"Agriculture... is the first in utility, and ought to be the first in respect."
---Thomas Jefferson

- Distinctive criteria
- How to mobilize & plan
- Unique issues & characteristics

"A market is not a building or facility; it is a situation"

Cooperative Extension staff, Kentucky

Direct Marketing From A Novel Angle

The idea is to reach more people with local produce, help support small farmers, and improve nutrition for groups who can't get fresh produce readily.

Know Thy Plan

Inquire about traffic & parking
Offer gift baskets & door prizes
Who will supply signs & advertising
Know timing/numbers/flow of employees
Develop a Set of Criteria

It is up to each community to look at these issues and decide if a market will be accepted...
- By the host site
- By the consumer
- By the farmer

Defining the Roles

Location, Location, Location!
Hospital Examples

Kaiser Permanente, 2003

"Duke [in 2001!] was one of the first hospitals in the country to host a farmers’ market and has since inspired others..."
Corner Stores Examples

- Denver Public Health
- NYC Green Cart
- Healthy Corner Stores Initiative

Similar Concepts

National Conference of State Legislatures

http://www.ncsl.org/?tabid=14511
Healthy Community Legislative Design Database

WIC & Other Low-Income Programs

- WIC
- WIC Cash Value-Vouchers for produce
- WIC FMNP
- Seniors FMNP
- EBT

Electronic Benefit Transfer (((((EBT)))))

North Carolina

www.leaflight.org/application

CEFS/SARE PDP Community-Based food Systems
February 25, 2010
Community Values

'It's part of our mission as farmers to try to make the world a healthier place. Not just for people who have a disposable income, but for everybody.'

RISTIN COOKS, OWNER OF CASTLE ROCK GARDENS

21st Century Farmers' Markets

Provides more than $3,000 in services and equipment for new farmers.
Taking produce to the people is not new

*Where* the people are, and the need to bring the produce to the people, has come ... *again*

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**Web Resources**


National Policy and Legal Analytic Network to Prevent Childhood Obesity Help communities promote and create farmers' markets.

*Model Comprehensive Plan Language to Protect and Expand Farmers' Markets* and *Model Zoning Ordinance Establishing Farmers' Markets as Permitted Use,*

which can be used to remove policy barriers, protect and optimize farmers' markets, and increase access for low-income customers.


[http://www.measuresofhealth.net/](http://www.measuresofhealth.net/)

*Whole Measures for Community Food Systems* - a tool for community food practitioners to use and adapt the tool within different settings and for different purposes.

Value based planning & evaluation
1. http://departments.oxy.edu/uepi/cfi/F2h.htm
   Urban & Environmental Policy Institute, Occidental College, Community Food Security Coalition, series of papers as follows:

Farm to Hospital: Promoting Health and Supporting Local Agriculture

Sustainable Food PowerPoint Menu of Options PowerPoint
http://xnet.kp.org/permanentejournal/spring04/produce.pdf
Kaiser Permanente Produce to the People PowerPoint
Kaiser Permanente Food Policy PowerPoint
Southern California Seasonal Produce List (Southland Farmers' Market Association)
Health Care Without Harm website
Farmers' Markets on Hospital Grounds

2. http://dare.agsci.colostate.edu/csuagecon/extension/docs/agbusmarketing/ABMR-MAY%2007-03.pdf
   Buy Local, Buy Fresh? Exploring Local Fresh Produce Consumer Motivations and Interests, Dawn D. Thilmany, Jennifer Keeling-Bond and Craig Bond, Colorado State University, May 2007


4. http://www.citylimits.org/content/articles/articleView.cfm?articleNumber=1157
   The Action Diet: Get Better Food In Your Neighborhood


   Farmers' Markets and CSAs on Hospital Grounds, Going Green: A Resource Kit for Pollution Prevention in Health Care, April 6, 2006.

   A case study of the first-ever farmer's market linked to a hospital. Dr. Preston Maring tells how and why local producers are partnering with the Kaiser Permanente Medical Center in Oakland, CA.

   A resource guide including sample contracts and marketing material


    Cultivating Common Ground: Linking Health and Sustainable Agriculture Prevention Institute.

    Healthy Food, Healthy Hospitals, Healthy Communities: May 2005 report by Institute for Agriculture and Trade Policy's Food and Health Program documenting stories of health care leaders bringing fresh, healthier food choices to their patients, staff, and communities.
    Examples from Maryland, Duke, Iowa, California, Oregon, Hawaii, Vermont, Illinois, Oklahoma, Texas


    USDA Product Liability and Foodborne Illness

    The Liability of Foodborne Illness: Who is Responsible?

Additional Web Resources
http://nplanonline.org/products/establishing-land-use-protections-farmers-markets
National Policy and Legal Analysis Network to Prevent Childhood Obesity
Help communities promote and create farmers' markets. "Model Comprehensive Plan
Language to Protect and Expand Farmers' Markets" and "Model Zoning Ordinance
Establishing Farmers' Markets as Permitted Use," which can be used to remove
policy barriers, protect and optimize farmers' markets, and increase access for low-
income customers.

http://www.wholecommunities.org/
http://www.measuresofhealth.net/ Value based planning & evaluation
Whole Measures for Community Food Systems—a tool for community food
practitioners to use and adapt the tool within different settings and for different
purposes.

"State Implementation of the New WIC Produce Package: Opportunities and Barriers
for WIC Clients to Use Their Benefits at Farmers' Markets"

"Fresh, Local Produce in Underserved Communities Through Farmers’ Markets and
Produce Carts"

http://www.eatsmartmovemorenc.com/Community.html
List of NC community resources and tool kits, including “Bring Fresh Produce to Your
Setting.”

http://www.policylink.org/site/c.1kIXLbMNJrE/b.5136441/k.BD4A/Home.htm
Healthy food access and funding

http://www.policylink.org/atf/cf/%7B97c6d565-bb43-406d-a6d5-
eca3bfb35af0%7D/HFHC_0219_PDF
"Healthy Food, Healthy Communities; Strategies to Improve Access to Fresh, Healthy
Foods and Transform Communities"
Nutrition in underserved communities

http://www.ncsl.org/IssuesResearch/EnvironmentandNaturalResources/HealthyCom-
munityDesignandAccessetoHealthyFoo/tabid/13227/Default.aspx
Legislative database for all areas of interest

http://www.nutritionnc.com/wic/director.htm
WIC counties; participating 2010