

Welcome

Grow Your Market With Kids' Programming

KERNEL

Kids Eating Right-Nutrition and Exercise for Life

A youth oriented nutrition and physical activity program designed to engage children in learning about lifelong healthy eating habits, gardening and exercise.



HISTORY OF KERNEL

- Inspired by a WIC focus group, KERNEL was created in 2015 by Catholic Charities Food For All and piloted at the Emerson-Garfield Farmers Market for 12 weeks and for 4 weeks at the Hillyard Farmers Market in Spokane, Washington.
- In 2015, the Emerson-Garfield KERNEL had 233 different kids participate a total of 354 times.
- In 2016, KERNEL expanded to 5 Spokane area farmers markets.
- As of October 6th, 1731 unique kids attended KERNEL a total of 2806 times in 2016 over 68 market days.
- Several new markets have expressed interest in implementing KERNEL in 2017.

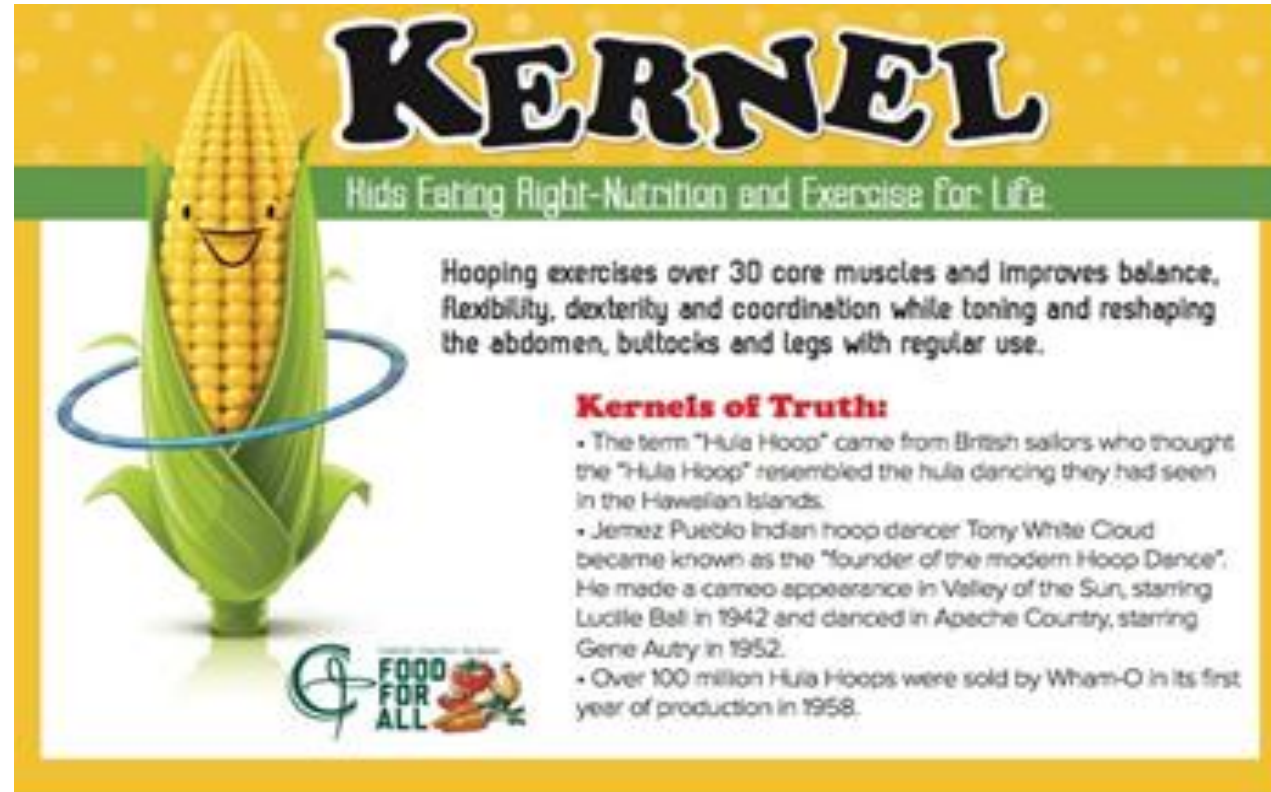


HOW KERNEL WORKS

- Registration/ Check-in
- Complete the activity
- Give \$2 reward that can be used to purchase fruits and vegetables
- Give activity card related to the topic



THE ACTIVITY CARD




KERNEL

Hids Eating Right-Nutrition and Exercise For Life

Hooping exercises over 30 core muscles and improves balance, flexibility, dexterity and coordination while toning and reshaping the abdomen, buttocks and legs with regular use.

Kernels of Truth:

- The term "Hula Hoop" came from British sailors who thought the "Hula Hoop" resembled the hula dancing they had seen in the Hawaiian Islands.
- Jemez Pueblo Indian hoop dancer Tony White Cloud became known as the "founder of the modern Hoop Dance". He made a cameo appearance in Valley of the Sun, starring Lucille Ball in 1942 and danced in Apache Country, starring Gene Autry in 1952.
- Over 100 million Hula Hoops were sold by Wham-O in its first year of production in 1958.



Each week, there is a card related to the specific activity distributed to participants. The front will contain some activity related information and usually three "Kernels of Truth".

WEEKLY RECIPE

Citrus Kale Salad

Ingredients
1 bunch kale
washed and bite size pieces
1 Tablespoon lemon juice
¼ cup olive oil
Salt and pepper to taste

Directions
1. After tearing kale into bite size pieces, massage with olive oil so it's easier to eat.
2. Mix lemon juice, salt and pepper, and honey or brown sugar together before adding it to the kale salad.
3. Top with mandarin oranges and sunflower seeds. If you want to make some now and save some for later, keep the dressing and salad ingredients separate.

Notes
You could add mango or pineapple instead of mandarin oranges.



Each week, the activity card has a recipe on the reverse side.

DIY KIDS' PROGRAMMING

- **Identify Your Community Assets:**
 - Create a rotation of local community partners who create an activity to direct.
- **Be Honest About Your Market's Capacity:**
 - Set up a self-directed activity at the market booth for kids to stop by to pick-up or do right there, like a scavenger hunt at the market, or a coloring page with markers available.
- **Small Bites:**
 - Develop a schedule that works for the market
 - Can be scheduled for the whole market season, or just during the summer break for schools.



EXPENSES AND FUNDING

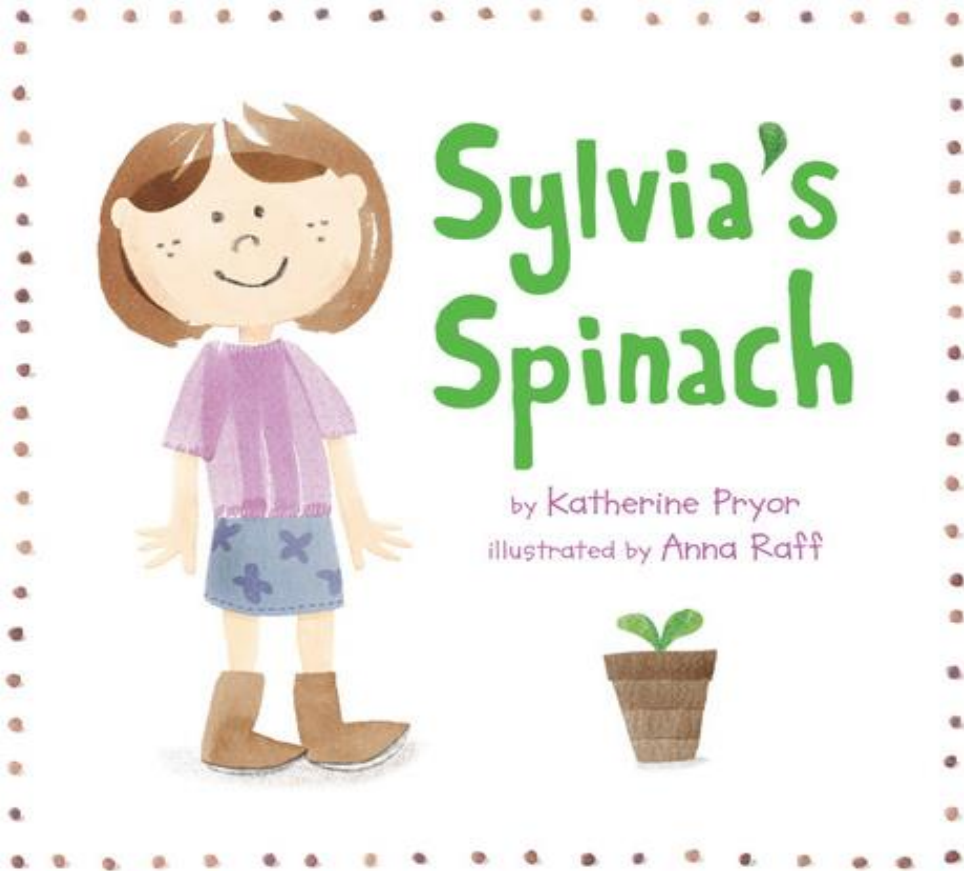
Types of kids' programming can have varying costs. For example, KERNEL is estimated to cost \$80 per week per 25 kids with the costs going down every additional 25 kids per week.

Here are some ways to provide revenue to cover costs to implement the most effective kids' program your market decides to undertake:

- Sponsorships and Partnerships
- Fundraisers
- Part of Vendor Fees
- Charge a promotional fee to partners who staff the booth that week for access to families



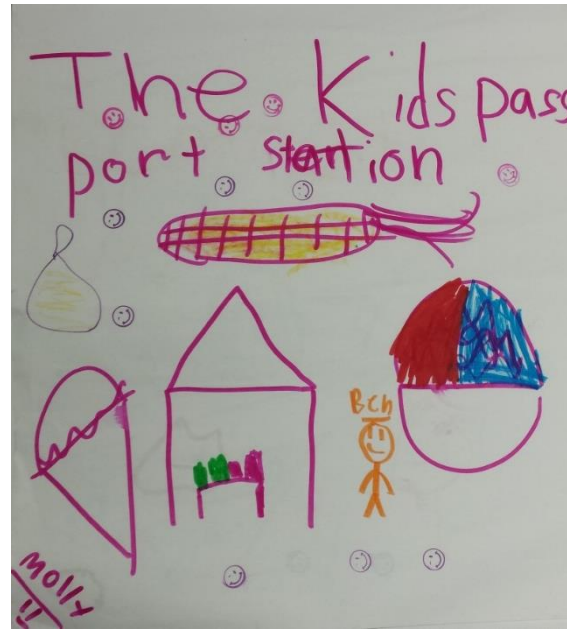
Book Events in Schools and Farmers Markets



- Partnered with **Readers to Eaters**, a Seattle based publisher
- Ability to use SNAP-Ed funds to purchase pre-approved books to give to SNAP families at markets or students at qualifying schools
- Used the author for reading and book give away

Kids Passport Program

Renton Farmers Market and WSU King County Extension SNAP-Ed



Anna Kitchin, Extension Coordinator
WSU King County Extension SNAP-Ed

Anna.kitchin@wsu.edu

206-263-1907

www.facebook.com/KCFoodSense

Kids Passport Program



- Offered at SNAP-Ed booth
- Interactive nutrition education activities for kids
- Recipes, smart shopping, and nutrition tips for adults
- In-market promotion and prizes!

Beyond “I like this and not that”

- Goals:
 - Facilitate learning about nutritional value, flavors, preparation, and production of local produce.
 - Empower kids to ask about fruits and vegetables at the market.
 - Increase comfort level of SNAP and WIC families at the market and introduce healthy eating resources.



LAST NAME: _____ FIRST NAME: _____

AGE: _____ GENDER: _____



KID'S PASSPORT

10 weeks of ways to explore the market



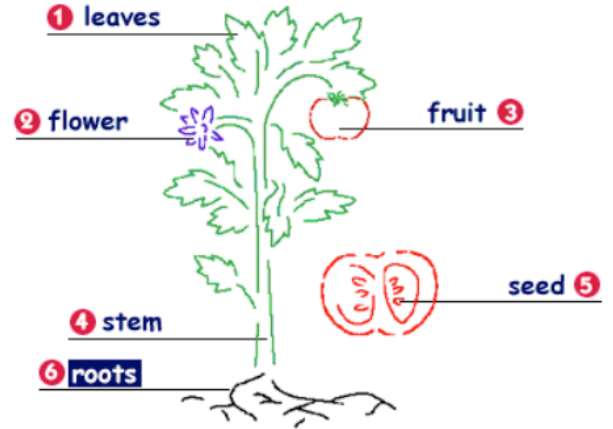
VISIT THE FOOD SENSE BOOTH EACH WEEK AND COMPLETE THE ACTIVITY AND GET YOUR PASSPORT STAMPED. FUN PRIZES TO EVERYONE THAT PARTICIPATES

PARENT NAME: _____

CONTACT INFO PHONE OR EMAIL: _____



Parts of a Plant Scavenger Hunt



What I Found	Plant Part

Renton Farmers Market Kid's Passport Activity #2: Eat a Rainbow!

Remember to make half your plate fruits and vegetables to help you feel good and stay healthy!



Explore the market and find 1 fruit or vegetable of each color below. Write the names of the foods in the correct color boxes.

Red	Orange	Yellow
Green	Purple	Multicolor

**Renton Farmers Market Kid's Passport
Activity #14 : My Farm**

If you had a farm, what would you grow?

Walk around the market and choose 2-3 vegetables or fruits that you would grow on your own farm.

How do the fruits or vegetables you chose grow? Under the ground, on top of the ground, on a vine, on a tree?

Draw the fruits or vegetables you chose growing on the farm picture!



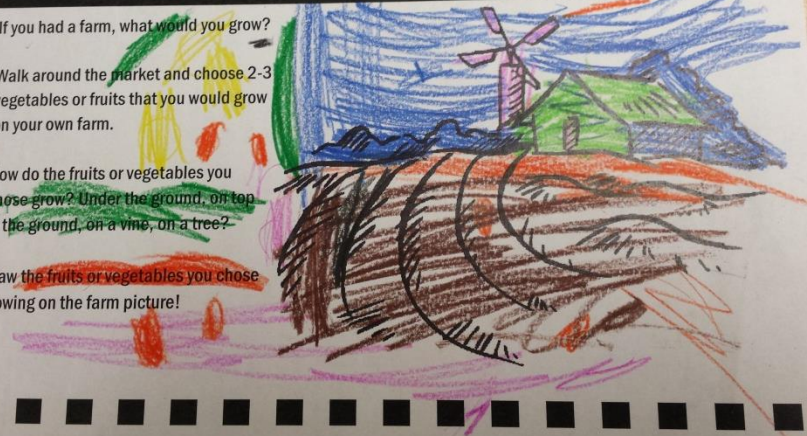
**Renton Farmers Market Kid's Passport
Activity #14 : My Farm**

If you had a farm, what would you grow?

Walk around the market and choose 2-3 vegetables or fruits that you would grow on your own farm.

How do the fruits or vegetables you chose grow? Under the ground, on top of the ground, on a vine, on a tree?

Draw the fruits or vegetables you chose growing on the farm picture!



**Renton Farmers Market Kid's Passport
Activity #14 : My Farm**

If you had a farm, what would you grow?

Walk around the market and choose 2-3 vegetables or fruits that you would grow on your own farm.

How do the fruits or vegetables you chose grow? Under the ground, on top of the ground, on a vine, on a tree?

Draw the fruits or vegetables you chose growing on the farm picture!



Renton Farmers Market Kid's Passport
Activity #9 : You are a Chef!

Create your own recipe from what is on sale at the market today:



Recipe: Tomatiao Salsa



Ingredients:

Tomatios
onions
hot pepes
garlic

Directions:

1. I put the tomatios in the Blende
2. I put the onions in the Blende
3. I put the hot pepes in the Blende
4. I put the garlic in the Blende
5. and I blend on and is Blende is ready.



Renton Farmers Market Kid's Passport
Activity #9 : You are a Chef!

Create your own recipe from what is on sale at the market today:



Recipe: RAINBOW PIZZA



Ingredients:

TOMATO
BELL PEPPER
ONION
DOUGH
CORN

Directions:

1. CUT VEGGIES
2. PUT VEGGIES ON TOP
3. BAKE
4. _____
5. _____



Renton Farmers Market Kid's Passport
Activity #9 : You are a Chef!

Create your own recipe from what is on sale at the market today:



Recipe: Sweet berry salmon



Ingredients:

Salmon
Sweet corn
Black berry
Garlic
Bell pepper
lettuce

Directions:

1. Cook salmon
2. Chop bell pepper / garlic
3. Blend garlic bell pepper
4. Steam sweet corn
5. lay down lettuce / blackberry
enjoy



Renton Farmers Market Kid's Passport
Activity #9 : You are a Chef!

Create your own recipe from what is on sale at the market today:



Recipe: JUJYS SPEICAL



Ingredients:

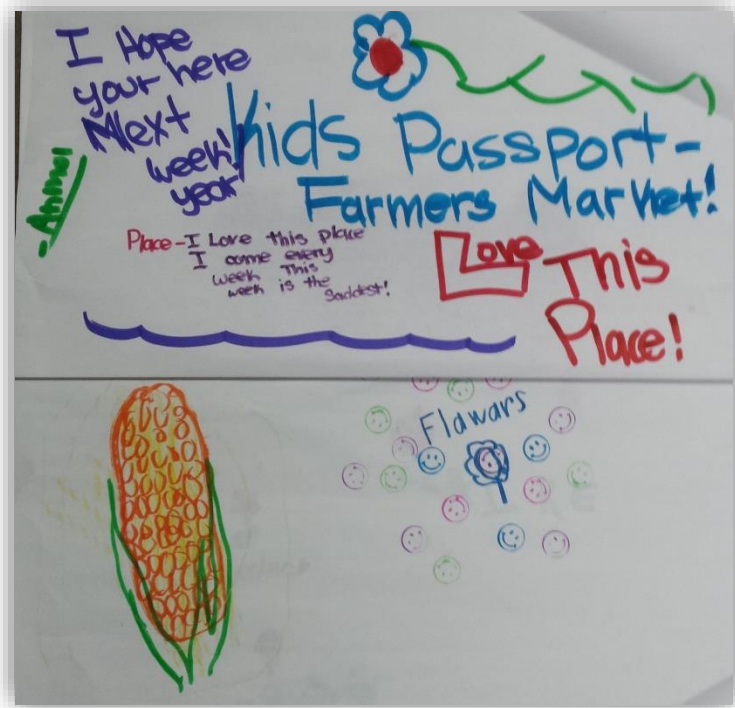
- JOHULE
- cheese
- STAWBERRY
- APPLE
- APPLE PIE
- ICE CREAM

Directions:

1. TACO
2. QUESADILLAS
3. JUICE
4. PIZZA
5. CREAM ICE



Evaluation and Outcomes



- 365 kids reached
- 733 visits/activities completed
- Parent survey:
 - “The kids are more aware of what’s at the market.”
 - “My daughter expanded her palate because she’s curious about all the new things.”
 - “It forces my kids to explore the market and look at new fruits and veggies.”
 - “We love that the kids enjoy the market now! Your booth is the first place we stop. Such a blessing!”

2017 Goals

- Build capacity of RFM volunteers to administer passport program.
- Expand sources and kinds of prizes.
- Update activities:
 - New curriculum
 - Spanish translations
 - More age-appropriate options





Community
Farmers Market
OF CHEHALIS

Start Up of our Kids Club Program

- Northwest Farm Credit Services Grant - \$2000
- POP rules vs. your own goals
 - **The only requirement of POP Club is to hand out at least \$2 in market currency (POP Bucks) to children attending the farmers market. – FMC website**
- Staff time and community help
- Other funding started to come forward



Sample Schedule with Community Partners



Kid's Club Activities

Please sign up at the Market Info Booth
and learn how to receive tokens for produce.

June

21st—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

28th—Southwest Washington Family Magazine Family Day

Plus! Timberland Regional Library

Story-telling, Crafts, Games, Activities, and Prizes!

July

5th—Lewis County Beekeepers Association

Check out the observation hive to see what bees do, up close!

12th—Discover! Children's Museum

Color and assemble Market-themed Thaumatrope.

19th—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

26th—Timberland Regional Library Story-telling, music, and craft activities!

August

2nd—Master Gardeners Make a plastic bottle bird house!

9th—Discover! Children's Museum

Make a google-eye vegetable stick for your garden.

16th—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

23rd—Timberland Regional Library Story-telling, music, and craft activities!

30th—WSECU Crafts and coloring for financial health!

KID'S CLUB

at the Community Farmers Market of Chehalis



During the 1st year of our program, we:

- Scheduled activities for the 11 weeks during the summer break for public schools
- Engaged a wide range of community partners to staff the kids club booth and put on activities (Snap-Ed, Timberland Library, Discover! Children's Museum, Master Gardener's, Lewis County Beekeepers, etc.)
- Provided generic activity materials like soil, seeds, pots and coloring supplies

Who We Reached

- Anyone could participate, but had to be 3-12 to participate in the program to receive the \$2
- We tracked each 3-12 year old that registered and received \$2 per activity
- This resulted in:
 - ❖ 205 kids registered
 - ❖ 610 participations
 - ❖ An average of 55 kids participating each week
 - ❖ \$1220 tokens given to kids to spend on fruit, veggies, and flowers at the market



CFM Kids Club Start-Up Costs

- \$741.66 – 2 Banners, Tent, Tables, Tokens, Supplies
- \$1220 – Tokens given to kids for participation
- 50+ hours of employee time (plus volunteers)



What We Learned

- It was SO much fun!
- Everyone loved it-families, vendors, partners
- The program educated kids on financial decision making like:
 - ❖ How to spend money by thinking through reasons to purchase an item (or not)
 - ❖ How to share
 - ❖ How to save
 - ❖ Sharing, saving, thinking through reasons to purchase items (or not)
- Families mentioned desire to become more involved in putting on the activities showing the program creates a pool of potential for more volunteers and bigger market supporters
- Registration for kids was at Market Info booth and sometimes created a back-up
- Great way to promote market happenings and be in communication with our shoppers one-on-one

