Creative Farmers Market Strategies and Models

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Today

Will discuss:
• How to collaborate with untraditional partners
• Ideas for local resources
• How to get momentum for local eating started in your community
• How to leverage funds and in-kind resources
Key Partners In Establishing FirstHealth Farmers Market

- FirstFit Committee (worksite wellness)
- Moore County Farmers Market Association
- Moore County Cooperative Extension
- FirstHealth of the Carolinas
  - FirstHealth Health & Fitness Centers

Getting FirstHealth Market Started

- Earned credibility with partners
- Willingness to expand on garden project to establishing onsite farmers market
  - Only one farmers market in county at this time
  - Farmers leaving town to sell goods
- Explored models
- Established market concept as employee benefit
- Worked with Village of Pinehurst on zoning issues
Get Employee Buy-In

- Obtained top down support (employee benefit)
- Utilized FirstFit Committee
  - Conducted employee wellness survey
- Spread the word through different mediums to include:
  - electronic employee bulletin board
  - email distribution list
  - flyers
- Carrot dollars
- Promoted special tasting events at market

FirstHealth Farmers Market Flyer
FirstHealth Farmers Market Opening
Day April 2007

What Makes FirstHealth Market Different

- Host special events at market
  - taste testing's
  - food samples
- Information table with what's in season, recipe cards, handouts
- "Ask a master gardener"
- Raffles
- First year provided water and lemonade to farmers
- Surveyed farmers and customers; resulted in changes to accommodate suggestions (ex: market time change)
FirstHealth Market Successes

• Entering year four of market
• Farmers selling out of “hot, in-season” produce within 15 minutes of market opening
• Employee satisfaction rate increased
• Average 500 people per market in 3 hours
• Farmers are satisfied with market

Farmers Markets Become Staple In Community

• Additional farmers market locations added
  – Southern Pines
  – Robbins (limited success)
  – Sandhills Community College
• Local restaurants purchasing from farmers and promoting locally grown recipes
• School gardens established
Other Obesity Prevention Initiatives Involving Farmers and Moore County Farmers Market

FirstHealth Regional Obesity Conference

- Invited representatives from four county region
- Provided opportunity for mini-grants
- Moore County opted to pilot after school and day care center farm to table program
Moore County Project

Partners
- Partnership for Children
- Cooperative Extension
- Communities In Schools
- Aberdeen Parks & Recreation
- Farmers

Arranged to have fresh in season fruits and vegetables delivered to 2 after school programs and 2 day care centers
- Healthy recipes provided

Successful pilot – integrated farmers with individual businesses and programs

Childhood Obesity Prevention Demonstration Project

- Moore County one of five awarded

- Involved 13 interventions
- Included farmers markets & social marketing
  - Partnered with Health Department and Cooperative Extension to promote the WIC farmers market vouchers
  - Developed brochure for WIC recipients
  - Educated farmers on vouchers
Social Marketing Campaign

- Promoted farmers markets and consumption of fresh fruits and vegetables

- Campaign included
  - Billboards
  - Radio spots
  - Magnets with farmers markets dates and times
  - Print ads in local paper
  - Cable television ads

Print Ad

Eat smart. Eat fresh. Eat local.

Moore County Farmers Markets

Mondays 2 - 6 p.m.
FirstHealth Center for Health & Fitness-Pinehurst
170 Memorial Drive

Thursdays 9 a.m. - 1 p.m.
National Guard Armory Sports Complex
Morganton Road

Saturdays 8 a.m. - noon
Downtown Southern Pines
S.E. Broad Street & New York Avenue

www.EatSmartMoveMoreNC.com

MooreHealth

A Community Resource of A Healthier America