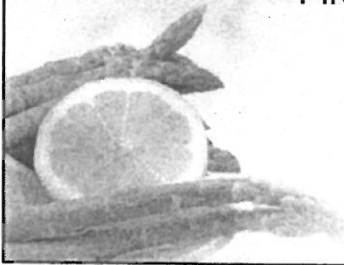


Creative Farmers Market Strategies and Models

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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



April 20 - September 26 / Mondays 2 - 6 pm

Get your recommended servings of fruits and vegetables a day while helping to support our local farmers at the FirstHealth Farmers Market.

Buy fresh, locally grown produce raised from area farmers every Monday from 2 - 6 pm in the lower parking lot of the Health & Fitness Center. Both organic and pasteurized juices are available as well as recipes for the featured fruit or vegetable of the week. Cash and checks accepted.

2009 Special Events

Always visit the firsthealth.org website.

May - Great Cooking Demonstration Get your recipe ideas and more. **June - Taste of the City** Learn how to make the summer season. **July - Tomato Tasting** But not just any tomato. Sample more than 20 varieties of tomatoes and vote for your favorite.

August - Harvest for the Community An education on how to make your own fresh locally grown produce. Sample the variety pack and learn how to make your own.

September - Customer Appreciation Day Get a special gift and recipe for making good use of your fresh vegetables.

Ask a Market Gardener

Each thing you do, I need a solution. To you or the world. Market Gardener will be on hand during our 2009 special events to answer your growing questions.



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

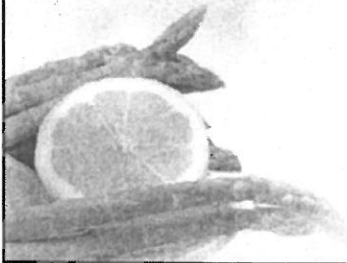


Farmers Markets Become Staple In Community

- 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 Approach to a Healthier Tomorrow