

LET'S GO TO THE
FARMERS MARKET!

*Starting and Sustaining
Programs for Kids*



Please Welcome Our Panel



Karol Widmer
Fairwood Farmers
Market Manager



Tina Eifert
WSFMA
Regional Lead
Southwest,
WA



Lindsay Gilliam
Carnation Farmers
Market
Executive Director



Stacy Carkonen
WSFMA
Food Access
Coordinator



Katherine Pryor
Special Guest
Author
Sylvia's Spinach
Zora's Zucchini
& More

What motivated you to create a kids' club at your market?





Overview of the three models used at your markets.



- * Power Of Produce
- * Produce Pals
- * KERNEL

POP Club!

Free activities, tastings, and prizes for kids at the farmers market!

POP Club! PASSPORT

Your Name _____ Age _____

MARKET WEEK ATTENDED:

1 2 3 4 5 6 7
8 9 10 11 12 13
14 15 16 17 18 19
20 21 22 23 24 25 26

POP Club! SPONSOR

Be a sponsor of the POP Club! and help us provide free activities, tastings, and prizes for kids at the farmers market!

How to Sponsor:
1. Fill out this form and return it to the Farmers Market Coalition.
2. We will contact you to discuss the details of your sponsorship.
3. We will provide you with a list of activities and prizes that you can provide for the club.

Benefits:
- Increase your visibility and reach.
- Support a local organization that promotes healthy eating and active living.
- Provide a fun and educational experience for kids and families.

Contact:
Name: _____
Address: _____
Phone: _____
Email: _____

POP Club! PARENT INFORMATION

POP Club! is a fun and educational program for kids and families at the farmers market. We provide free activities, tastings, and prizes for kids, and we have a variety of educational materials for parents.

Activities:
- Tasting of fresh produce.
- Interactive games and puzzles.
- Educational materials about healthy eating and active living.

Prizes:
- Fresh produce.
- Educational materials.
- Fun and educational toys.

Parent Information:
- We provide a list of activities and prizes that you can provide for the club.
- We will contact you to discuss the details of your sponsorship.

Contact:
Name: _____
Address: _____
Phone: _____
Email: _____

POP Club! AND DISCOVER THE

Join the POP Club! and discover the benefits of fresh produce for your family.

Benefits:
- Increase your visibility and reach.
- Support a local organization that promotes healthy eating and active living.
- Provide a fun and educational experience for kids and families.

Contact:
Name: _____
Address: _____
Phone: _____
Email: _____





Kids 3-11 earn \$2 to spend on fruits & veggies at the farmers market!

1

Fill out registration card



2

Complete Produce Pals activity



3

Get a free \$2 token to spend on fruits and veggies at the market



4

Come back next week!





KERNEL

Kids Eating Right-Nutrition and Exercise for Life

TOOLKIT

Created by: Catholic Charities Food For All

Supported by:





Now that we know *why* you started a kids' club and *what* model you chose, tell us about *how* you started it.



WHAT DOES IT REALLY TAKE TO START A KIDS' PROGRAM?

The Power of People and Partnerships



Kids Connection booth + Financial Fitness = \$2 Produce Pals to spend with our farmers!



SPONSORS

A Key Ingredient to the Success of Your Program

WHO ARE
YOUR
PARTNERS?

A word cloud featuring various partner organizations and roles. The words are arranged in a roughly triangular shape, with 'libraries' and 'partners' being the largest. The colors used are orange, green, purple, and blue. The words include: Nonprofits, LOCAL ARTISTS, libraries, chefs, mastergardeners, 4-H, readers-to-eaters, partners, Boardmembers, Children's Museum, sponsors, WSU, LOCAL AUTHORS!, YMCA, and DOH.

Nonprofits
LOCAL ARTISTS
libraries
chefs
mastergardeners 4-H
readers-to-eaters
partners
Boardmembers
Children's Museum
sponsors
WSU LOCAL AUTHORS!
YMCA
DOH

WHAT MAKES AN ACTIVITY SNAP-ED ELIGIBLE?



- Activity must be pre-approved by SNAP-Ed
- 50% of participants need to be SNAP-Ed eligible (EBT, WIC).

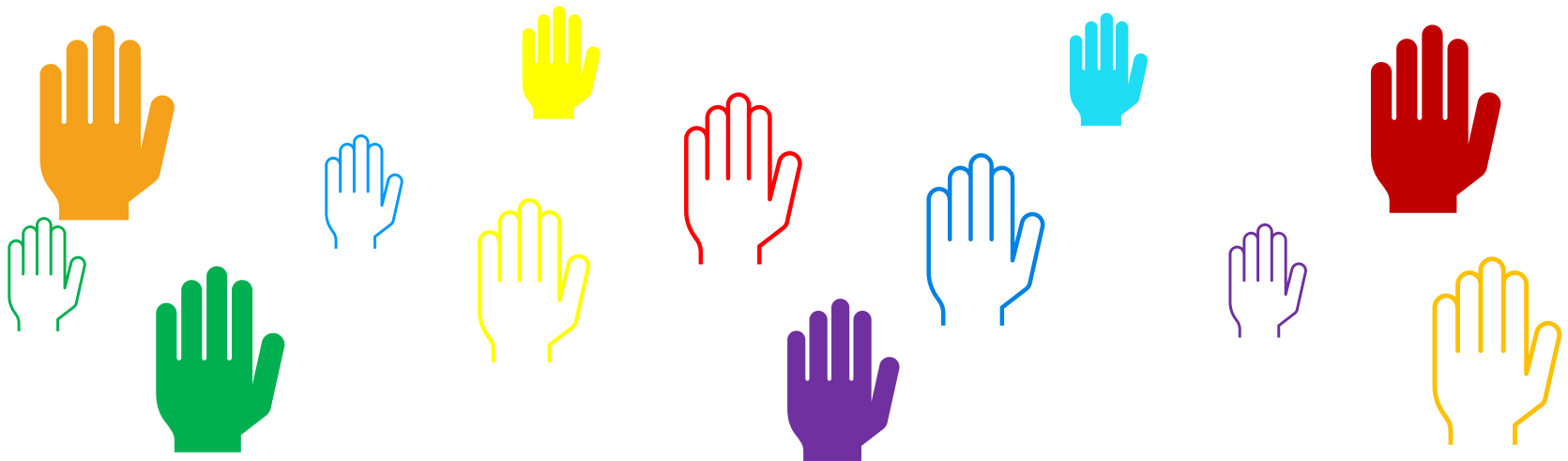


Questions on Eligibility?

- Connect with your Regional Lead or your Local Implementing Agency (WSU, DoH).

A SIMPLE KID'S ACTIVITY YOU CAN DO AT YOUR MARKET!

Let's give 'em a hand!



QUESTIONS?



RESOURCES:

Programs:

- Power of Produce
 - FMC PoP link: <https://farmersmarketcoalition.org/programs/power-of-produce-pop/>
 - PoP Board on CFM Pinterest Page: <https://www.pinterest.com/carnationfm/pop-club/>
 - CFM PoP Club Page on website: <https://carnationfarmersmarket.org/pop-kids-club/>
- KERNEL
 - KERNEL Toolkit: ede826_29ebc500065849bfb503c528e0010a7c.pdf (<filesusr.com>)
- Produce Pals
 - eifertgirl@gmail.com

Readers to Eaters (NERI) Books:

- Contact your Regional Lead

Farmers Market Flash:

- [Farmers Market Flash | Skagit County | Washington State University \(wsu.edu\)](#)



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION

Thank You!



(206) 706-5198

info@wafarmersmarkets.org

www.wafarmersmarkets.org



2024 WSFMA Conference

February 23-24, 2024

Sleeping Lady,

Leavenworth