

Welcome

Please call-in: +1 (866) 740-1260

Passcode: 6810640

*No computer audio available this time.
Please use your telephone for audio.*

We'll get started with roll call in a few minutes...

JANUARY 28TH, 2015, 1-2:30PM



INTRODUCTIONS & ICEBREAKER

Roll Call

- ☐ Imperial
- ☐ Inyo
- ☐ Riverside
- ☐ San Bernardino
- ☐ San Diego

Icebreaker

What's your
favorite farmers'
market find?



Today's Agenda



1:15 – 2:00pm

Peer Learning Exchange: Working with Farmers' Markets

- Market and Farmer Perspective, Susan Kelley of Bautista Creek Local Produce and the San Jacinto Valley Certified Farmers' Market
- Showcase of Opportunities, Elle Mari, Inland Desert TRC
- Q & A, Open Discussion

2:00 – 2:30pm

TRC Updates

- Evaluation
- Media
- Training & Technical Assistance
- Free Bonus Services



Working with Farmers' Markets



SUSAN KELLEY, BAUTISTA CREEK LOCAL PRODUCE-- HEMET, CA
& SAN JACINTO VALLEY CERTIFIED FARMERS' MARKET IN SAN JACINTO
(EVERY THURSDAY 8AM-1PM)

Market and Farmer Perspective



1. Tell us about Bautista Creek and about how San Jacinto Valley CFM started.
2. What do your customers look for at the market—e.g. mostly produce, prepared items, community togetherness?
3. Does your market accept SNAP/EBT? Are you finding customers are asking for it?
4. What's most important to the market manager and farm vendors on market day?
5. Why should the nutrition and obesity-prevention community get involved with farmers' markets?
6. What's the best way to get involved—e.g., hosting communities activities like cooking demos, nutrition advice booths, physical activity classes, marketing materials? Anything particularly successful you've seen?
7. What can community groups and public health advocates do to help ensure farmers' markets stay in communities that need them?
8. Anything else you'd like to share?

Bautista Creek Local Produce & San Jacinto Valley CFM

Bautista Creek Local Produce

Hemet, CA



San Jacinto Valley Certified Farmers' Market

San Jacinto, CA


Every Thursday, 8am-1pm



Point of Sale & Outreach Materials

Harvest of the Month
Network for a Healthy California

\$ _____



Grapefruit

Shoppers Tips

- Look for grapefruit that have smooth, glossy skin and feel heavy for their size.
- A ½ cup of grapefruit is about half of one medium fruit.
- A ½ cup of grapefruit has good nutritional value and low calories.

Storage

- Keep grapefruit at room temp for up to one week. Or keep in the refrigerator for two weeks or longer.
- For the best flavor, enjoy at room temperature.

Created by Retail Program, San Diego

Spend your CalFresh EBT Benefits on Fruits & Vegetables at the Farmers' Market!

- 1 **GO** to the farmers' market information booth or find the market manager;
- 2 **SWIPE** your EBT card and receive EBT tokens*;
- 3 **SPEND** your EBT tokens with vendors in the market and enjoy the bounty of the season!



Farmers' markets are family-friendly, open-air marketplaces where California farmers sell fruits, vegetables and other healthy foods—right in your community.

Eating healthy is easier when you have access to fresh, affordable choices.



* CalFresh EBT tokens may NOT be spent on hot food, ready-to-eat foods, or non-food items. No change may be given for EBT tokens.

To find a farmers' market near you that accepts CalFresh, visit FMFinder.org

These materials were developed for the Ecology Center's Farmer's Market EBT Program. This project is funded in part by the California Department of Food and Agriculture's Specialty Crop Block Grant Program.

You can now spend your ISU MERCADO AGRICOLA AHORA ACEPTA CalFresh **EBT**



at your Farmers' Market, on locally-grown, **Fruits & Vegetables!**
PARA SUS FRUTAS Y VEGETALES CULTIVADOS LOCALMENTE!

These locations welcome your CalFresh EBT card. ESTOS MERCADOS ACEPTAN SU TARJETA CALFRESH EBT.



*The Market Match program offers additional access to CalFresh EBT benefits for low-income households that are eligible for SNAP, WIC, Section 8, and other benefits who use their card to buy fresh fruits and vegetables. No extra cost for food, market fees or participation in Market Match.

To find a farmers' market near you that accepts CalFresh, visit FMFinder.org



Free PDFs for download at
<http://ecologycenter.org/ebt/resources/>



Farm to Fork Education



Farmers' Market Tours

- Kid-focused using Power Play! Farm 2 Table Activity booklet
- Adult-focused using Harvest of the Month
- Work with FM manager to plan a route that minimizes sales interruption but benefits those vendors and products needing a boost in visibility.



Cooking Demonstrations & Taste Tests



- Healthy recipes using market ingredients
 - Opportunity for HOTM integration
- Help boost sales for farmer products, e.g. Showcase where each ingredient comes from
- Cooking onsite can be intensive and require specific equipment per individual county health code. Do your research before coming to the FM manager to know if it's feasible and how you will operate it, e.g. Don't leave all the tough stuff up to the FM manager to handle for you.



Physical Activity



- Help the market partner up with free community resources.
- Free Zumba offered monthly has been well attended at many markets in low-income communities.
- Help offer bike valet or bike maintenance classes monthly.
- Remember these activities need space and space at an FM equals potential revenue. Think about what helps draw people to the market but also helps the market economically thrive.

Farm Vendor Health



- Opportunity for worksite wellness support
 - Water breaks
 - Vendors at the market are often in the hot sun all day just as they are at farms
 - Stretch breaks
 - Heavy lifting, repetitive motion, bending over, and long hours of standing
 - Time to eat
 - Vendors have long market days and often work alone in their stall. Work with the FM manager to help set up a system so vendors can take breaks. At most markets, this is already happening informally but a system encouraged and led by the manager helps ensure a healthy workplace.
- Nutrition education & CalFresh outreach
 - Can the materials you bring to the market also benefit the vendors?

Inland Desert TRC Updates-January 2015



Evaluation Update

Media Update

Media



Black History Month Op-Eds



Video Project Update

Training Update

Save
The
Date!

Seeding the Neighborhood: Strategies to Promote Urban Agriculture

2/10/15 10:00-11:30am

- Free Webinar
- Open to All
- Optional but Encouraged Pre-Webinar Assignment Due 2/5
- [Register here](#)



Media Spokesperson

All day, 9:30am – 4:30pm

- Imperial – 2/5
- Riverside – 2/11
- San Bernardino – 2/12
- Inyo – 2/18
- San Diego – 2/25



Agenda coming soon!

Canceled Trainings

The following trainings are canceled until further notice:

- 3/3/15 Multicultural Engagement
- 3/4/15 Media Advocacy

Free Photography!



To request, please contact: David Martin davidm13@ucsd.edu

Recent Photography Service

Nutrition Olympics, Imperial Valley LHD



February Monthly Check-in Webinar

Wednesday,
February 18th,
1:00-2:30pm

Have a good afternoon, everyone!

