the Saturday Market and Samples of Marketing Materials**

Photographs of Saturday Market 2012

EBT Transactions Tent



View of Market





## Advertisement for Local Publications



TD

# SATURDAY MARKET



GREENVILLE, SC

SATURDAYS

8 AM TO NOON

MAY 5 - OCTOBER 27

MAIN STREET

AT MCBEE AVENUE

[WWW.SATURDAYMARKETLIVE.COM](http://WWW.SATURDAYMARKETLIVE.COM)



FRESH SEASONAL PRODUCE!

We No  
Accep  
EBT!

## Brochure

## WHAT YOU CAN BUY WITH YOUR EBT TOKENS

ASSORTED FRUITS & VEGETABLES

BREADS

FISH, MEAT, POULTRY

EGGS & CHEESE

HONEY PRODUCTS

BAGGED COFFEE

PASTA

SEEDS AND PLANTS THAT PRODUCE FOODS

BAKED GOODS: WRAPPED, LABELED AND INTENDED FOR HOME CONSUMPTION

JAMS, SAUCES AND SOUPS

## SHOPPING TIPS

- Use the market as an opportunity to plan your meals. Shop at the market and become inspired. Fresh picked produce always tastes better and will enhance any meal.
- Ask questions. How is it grown? How do you cook it? Who has a certain kind of product? Our vendors love getting to know their customers and are happy to share details, tips and recipes on how to best use their produce.
- Take Your Time. Have fun browsing! Arrive at the market when it first opens for the best selection; take time to walk through and preview the entire market.
- Be adventurous and try something new. Ask farmers and other shoppers how to prepare various fresh produce and gourmet foods. Be a creative cook and try it steamed, roasted, grilled or stir-fried.
- Bring containers and shopping bags. Although some farmer's market vendors have bags and boxes, it's easiest if you bring your own reusable bags with handles. It also cuts down on plastic bag usage.



## BENEFITS OF FRESH FRUITS AND VEGETABLES

- Eating 4-5 cups of fresh fruit and vegetables each day helps to manage weight and promotes good health.
- Most fresh fruits and vegetables contain only small amounts of fat and cholesterol, or none at all.
- Eating fruits and vegetables in a variety of colors – red, dark green, yellow, blue, purple, white and orange – provides the broadest range of nutrients.



# NEW AT THE MARKET

The TD Saturday Market now welcomes the use of EBT (SNAP) cards, making it simple to bring home healthy food that's fresher and more flavorful every week. From just-picked produce to wholesome meat, cheese, and bread products, you'll find it all at the TD Saturday Market.

## How to use your EBT card at the Market

1. Head to the TD Saturday Market tent located at the center of the market (Main Street at McBee Avenue) with the banner that reads "EBT Tokens Sold Here."
2. There you can use your EBT (SNAP) card to purchase 50 cents and \$1 wooden tokens. These tokens will act as "cash" at the market.
3. Use your tokens at any market booth that displays a sign listing the items available for purchase using EBT.

## What to do with Leftover Tokens

1. Unused tokens may be exchanged at the TD Saturday Market tent for a refund back onto your EBT (SNAP) Card.
2. You may also keep unused tokens and use them next time you shop the TD Saturday Market. Tokens do not have an expiration date!

## Bus to Market Get out. Get on. Get fresh!



Greenlink is your connection to the TD Saturday Market every week! Catch a ride on Greenlink every Saturday morning during the market season. The bus station is located on McBee Avenue, just steps away from Main Street. For more information, visit [www.ridegreenlink.com](http://www.ridegreenlink.com)



America's Most Convenient Bank®



[www.saturdaymarketlive.com](http://www.saturdaymarketlive.com)



**TD**  
**SATURDAY MARKET**  
GREENVILLE, SC

**SATURDAYS**  
**8 AM TO NOON**  
**MAY - OCTOBER**  
**MAIN STREET**  
**AT MCBEE AVENUE**  
[WWW.SATURDAYMARKETLIVE.COM](http://WWW.SATURDAYMARKETLIVE.COM)

**FRESH SEASONAL PRODUCE!** We Now Accept EBT!

Experience the Country without Leaving the City



## Bus Shelter Signage



TD

# SATURDAY MARKET



SATURDAYS  
8 AM TO NOON  
MAY - OCTOBER  
MAIN STREET  
AT MCBEE AVENUE

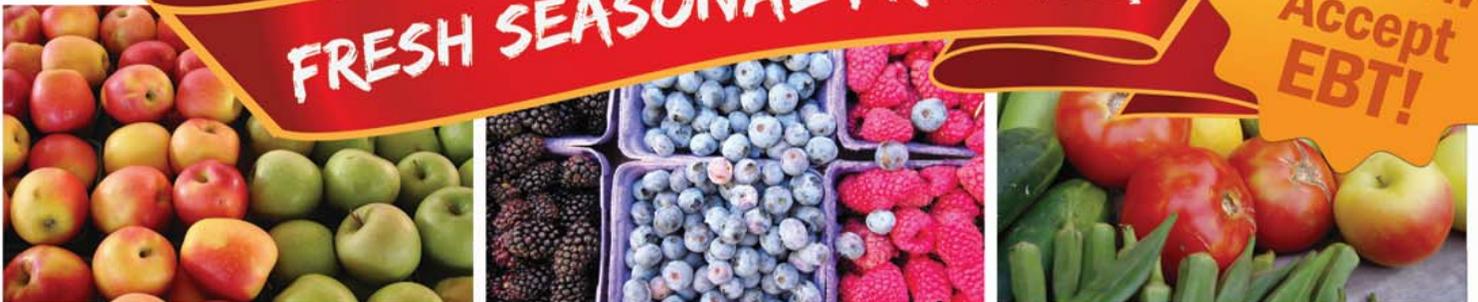


[WWW.SATURDAYMARKETLIVE.COM](http://WWW.SATURDAYMARKETLIVE.COM)



FRESH SEASONAL PRODUCE!

We Now  
Accept  
EBT!



Experience the Country without Leaving the City



JOIN US FOR COOKING DEMONSTRATIONS,  
EDUCATIONAL ACTIVITIES AND LIVE MUSIC IN THE

## Bus Signage for Bus Interiors



## Bus Signage for Bus Interiors (Spanish)



**May 2012 E-newsletter**

**From:** Wednesday, May 02, 2012 9:06 PM  
**To:** Fw: 2012 TD Saturday Market ENewsletter - May Edition

**From:** City of Greenville <teaker@greenvillesc.gov>

**Sent:** Tuesday, May 1, 2012 1:28 PM  
**Subject:** 2012 TD Saturday Market ENewsletter - May Edition



## TD Saturday Market Launches New Season May 5

Marking its 10th anniversary this year, the TD Saturday Market returns to Main Street, providing farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods to downtown Greenville. The market has added 11 new local vendors for a record 54 vendors this season! This year's market also features an exciting array of free monthly events in the *It's More than Just a Market* activities area. Come join us Saturdays, May 5 through October 27, and experience the country without leaving the city!

**Saturdays, May 5 - October 27**

### *In This Issue*

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[8 Health Benefits of  
What's in Season](#)

[Upcoming Events](#)

[Featured Cooking  
Demos](#)

[Featured Recipe](#)

8 a.m. - Noon  
Main Street at McBee Avenue  
Downtown Greenville

## New Market Vendors

The TD Saturday Market 2012 has a great lineup of new vendors to add to the market season (see below list). Visit the [vendor list](#) to learn more about the fresh produce, baked goods and specialty items available at this year's market!



**Black Maize Salsa:** Mild, Medium and Hot Salsas  
**Blue Moon Sauces:** Sauces, Spreads, Seasonings  
**Callaham Orchards:** Fresh fruits and vegetables  
**Fowler Farm:** Fresh fruits and vegetables  
**Gibson Farms:** Organic Beef  
**Henson Farms:** Blueberry plants, fig trees, and asparagus sprouts  
**Jackson Farms II:** Fresh fruits and vegetables  
**Keasler Farms:** Fresh fruits and vegetables  
**Marvelous Pies:** Variety of fresh baked pies  
**Night Owl Chocolate:** Single Origin Dark Chocolate bars  
**North Main Stone:** Local hand carved stone

## 8 Health Benefits of What's in Season

**Asparagus:** Not sure you like this green vegetable? After all the health benefits it can offer, it is a good food to keep in your diet.

1. Can detoxify our system
2. Has anti-aging functions
3. Is considered an aphrodisiac
4. Can protect against Cancer
5. Reduces pain and inflammation
6. Can prevent osteoporosis and osteoarthritis
7. Reduces the Risk of heart disease
8. Can help prevent birth defects

**Strawberries:** These delicious berries have a lot of health benefits as well, so go ahead, eat a few more!

1. Dietary fiber helps to keep digestion regular, as well as lowers blood pressure
2. Antioxidant Properties
3. Anti-Inflammatory
4. Well-known to fight against the onset of many different forms of cancer
5. Decreases the possibility of contracting age-related macular degeneration
6. The vigorous amounts Vitamin C ensure a healthy immune system
7. Magnificent Manganese which acts as a powerful antioxidant
8. Help in bone building and maintaining proper bone structure

## Upcoming Events

It's More than Just  
a Market Activities  
Area

### Featured Cooking Demonstration May 19



Kimberly Baker,  
Registered Dietician,  
MS, RD, LD

### Featured Children's Activity May



26

Join The Children's Museum for kid-centric activities area every fourth Saturday of the month. Children of all ages are invited to participate in this free event!

Join us throughout the market season on Main Street at McBee Avenue for cooking demos, educational activities & live music! For a complete schedule, [click here](#).

## Featured Recipe



## EBT at the Market

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3. Use your tokens at any market booth that displays a sign listing the items available for purchase using EBT.

### What you can buy with your EBT Tokens

- Fruits & Vegetables
- Breads
- Meat, fish, poultry
- Dairy products
- Honey products
- Seeds and plants that produce foods
- Baked goods: wrapped, labeled and intended for home consumption
- Jams, sauces and soups

### 2012 TD Saturday Market Sponsors

- [TD Bank](#) - Title Sponsor
- [West End Coffee](#) - Series sponsor
- [Soby's on the Side](#) - Series sponsor
- [Pepsi](#) - Series sponsor
- [The Greenville Journal](#) - Media Sponsor
- [WYFF 4](#) - Media Sponsor

For more information about the TD Saturday Market, visit [www.saturdaymarketlive.com](http://www.saturdaymarketlive.com).



### Arugula and Strawberry Salad (About 20 minutes)

#### Ingredients:

- 1/2 cup chopped walnuts
- 4 cups baby arugula, or torn arugula leaves
- 2 cups sliced strawberries, (about 10 ounces)
- 2 ounces Parmesan cheese, shaved and crumbled into small pieces (1/2 cup)
- 1/4 teaspoon freshly ground pepper
- 1/8 teaspoon salt
- 2 tablespoons aged balsamic vinegar, (see Ingredient note)
- 1 tablespoon extra-virgin olive oil

#### Directions:

Toast walnuts in a small dry skillet over medium-low heat, stirring frequently, until lightly browned and aromatic, 3 to 5 minutes. Transfer to a salad bowl; let cool for 5 minutes. Add arugula, strawberries, parmesan, pepper and salt. Sprinkle vinegar and oil over the salad; toss gently and serve at once.



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City of Greenville | 206 S. Main Street | Greenville | SC | 29601

## September 2012 E-newsletter

**From:**

Friday, August 31, 2012 8:38 AM

**To:**

FW: 2012 TD Saturday Market ENewsletter - September Edition

**From:** City of Greenville <[awalton@greenvillesc.gov](mailto:awalton@greenvillesc.gov)>;

**To:**

**Subject:** 2012 TD Saturday Market ENewsletter - September Edition

**Sent:** Thu, Aug 30, 2012 8:26:54 PM



*In This Issue*

[New Market Vendors](#)

[8 Health Benefits of What's in Season](#)

[Upcoming Events](#)

[Featured Cooking Demos](#)

[Featured Recipe](#)

The weather is cooling off and it is the perfect time to walk around

the market,so come join us  
on Main Street this Saturday  
from 8 a.m. until noon!

The arrival of September often brings cooler weather, which is perfect for strolling around the market on Saturday mornings! We only have two more months left in the market season, so you won't want to miss a single week! We have some great cooking demonstrations coming up from our very own market vendors and apples and broccoli are starting to arrive at the market, so we look forward to seeing you each and every Saturday! In addition to attending the market, be sure to mark your calendar for the annual Carolina Farm Stewardship Association Sustainable Agriculture Conference, which will be held in Greenville October 26-28!

Saturdays, May 5 - October 27  
8 a.m. - Noon  
Main Street at McBee Avenue  
Downtown Greenville

## Meet Our Vendors

### Peace, Love & Soap

Peace, Love & Soap was started in 2008 and has been a part of the Saturday Market since its beginnings. It is a Certified SC company and all products are locally made here in Greenville. Peace, Love & Soap uses all natural ingredients and has a vegan soap base recipe of coconut oil, olive oil and shea butter. Peace, Love & Soap also now offers handmade lotion (paraben and mineral oil free) as well as lip balm, solid lotion sticks, bath salt and loofah soap.

## *Upcoming Events*

**It's More than Just a  
Market Activities Area**

## *Featured Cooking Demonstrations*

**September 1  
Stacie Aimsbury  
(Soby's)**

**September 8  
Lannie Harte  
(Daylilies)**

The company is owned and operated by Katie Williams, with the help of her family and a few close friends. In addition to the Saturday Market, Peace, Love & Soap products are available at Whole Foods Market (Greenville, Asheville and Raleigh locations), Mast General Store, Style By Becca, William's Hardware and other locations throughout the southeast.



Click here for more information on Peace, Love & Soap



September 15  
Julie Jester  
(The Cook's Station)

## Screamin' Good

Screamin' Good Bakery was started because of a mom's desire to provide delicious baked products for her autistic son, who was newly-diagnosed with Celiac disease. When Rise Myers discovered that everything she tried from the grocery store had the taste and texture of cardboard, she began toying with gluten free combinations, and wow, what a result! Her son, Marc, loves them enough to hoard them under his bed in a "secret stash," and now Rise's lucky customers can enjoy them, too. Screamin' Good Bakery uses only the finest all natural ingredients and every single product is 100% gluten free and made from scratch, with lots of love to go with it. You can't buy these goodies anywhere except at the Saturday Market, so be sure to stop by the Screamin' Good Bakery booth for free samples and then stock up on your favorites while you can. All of the bakery's products, from cupcakes to cookies to brownies to screamers, will last six months or more in the freezer.



Click here for more information on Screamin' Good

September 29  
Brandon Lemieux (Hyatt  
Executive Chef)

### *Featured Children's Activity September 22*



Join The Children's Museum for kid-centric activities area every fourth Saturday of the month. Children of all ages are invited to participate in this free event!

Join us throughout the market season on Main Street at McBee Avenue for cooking demos, educational activities & live music! For a complete schedule, [click here](#).

## 8 Health Benefits of What's in Season

**Broccoli:** There are so many different ways to eat broccoli, and with all of these health benefits, there's no excuse not to dig in!

1. Broccoli contains a high amount of potassium, which helps maintain a healthy nervous system and optimal brain

### *Featured Recipe*



function.

2. Broccoli contains magnesium and calcium that help regulate blood pressure.
3. One cup of broccoli contains the RDA of vitamin C, an antioxidant necessary for fighting against free radicals.
4. Broccoli contains high levels of calcium and vitamin K, both of which are important for bone health and prevention of osteoporosis.
5. Broccoli contains glucoraphanin, which helps the skin to detoxify and repair itself.
6. The body also processes the glucoraphanin in broccoli into the anti-cancer compound sulforaphane.
7. One cup of broccoli bolsters the immune system with a large dose of beta-carotene.
8. Broccoli is high in fiber, which aids in digestion, prevents constipation, maintains low blood sugar and curbs overeating

**Apples:** There's nothing that says autumn more than biting into a fresh, crisp apple. Apples are easy to grab on the go and offer all of these great health benefits, so be sure to pick some up at the market this Saturday!

1. With quite a bit of soluble fiber (4 grams per medium apple) for a modest amount of calories (95), apples make a filling, sweet snack.
2. Apples are a good source of immune-boosting vitamin C (providing 14% of the daily value).
3. Apples satisfy hunger for few calories, so it's not surprising that they can be part of a healthy diet that promotes weight loss.
4. Experts attribute the heart-healthy benefits to antioxidant compounds found in apples, which help prevent LDL cholesterol from oxidizing and inhibit inflammation.
5. People who eat apples may be less likely to suffer from metabolic syndrome, a cluster of symptoms linked to an increased risk of heart disease and diabetes.
6. Apples lower levels of C-reactive protein, which is a marker of inflammation whose presence in the blood suggests an increased risk for heart disease and diabetes.
7. Apples deliver an antioxidant called quercetin, which aids endurance by making oxygen more available to the lungs.
8. Eating an apple before you work out may boost your exercise endurance.

## Apple Broccoli Salad

### Ingredients

6 medium tart apples, chopped  
3 cups broccoli florets  
1 small onion, chopped  
1/2 cup raisins  
1-1/2 cups mayonnaise  
2 tablespoons white vinegar  
1-1/2 teaspoons sugar  
1/2 teaspoon lemon juice  
1/2 teaspoon salt  
10 bacon strips, cooked and crumbled  
1/2 cup coarsely chopped walnuts

### Directions

In a large bowl, combine the apples, broccoli, onion and raisins. In a small bowl, combine the mayonnaise, vinegar, sugar, lemon juice and salt; pour over apple mixture and toss to coat. Cover and chill for at least 2 hours. Just before serving, stir in the bacon and walnuts. Yield: 10-12 servings.





## EBT at the Market

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2. There, you can use your EBT card to purchase \$0.50 and \$1 wooden tokens, which will act as "cash" at the market
3. Use your tokens at any market booth that displays a sign listing the items available for purchase using EBT

### What you can buy with your EBT Tokens

- Fruits and vegetables
- Breads
- Meat, fish and poultry
- Dairy products
- Honey products
- Seeds and plants that produce foods
- Baked goods (wrapped, labeled and intended for home consumption)
- Jams, sauces and soups

## 2012 TD Saturday Market Sponsors

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- [Pepsi](#) - Series sponsor
- [The Greenville Journal](#) - Media Sponsor
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For more information about the TD Saturday Market, visit [www.saturdaymarketlive.com](http://www.saturdaymarketlive.com).



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## Poster



# SATURDAY MARKET



**SATURDAYS**  
**8 AM TO NOON**  
**MAY 5 - OCTOBER 27**  
**MAIN STREET**  
**AT MCBEE AVENUE**  
[WWW.SATURDAYMARKETLIVE.COM](http://WWW.SATURDAYMARKETLIVE.COM)



**FRESH SEASONAL PRODUCE!**

**We Now Accept EBT!**



**Press Releases (2011 and 2012)**



P.O. Box 2207  
206 South Main Street  
Greenville, SC 29602  
[www.greenvillesc.gov](http://www.greenvillesc.gov)

# News Release

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## FOR IMMEDIATE RELEASE

**Date:** May 3, 2011

**Contact:** Tara Eaker  
Marketing Manager  
(864) 467-6667  
[teaker@greenvillesc.gov](mailto:teaker@greenvillesc.gov)

## TD SATURDAY MARKET OPENS NEW SEASON MAY 7

*Popular market expands site; broadens customer base with new program*

**GREENVILLE (SC)** - The TD Saturday Market launches its ninth season May 7, providing farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods to Main Street in downtown Greenville each week. This year's market features a new logo and an expanded site, from Court Street to Washington Street, to accommodate its record 53 vendors. In addition, the market will implement the Supplemental Nutrition Assistance Program (SNAP), providing shoppers with the option to use Electronic Benefit Transfer (EBT) cards when purchasing fresh produce.

According to Angie Prosser, the City's public information and events director, the influx of vendor applications that the City received for the 2011 season reflects the increasing popularity of the market. "Adding new vendors is a great way to not only support the local farming community, but to also provide shoppers with a broader range of produce and prepared foods to choose from each week," said Prosser. "With the addition of SNAP, we hope to widen our customer base and increase the availability of fresh fruits and vegetables."

SNAP clients will have the ability to use their EBT card to purchase market currency, in the form of wooden tokens, at the market information tent located at the intersection of Main Street and McBee Avenue. Market EBT tokens can be used to purchase eligible food items from market vendors. The nationwide program is supported by the U.S. Department of Agriculture.

“TD Bank is proud to partner with the City of Greenville as the title sponsor of the Saturday Market,” said David Lominack, Market President for TD Bank. “Supporting the communities where we live and work has long been one of TD Bank’s core values, in addition to supporting programs that promote and celebrate both diversity and a better environment. The Saturday Market is a perfect example of this philosophy, and we are thrilled to once again be a part of this great event.”

Along with providing fresh produce each week, the market will also offer free monthly educational events in the *It's More than Just a Market* activities area. Children will have an opportunity to learn first-hand about items found at the market through a variety of how-to classes, including cooking, gardening, preserving and going green. The area will also feature live acoustic music and cooking demonstrations performed by local restaurant chefs.

The TD Saturday Market is open Saturdays, May 7 through October 29 (excluding October 15), from 8 a.m. to Noon on Main Street at McBee Avenue. Additional market special events include Penske Touch-a-Truck day and the Autumn Harvest. For more information about the TD Saturday Market, visit [www.saturdaymarketlive.com](http://www.saturdaymarketlive.com) or follow the event on Facebook at [facebook.com/saturdaymarket](https://facebook.com/saturdaymarket) and Twitter at [twitter.com/saturdaymarket](https://twitter.com/saturdaymarket). A schedule of events is provided on the following page.

###

**TD Saturday Market  
May 7 – October 29  
8 a.m. – Noon  
Main Street at McBee Avenue**

**Schedule of Events**

**It's More than Just a Market**

May 7 – October 29

Live Music – 8:30 a.m. – Noon

Cooking & Educational Demonstrations – 10:30 a.m.

\*Visit [www.saturdaymarketlive.com](http://www.saturdaymarketlive.com) for specific details

**Penske Touch-a-Truck**

June 4

8 a.m. – Noon

The free event will feature various vehicles including large trucks and heavy equipment from the City's Police, Fire and Public Works Departments, commercial companies, industrial companies and rental companies.

**Autumn Harvest**

October 29

8 a.m. – Noon

The TD Saturday Market Autumn Harvest will offer an assortment of seasonal produce, gourmet foods and colorful flowers from over 40 different market vendors. The market will also feature a morning filled with special events, including children's trick-or-treating, pumpkin carving and a Fall Fare Cook-off.



P.O. Box 2207  
206 South Main Street  
Greenville, SC 29602  
[www.greenvillesc.gov](http://www.greenvillesc.gov)

# News Release

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## FOR IMMEDIATE RELEASE

**Date:** May 1, 2012

**Contact:** Tara Eaker  
Marketing Manager  
(864) 467-6667  
[teaker@greenvillesc.gov](mailto:teaker@greenvillesc.gov)

## TD SATURDAY MARKET OPENS NEW SEASON MAY 5

### *Popular farmers' market celebrates 10<sup>th</sup> season*

**GREENVILLE (SC)** - The TD Saturday Market launches its 10<sup>th</sup> season May 5, providing farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods to Main Street in downtown Greenville each week. This year's market will feature a record 54 new and returning vendors and will run from Court Street to Washington Street. In addition, the market will accept Supplemental Nutrition Assistance Program (SNAP) benefits, providing shoppers with the option to use Electronic Benefit Transfer (EBT) cards when purchasing fresh produce.

According to Angie Prosser, the City's Public Information and Events Director, the market has seen substantial growth since its initial launch on East Court Street in 2003. "What began as a small-scale farmers' market with 17 to 22 vendors during its first season, has grown significantly into a signature City event on Main Street," said Prosser. "We are thrilled that the market has become not only a great place to shop from a quality and nutritional aspect, but also to spend money locally in support of the community."

The market opens its season with returning vendors including The Happy Berry, Great Harvest Bread Company, Sea Eagle Market, Spurgeon Farms, Rio Bertolini's Fresh Pasta Company, Iszy's Heirloom Veggies, Beechwood Farm, Native Meats and Earth Blooms. New vendors include Black Maze Salsa, Fowler Farms, Callaham Orchards, Gibson Farms, Marvelous Pies, North Main Stone, Night Owl Chocolate, Henson Farms and more.

SNAP clients will also have the ability to use their EBT cards to purchase eligible food items from market vendors in the form of wooden tokens. The market currency will be available at the information tent located at the intersection of Main Street and McBee Avenue. The nationwide program is supported by the U.S. Department of Agriculture.

“TD Bank is proud to partner with the City of Greenville as the title sponsor of the Saturday Market,” said David Lominack, Market President for TD Bank, America’s Most Convenient Bank®. “Supporting the communities where we live and work has long been one of TD Bank’s core values, in addition to supporting programs that promote and celebrate both diversity and a better environment. The Saturday Market is a perfect example of this philosophy, and we are thrilled to once again be a part of this great event.”

Along with providing fresh produce each week, the market will also offer free monthly educational events in the *It’s More than Just a Market* activities area. Market shoppers will have an opportunity to learn first-hand about items found at the market through a variety of how-to classes, including cooking, gardening and nutrition. The area will also feature monthly children’s activities planned by The Children’s Museum of the Upstate, live acoustic music and cooking demonstrations performed by local restaurant chefs and farmers.

The TD Saturday Market is open Saturdays, May 5 through October 27 (excluding October 13), from 8 a.m. to Noon on Main Street at McBee Avenue. Additional market special events include Penske Touch-a-Truck Day and the Autumn Harvest. For more information about the TD Saturday Market, visit [www.saturdaymarketlive.com](http://www.saturdaymarketlive.com) or follow the event on Facebook at [facebook.com/saturdaymarket](https://facebook.com/saturdaymarket) and Twitter at [twitter.com/gvillesatmarket](https://twitter.com/gvillesatmarket). A schedule of events is provided on the following page.

**TD Saturday Market  
May 5 – October 27  
8 a.m. – Noon  
Main Street at McBee Avenue**

**Schedule of Events**

**It's More than Just a Market**

May 5 – October 27

Live Music – 8:30 a.m. – Noon

Cooking & Educational Demonstrations – 10:30 a.m.

\*Visit [www.saturdaymarketlive.com](http://www.saturdaymarketlive.com) for specific details

**Penske Touch-a-Truck**

June 9

8 a.m. – Noon

The free event will feature various vehicles including large trucks and heavy equipment from the City's Police, Fire and Public Works Departments, commercial companies, industrial companies and rental companies.

**Autumn Harvest**

October 27

8 a.m. – Noon

The TD Saturday Market Autumn Harvest will offer an assortment of seasonal produce, gourmet foods and colorful flowers from over 40 different market vendors. The market will also feature a morning filled with special events, including children's trick-or-treating, a costume contest and pumpkin carving.

**About TD Bank, America's Most Convenient Bank®**

TD Bank, America's Most Convenient Bank, is one of the 10 largest banks in the U.S., providing more than 8 million customers with a full range of retail, small business and commercial banking products and services at more than 1,280 convenient locations throughout the Northeast, Mid-Atlantic, Metro D.C., the Carolinas and Florida. In addition, TD Bank and its subsidiaries offer customized wealth management services through TD Wealth, and insurance products and services through TD Insurance, Inc. TD Bank is headquartered in Cherry Hill, N.J., and Portland, Maine. To learn more, find TD Bank on Facebook at [www.facebook.com/TDMoneyLoungeUS](http://www.facebook.com/TDMoneyLoungeUS), on Twitter at [www.twitter.com/TDBank\\_US](http://www.twitter.com/TDBank_US), or visit [www.tdbank.com](http://www.tdbank.com).

TD Bank, America's Most Convenient Bank, is a member of TD Bank Group and a subsidiary of The Toronto-Dominion Bank of Toronto, Canada, a top 10 financial services company in North America and one of the few banks in the world rated Aaa by Moody's. The Toronto-Dominion Bank trades on the New York and Toronto stock exchanges under the ticker symbol "TD." To learn more, visit [www.td.com](http://www.td.com).

## **Radio Advertisement Text**

“The TD Saturday Market transforms Main Street Greenville into an open market with farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods from over fifty vendors. Saturdays through October from 8 a. m. - Noon. Now accepting EBT cards!”