



Oceana County Farmers Markets



*“Find the shortest, simplest way
between the earth, the hands, and
the mouth.”*

- Lanza Del Vasto



Hello!

We are Julie and Sandy.

We are invested in vibrant local communities and
increasing fresh food access.



Downtown Hart Farmers Market

A New Endeavor

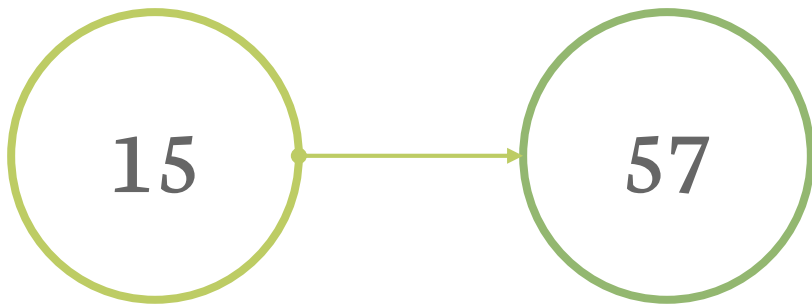


Benefits of a Downtown Farmers Market

- + Improving access to fresh, healthy local foods.
- + Supporting the rural community and growers with positive financial outcomes.
- + Support the lower income residents with food assistance programs.
- + Physical and mental health benefits which include the walkability of the district and social connectedness.
- + Music and other cultural events further enhance the benefits to those who visit
- + Serves as a small business incubator for up-and-coming startup businesses.



Creating Vibrant Street Life Downtown



MarketPlace Foot Traffic

Non-Market Days

Farmers Market Days





Market Images



Market Themes and Related Benefits

Remember When

celebrating our history and heritage, very engaging for the senior population



Foodie Crawl

Inviting local eateries to create dishes for tasting using locally sourced ingredient



Dog Days of Summer

Inviting residents to bring pets and pet related vendors to participate



El Mercado

celebrating our rich Hispanic culture in Hart



Service Club Event

Encouraging area service clubs and organizations to provide information and interaction with the community



Healthy Heart

Inviting the Health Community to provide information and interaction with the residents



Read Early, Read Often

Hosting the program encouraging reading to youth, includes activities, hand-outs and puppet shows



Scare Crow Contest

Inviting area businesses and organizations to create a scare crow to help decorate the downtown area for the season



Advertising

The Importance of Marketing Farmers Markets



Advertising

According to a national survey, over one in five farmers market farmers said one of the most helpful things would be higher quality, better funded, and more targeted advertising for the markets where they sell.... better signs both at the market and along high-traffic areas such as roadways.



Advertising



Coordination

- ✦ 2nd Year for New Era Farmers Market
- ✦ 1st Year for Downtown Hart Farmers Market
- ✦ Coordinated to provide markets on alternating weeks
- ✦ Provides access to fresh produce every week in Oceana County



New Era Farmers Market

Senior Power of Produce Program



New Era FARMERS' MARKET

Senior
Power of
Produce



What is Senior Power of Produce?

- ✦ A program for seniors 62+ to promote healthier eating habits and increase access to fresh produce
- ✦ Modeled after the program of the same name used at the Muskegon Farmers Market.
- ✦ A token program that issues four tokens with a \$1 value each time a senior attends our market and registers/checks in at the SPOP booth.



How does it work?

- + Vendors are contracted with in order to accept the tokens in exchange for produce.
- + Vendors are reimbursed at the end of each market for all tokens accepted at the market.
- + If tokens are not spent at a market they can be saved and used at another New Era market.



A decorative graphic featuring a green leaf and a yellow flower, positioned to the left of the word "Costs".

Costs

Start Up

- + Tokens (we ordered 1,000)
 - + Colored 3x5 Index Cards (we ordered 900)
 - + Tabbed 3x5 Index Cards files
 - + Card File
 - + Date Stamp
 - + Card Stock
 - + Table Banner 28"x32"
-
- + Total Startup Costs for New Era Farmers Market was \$1,248.40.

Funded by NW Michigan Chronic Disease Coalition and administered by DHD10.



Costs

Implementation

- + A funding source for reimbursing farmers for tokens
- + We applied for and received a \$3,000 grant from Mercy Health, Sister Simone Courtade fund.



5

Markets

195

People Served

398

Tokens Redeemed





Mentoring

Looking to start your own Senior Power of Produce? I am willing to mentor you.



Thanks!

Sandy Whitaker

shoppnqueen@hotmail.com

(517) 242-0041

Julie Kreilick

hms@hartmainstreet.org

(231) 301-8449



Credits

Special thanks to all the people who made and released this awesome resources for free:

+ Presentation template by [SlidesCarnival](#)

