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

Grapefruit

Shoppers Tips
• Look for grapefruit that have smooth, glossy skin and feel heavy for their size.
• A ¼ cup of grapefruit is about half of one medium fruit.
• A ¼ 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

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 marker 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
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 18\textsuperscript{th}, 1:00-2:30pm

Have a good afternoon, everyone!