Starting, Growing, & Sustaining Youth Farmers Markets

Farm to School Webinar Series
Tuesday April 17th, 2012
2-3 p.m.
WELCOME!

Lisa Walvoord

lisawalvoord@livewellcolorado.org
Objectives

- To learn about establishing YFMs from start to finish and all the logistics in between
- To hear stories from specific YFMs and how they have benefited their communities
- To hear about how to engage, and keep, parents and youth
- To highlight great new resources and guides
Agenda

Presentations:
- CO Farm to School Project - Lyn Kathlene, Spark Policy Institute
- An Overview of Youth Farmers Markets, the Denver YFM Coalition, and Resources – Shawnee Adelson, Denver Urban Gardens, and Andy Nowak, Slow Food Denver
- Youth Farmers Markets in Adams 14 SD – Rainey Wikstrom, School Wellness Consultant, and Erin Martinez, Wellness Intern
- Lowry Elementary School Garden Program – Lisa Emerson, School Volunteer/Garden Leader

Closing Thoughts – Colorado Farm to School

Open Q&A
Today’s Presenters

Lisa Walvoord
LiveWell Colorado

Lyn Kathlene
Spark Policy Institute

Andy Nowak
Slow Food Denver Seed to Table

Shawnee Adelson
Denver Urban Gardens

Rainey Wikstrom
School Wellness Consultant

Erin Martinez
Wellness Intern

Lisa Emerson
Parent Volunteer/Garden Leader
Resources for Schools

- Colorado Farm to School Primer
- Overview of School Food Procurement in CO
- “How to….Resources”
- Finding & Knowing your Local Farmers
- Integrating Local Foods into Colorado Schools: Case Studies from around the State
- Farm to School Curriculum
- Choose Your Own Farm to School Adventure!
Resources for Producers

(Category 1)

Colorado MarketMaker
- Online searchable resource that links producers to buyers and vice versa

Category 2

Colorado Farm to Market
- Resources and guidance on how to sell in direct markets including federal, state, and local food licensing requirements

Category 3

Guidance on Crop Extension, Food Distribution & Food Safety
Nominate a FTS Champion!

We’re looking to highlight people who were instrumental in farm to school efforts:

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Parents</td>
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<tr>
<td>Youths</td>
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<td>Community members</td>
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<td>Producers</td>
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<td>Teachers</td>
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<tr>
<td>School administrators</td>
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<tr>
<td>Food service directors</td>
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</tbody>
</table>

Contact Wendy Peters Moschetti with your nominations! [wendy@wpmconsulting.net](mailto:wendy@wpmconsulting.net) or [https://www.surveymonkey.com/s/FTSCampions](https://www.surveymonkey.com/s/FTSCampions)
Connect with Us!

🍃 Take our Producer Survey

🍃 Interested in FTS Community Outreach?
   – [www.surveymonkey.com/s/FTSCommunityOutreach](http://www.surveymonkey.com/s/FTSCommunityOutreach)

🍃 Staff:
   – Lyn Kathlene, Project Director
   – Wendy Peters Moschetti, Schools Liaison
   – Jim Dyer, Producer Liaison
CO Farm to School Webinar Series

Future Topics:

🌟 Student-Grown Food: Students who Grow it Through Gardens and Greenhouses and Eat and Compost it Too: May

🌟 School-Grown Food: School & Community Farms: June

🌟 Using the Farm to School Equipment Grant Template: July
For more information & resources
www.coloradofarmtoschool.org
Denver Youth Farmers’ Market Coalition
Why have a Youth Farmers’ Market?
Education
Health
Fundraising
Locality and Seasonality
What is a Youth Farmers’ Market?
Adult Volunteers
Pre-Market Preparations
Logistics
The Market Opens
Roles of Students
Chef Demonstrations
Denver Youth Farmers’ Market Coalition
Snapshot of 2011

- 32 sites (29 schools, 3 Boys & Girls Club)
- 141 markets
- 23,080 pounds sold
- $26,313 total sales
- Value of produce from Co farms $16,774
- Profits $8,977 (average $200)
To see all the details that are visible on the screen, use the "Print" link next to the map.

Increasing SNAP Access
Youth Farmer’s Market Workshop

Registration Now Open

Slow Food Denver and Denver Urban Gardens present

Youth Farmers’ Market & Garden To Cafeteria Program 2012 Workshop

February 10, 9am -4 pm, MST
Adams County Fairgrounds
9755 Henderson Rd, Brighton, CO 80640

Preview Workshop Agenda at http://www.sfdseedtotable.org

This workshop & lunch is FREE, registration is required. For more information, contact Andrew Nowak at conference@slowfooddenver.org

A big thank you to our partners,
Real Food Colorado and 1772 Foundation

Registration Now Open

See www.sfdseedtotable.org for the materials we shared at this workshop
Questions?

Shawnee Adelson
shawnee@dug.org
www.dug.org

Andrew Nowak
ajnowak@mindspring.com
www.sfdseeddttotable.org
Youth Farmers’ Markets in Adams 14

Rainey Wikstrom,
School Wellness Consultant
Erin Martinez, MPH/Wellness Intern

ADAMS 14
Inspire. Educate. Empower.
A little about Adams 14

- 7,549 students
  - 82% Hispanic
  - 14% White
  - 2% Black or African American
  - 1% Other

- 13 schools
  - 7 elementary, 2 middle, 2 high, 2 preschools

- 83% of students are eligible for free or reduced lunch
Adams 14 District Location
History of YFMs at Adams 14

- Implemented in 2010
- Held at elementary schools
- Held 8 markets in 2010, 4 in 2011
  - About 4,500 pounds of produce sold
- Produce purchased from local farmers
- The youth markets are only farmers’ markets offered in Commerce City
Youth Farmers’ Markets in Adams 14

🤝 YFM's are an easy, fun and effective way to:

- Engage school communities in School Wellness
- Increase access to healthy foods
- Inspire school/community gardening programs and garden-to-cafeteria programs
Our Tips for a Successful YFM

🌱 Educate and engage key leaders

- Share benefits of markets with school board, district superintendent, principals
Set a date for the market and advertise

– Newsletters, email blasts, fliers, school marquee
– Have information translated, as needed
We Provide a 'kit' to schools

Kit can include baskets, produce labels, tablecloths, calculators, paper bags

Be creative! The goal is to make produce look fresh & appealing to customers
Schools put up seed money

- Money is used to purchase produce; ideally school make back seed money plus a small profit
- Produce is delivered or harvested
- Working closely with local farmers is key
Volunteers and youth run the market

- Engage teachers, students and neighbors
- Engage youth with tasks such as taste testing, flier creation, and taking orders from customers
- Donate leftover produce to school or local food bank/charity
- Have fun!!
Concluding thoughts ...

🌺 Youth Farmers Markets’ are good for kids and communities. In Adams 14, they continue to inspire and elicit support from all levels of school body and administration for Wellness.
Lowry Elementary School
Garden Program
Starting, Growing, & Sustaining
Youth Farmers Markets
April 17, 2012
Lisa Emerson
School Volunteer Garden Leader
Owner|Designer, The Urban Garden
lemerson8@msn.com
Why Youth Farmer’s Markets?

- Teach students
  - About Vegetables
Why Youth Farmer’s Markets?

Teach students

– About Vegetables
– Marketing
– Sales
– Customer Service
– Math skills
– What is Profit?
Why Youth Farmer’s Markets?

• Teach students
  – Benefits of buying local
  – Organic
• Make Money
• Distribute Produce
Student Involvement is Key

Goal: to involve as many students as possible

Result: more help and more customers
Student Involvement

- 4th and 5th graders
- Entire class gets to learn
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<td>CHANGE =</td>
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Student Involvement

 Helpful are chosen by teacher:

- Set up
- Assist customers – get bags – total purchases
- Calculate change
- Clean up

 Permission slips

 Entire class gets to roll play
Extra Fun Market Stuff

Food Demos
Extra Fun Market Stuff

Food Demos
Extra Fun Market Stuff

- Food Demos
- Student Food Demo Videos
Extra Fun Market Stuff

- Food Demos
- Student Food Demo Videos
- Poster Contests
- Dress Like a Farmer Day
- And everyone’s favorite....
Free Samples!
Keys to Success

YFM Partners
- Slow Food and DUG
Keys to Success

- YFM Partners
  - Slow Food and DUG
- Cultivation of Loyal Volunteers/Coordination
Keys to Success

- YFM Partners
  - Slow Food and DUG
- Cultivation of Loyal Volunteers/Coordination
- Principal Support
- Teacher Support
Keys to Success

✶ YFM Partners
  - Slow Food and DUG

✶ Cultivation of Loyal Volunteers/Coordination

✶ Principal Support

✶ Teacher Support

✶ Enough profit to keep going
Good Luck and Have Fun!

Lisa Emerson
School Volunteer Garden Leader
Owner|Designer, The Urban Garden
lemerson8@msn.com
Parting Words

Celebrate success, no matter how small, and keep striving for further excellence.
Key Resources

- [www.coloradofarmtoschool.org](http://www.coloradofarmtoschool.org)
- [www.livewellcolorado.org/schoolfood](http://www.livewellcolorado.org/schoolfood)

Speaker contact information

- Lisa Walvoord – [lisawalvoord@livewellcolorado.org](mailto:lisawalvoord@livewellcolorado.org)
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Questions?