

The **United Way of Northern Utah**, Ogden, UT received **\$40,214** to promote awareness and use of the Garden Farmers' Market by providing training and marketing materials in Spanish and other languages; establishing training on gardening, sanitation, green technology, and produce marketing; increasing the number of vendors participating in the Garden Farmers' Market and implementing EBT.

[Final Report FY10](#)

Date: June 25, 2013

Recipients name: United way of Northern Utah

Title of Project: Oasis Farmers Market

Grant Number: UT-473-2010-G-1198

Location: Ogden, Utah

Project Summary:

The Oasis Market was struggling from the beginning. The Grant provided less than half of the request. This was only problematic when there was anything that needed to be changed. Unfortunately the Ogden City Planner, Greg Montgomery was not in favor of the Market in the city center where gentrification was beginning. The need was great for those living in the community but it was hoped that Ogden city Center would become a more affluent community. The first location for the Market was approved by the Mayor. The Mayor did not run again (Unfortunately). The Market moved three times in two years. When no funding was provided for the third year the Market dissolved.

Project Approach:

GOALS:

- 1.) Marketing to the entire population. The training and marketing materials need to be printed and provided in Spanish and other languages as needed.
- 2.) Training, on gardening, sanitation, green technology, and how to display and sell produce.
- 3.) Expansion of vendors, with home and community gardens the Market needs to provide venues for these vendors. Ogden is also a community that needs to explore the storage of produce to be sold as soon as the Market opens such as: apples, potatoes, squash.
- 4.) Start a NEW EBT project, our community has a demonstrated need for residents to have this available electronically through the summer and winter Market.

The first year a plan for a Winter Market was implemented. The venue was established for starting the EBT payments, in November 2009. The Winter Market had not been done before. The Junior League of Ogden received a grant to build a structure for the Market to move indoors for the cold months. The League decided to wait and not build. The structure to date is still not built. The Market was moved to a building once used as a community church. It had been sold and the owners agreed to have the Market. The Health Department was contacted and the local LDS Church did all the repairs and painting to have the building ready for the Market. The Market moved to the new location. The site was no further than four blocks, still in the impacted zone of the city 644 26th Street. The clientele changed from the low income varied population to a more Hispanic population. It proved to be very successful with an increase in vendors and patrons. The EBT was still not being fully utilized. After two months the city planner cited the site as residential and withdrew the community center designation the church had. We again were made to move. The owners of the church had recognized the need and success of the Market. Three blocks deeper into the city Center they had purchased a historic building zoned commercial. They extended the use of the building for the Market. This move was again a change in patrons. Over 50% of the patrons were seniors. The city only has Mexican Markets and the majority of Oasis Market patrons were not Hispanic. Our problem at this point was the building did not have heat. The owners were in the process of putting it in. The Market continued until October 2012. In July the Market was incorporated into the Ogden Saturday Summer Market. Our volunteers continued to provide access to the EBT program. This was the first time the EBT program was really used. In October with no further funding the Market closed.

April of 2009 Utilizing Utah's Own Association (Utah growers), vendors were invited to participate at no cost, giving the Market time to establish the winter program/Market. The vendors began to meet regularly in January of 2011. They elected a Chair. They held several special events during the Market. They still depended a great deal on the United Way Market Coordinator. Training was provided by the Health Department, The Utah State University Extension Center. United Way provided some breakfast cereal to be sold to start a fund for future needs. The canopies and many of the tables needed replacing. The constant storage, taking up and down had taken a toll on all the equipment.

The Vendors had good intentions; they just didn't have organizational skills. We had focused on the Market sanitation and nutrition training. They needed leadership training and more time to feel like they could do all of the managerial work of the Market.

Goals and Outcomes Achieved:

All Goals for the project were met and exceeded. The EBT machine was never utilized as anticipated. The EBT program was put in place, advertised, and now will be provided by the city through the Ogden Saturday Summer Market (OSSM). OSSM had not provided EBT prior to Oasis Market bringing it to the Market.

Beneficiaries:

Low income families were served by the Market by being able to buy food and by being able to be a vendor, selling their own produce. Most vendors were low income. Over the period of the Market there were 78 vendors. Approximately 50% were living below the poverty level or were seniors.

The Market had three separate groups served;

1. when the Market was held in the community garden – it was families mostly Caucasian
2. At the Community Church it was Hispanic families
3. At the Historic Academy Building it was a both family groups with seniors added.

Lessons Learned:

The poor are very limited by transportation and the need to have services within a short distance. We lost people if we moved more than three blocks. We have realized it also has to do with feeling safe. The neighborhood they know is where they feel safe.

The population of vendors that utilized this Market are less likely to become the leader to facilitate their own governance. They have the desire but lack the skills. Their lives are somewhat disorganized. They were sporadic in the Market. Their resources are few. We needed to provide more ways to build leadership early on and that was not the Goal of this Market.

This Market struggled with a misperception of what EBT use means. It was perceived by some that the Market was attracting poor. This changed when the EBT program was brought to the OSSM. It mostly served military and working poor. It may be that the LDS Church provides food and help and the EBT program is less used in the city.

Some lessons that were learned that have changed how United Way (UWNU) does business are:

1. Each year UWNU collects food for Christmas and Thanksgiving, mostly turkey dinners. In the Market we learned that many of our patrons did not have a stove, they cooked on hotplates. Last year we collected ham, hamburger and turkey. Meals provided were less about tradition and more about nutrition.
2. The inner city needs attention to what happens to the poor as they are moved out for revitalization and historic preservation. United Way applied for a Promise Neighborhood Grant and were awarded a planning Grant.
3. The Summer Market has ask UWNU for help with the EBT program and this has promoted a task force on health and obesity.

Additional Information:

This original report was submitted and may have been lost in the transition of our offices. The Grant Manager for the Market retired and the emails to her were not retrieved. The

people from the Market still receive information from UWNU about programs and resources and have assistance with various needs.

The greatest lesson was in not having enough funding for the initial program and trying to make it without money. It may not have made a difference but it would have made it easier.

It is anticipated that the Junior League will finally build their facility and will re-open the Market for the Neighborhood. What was not damaged of the canopies and tables is being used by the Garden community.

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INDOOR DELIGHTS



ERIN HOOLEY/Standard-Examiner

Above, Diane Krantz, of Ogden, purchases produce at the United Way indoor farmers market at the old Gold's Gym building on 25th Street in Ogden on Saturday. The market will continue every Saturday from 10 a.m. to 1 p.m. Top, fruit available for sale.

Grand opening held for United Way's farmers market

By **JAMIE LAMPROS**

Standard-Examiner correspondent

OGDEN — Larry Florence has collected and sold honey for over 50 years, but Saturday was his first day to sell it at the place where he once spent his time exercising.

The United Way of Northern Utah's farmers market held a grand opening at its new home at 550 25th St., in a building first known as the Deseret Gym and later, Gold's Gym.

"I remember coming here when it was the old Deseret Gym," Florence said. "Now I'm here to sell my honey. Look at how golden it is."

Florence, who owns Golden Glow Honey in North Ogden, told his customers that not only is honey delicious to eat, it helps ease sore throats, upset stomachs and sunburns. Also, it never expires.

"The bees do all of the work and then I rob them," he said, smiling. "Did you know the honeybee is the only insect that makes food for

humans?"

The market moved to its new location this month, said Di Sedgwick, market manager and United Way community impact specialist. It has been at the Oasis Garden run by the Junior League of Ogden and then at Jefferson Creative on 26th Street.

"We had a very nice place at the Oasis Garden, but then winter came and we couldn't very well sell our

See **MARKET** | Page 5B



ERIN HOOLEY/Standard-Examiner

Lisa Musselman sells handmade soaps and flowers Saturday at the grand opening of the United Way indoor farmers market at the old Gold's Gym building on 25th Street in Ogden.

Market

From 1B

items outside in the cold," she said. "So we moved over to Jefferson Creative and learned from the city that it wasn't zoned for a farmer's market."

Sedgwick said the owners of Jefferson Creative, who also run Sprout Utah, a non-profit organization dedicated to revitalizing parts of east central Ogden, recently came to her and said they had purchased the old Gold's Gym building and invited her to bring back the farmer's market.

"Oh, we were so

thrilled," she said. "They invited us back with open arms and we have been very busy getting everything put together so we can have a busy and successful market. To top it off, we will join downtown Ogden at their farmer's market in the summertime, so we will now have a year-round farmer's market."

In addition, Sedgwick said, an ENT machine will allow customers to use their Horizon Food cards to purchase their items.

Ron and Karen Peterson of Hooper were glad to see the indoor market.

"We've been to a lot of indoor markets, especially in California. We really like the idea of having one here," Karen Peterson said.

"I love getting fresh fruits and vegetables year round and it looks like they have a really good mix of vendors here today."

Other vendors at the new indoor market included Andrew Allred, who grows his own parsnips, walnut trees and fruit bushes. Lisa Musselman presented her hand-sculpted soap floral bouquets. Winder Dairy sold milk and fruit juice and the ladies from Second Chance offered homemade crafts. Key racks, chalkboards, jewelry, candles and stuffed animals were also for sale.

There were also plenty of fruits and vegetables to be had. Potatoes, oranges, carrots, tomatoes, cauliflower, green cabbage

and garlic filled baskets along the front counter. There were also fresh-baked doughnuts, cookies, pita bread and scones available from Topper Bakery.

Chris Parker, executive director of Sprout Utah, and Paige Pitcher, project director, said the farmer's market is just one area of the building being revitalized. On the upper floor will be residential quarters. A coffee shop and juice bar, along with other commercial businesses, will have space in the 80,000-square-foot building.

The market is open every Saturday from 10 a.m. to 1 p.m. A child's corner is available for crafts and tutoring.

Farmers Market Agreement

United Way of Northern Utah and Downtown Ogden Inc.

The U.S. Dept. of Agriculture grant for United Way of Northern Utah (UWNU) was established in June of 2011. The original Market was held in Oasis Community Garden at 2444 Monroe Blvd. Ogden, UT. In October of 2011 the Market moved to the Historic First United Methodist Church at 607 26th Street Ogden, UT. In December of 2011 a working agreement was created to combine efforts of the Ogden Saturday Market and the UWNU Market. The agreement is as follows:

United Way of Northern Utah will:

1. UWNU will open a Farmers Market at the United Methodist Church one day a week. The GOAL is to facilitate a Saturday Market year round. The UWNU Market will not be held during the weeks when the Ogden Saturday Market is being held.
2. UWNU will provide the equipment and staff to facilitate the use of the EBT during the Saturday Markets. This will allow clients with "Horizon" cards to buy appropriate food during the Market.
3. UWNU will work cooperatively with the Saturday Market to share staff, resources, volunteers and marketing activities.
4. UWNU Market will have food and craft vendors and amateur musicians. UWNU Market will operate on a smaller scale than the Ogden Saturday Market but will provide space to vendors who need to sell year round.

Ogden Saturday Summer Market will:

1. Ogden City will provide space for the EBT Machine for clients to purchase tokens to be used in the Market UWNU will facilitate the vendor guidelines and payments for the EBT program
2. Ogden City (Downtown Inc.) will work cooperatively to share staff, volunteers marketing and resources for both Markets when feasible.
3. Downtown Inc. is in agreement with the UWNU Market having food, crafts and amateur music.

Note: In the future both Markets will explore a more continuous Market, to enhance the downtown area. Should space become available for a combined Year-round Market, it will be cooperatively managed. In March 2012 a combined continuance grant will be submitted to the U.S. Dept. of Agriculture.

Robert Hunter, United Way of Northern Utah

Dan Musgrave, Downtown Ogden Inc.