

Power of Food Club Program

Minnesota Partners in Public Health Conference 2024



Presentation Objectives

- Participants will learn about the Statewide Health Improvement Partnership (SHIP) & Healthy Food Access in Jackson County.
- Participants will learn about the History of the Riverside Farmers & Makers Market, Collaborative Partners, and Power of Food Club program.
- Participants will identify Policy, Systems, & Environmental Changes associated with the Power of Food Club and farmers market strategy.
- Participants will identify and be able to replicate practicable, actionable steps to create qualitative and quantitative evaluation methods tailored to food access initiatives.
 - Outcome and Process Questions.
 - Patron Stories.
- Participants will gain insight into how evaluation can serve as a critical tool in developing and implementing an action plan for achieving sustainable goals.
- Participants will learn how to incorporate farmers markets and food access programs into the Social Determinants of Health framework.

About Me

- From Suburban to Rural.



- Grant Exposure/Involvement-



- Community Involvement-



The Statewide Health Improvement Partnership (SHIP): Making the Healthy Choice, the Easy Choice

- SHIP creates wellness across MN's communities through community driven, evidence based, and equity focused programs that tackle the root causes of chronic diseases.



SHIP MN Eats- at a Glance



- SHIP MN Eats-
 - Increasing access to affordable, appealing, healthy, culturally relevant food/beverage options.
 - Partnership is key:
 - Can help address/shape our food system.
 - Increase healthy & cultural food access at every age and place.
 - Benefits consumers, producers, and natural resources.



- Social Connectedness:
 - Food brings us together.
 - Incorporating and encouraging belonging.

MN Eats

SHIP collaborates with community partners to make changes that result in healthy foods being more available and affordable.

What does your community need?



Connect with your local SHIP coordinator. Health.OSHII@state.mn.us

Farmers Markets

Developing connections and enlarging the reach between local farmers and seasonal market opportunities

School Nutrition Environment

Creating environments where all students can access healthful food and beverages and gain the skills for a lifetime of nutritious eating

SuperShelf™

Transforming food shelves into welcoming spaces for better access to appealing, healthful food

Food Rx

Enhancing health provider support to patients for access to affordable, healthful food

Breastfeeding in the Workplace

Supporting the health and well-being of nursing mothers and their babies through workplace accommodations



106 MN Eats Partner Sites

65%

69 total partner sites in Cottonwood, Jackson, Nobles Counties implemented at least one MN Eats PSE Changes

MDH SHIP Tableau Data, 8 Years of SHIP

Worksite Wellness Impact



[Since 2016, 62% of Worksite Partner Sites have implemented at least one MN Eats PSE Changes]

“

“I think it (Power of Food Club) is a great program especially with our current economy. I think people are more likely to visit a Market knowing they can afford fresh food, the tokens help with that mindset.”

[DVHHS-Nobles SHIP Team]

Farmers Markets as a Social Determinant of Health

- Farmers markets can play several roles!
- Access to Healthy Food-
 - Increased access & increased consumption, especially in Food Deserts.
- Social Connections-
 - Opportunities to gather together.
- Education-
 - “Farm to Community” knowledge.
- Physical Activity-
 - “Open Streets”, moving around outdoors, active transportation.
- Community Revitalization-
 - Assist w/ improving neighborhoods & strengthening local economies.
- Sustainability-
 - Improved natural resources by encouraging residents/visitors to eat local foods- on average, food travels 1,300 to 1,500 miles before being consumed.



SHIP/SDOH SAMPLE ACTION PLAN TEMPLATE:

This sample template includes an explanation for each field and what to include.

<p>SHIP Project or Activity</p>	<p>Document what your SHIP activity or project you aim to work on.</p> <ul style="list-style-type: none"> • Farmers Markets
<p>Include Overall Goal</p>	<p>Document overall goal(s) that you are trying to achieve with this activity. (i.e. What SHIP activity you think best addresses a SDOH for the community/ population of choice)</p>
<p>SDOH Focus Area</p>	<p>Select at least one SDOH area that you feel best aligns with your SHIP project and the needs of your community. Consider information from your CHA, CHIP or other local data addressing SDOH. Refer to the spreadsheet that lists SHIP activities with SDOH domains relevant to those activities.</p> <ul style="list-style-type: none"> • SDOH Area: Food Security. • SDOH Considerations: Farmers Market. • Expected benefits (achieving these evidence-based outcomes) include: Increased access to fruits and vegetables, Increased fruit and vegetable consumption; Potential benefits (limited evidence-based rating, but these benefits maybe possible) include: increased healthy foods in Food Deserts, Strengthened local and regional food systems, Improved local economy, and Reduced emissions. <p><i>Considerations:</i></p> <ul style="list-style-type: none"> • <i>Not all SDOH is SHIP, but all SHIP is SDOH</i> • Review the LPH SDOH survey results (add link here) and your community health assessment to understand where the greatest SDOH area may be at in relation to your SHIP activity. • Select an area that is most responsive to the greatest need that your county public health can impact at this time. <ul style="list-style-type: none"> • Des Moines Valley Health & Human Services service area includes- Cottonwood and Jackson Counties have limited farmers markets scattered throughout each out county; in Cottonwood County, the City of Windom has a farmer's market and the City of Mountain Lake has an irregular farmers market; in Jackson County, the City of Jackson is the only farmers market. • DVHHS completed our Community Health Assessment (CHA) in 2023; data from the Jackson County CHA revealed that 52% of individuals never or less than one time per month, 26% about 1x per month, 12% 2-3x per month, 7% 1x per week, and 2% two or more times per week, buy or get food from the farmer's market/fruit/vegetable stand. Data from the Cottonwood County CHA revealed that 45% of individuals never or less than one time per month, 24% about 1x per month, 13% about 2-3x per month, 10% 1x per week, and 4% two or more times per week, buy or get food from the farmer's market/fruit/vegetable stand. • Select a focus area that ties with your SHIP activity and where you have a head start to be able to impact. For tying with your SHIP activity, an example is if SHIP activity is childhood development, select an SDOH topic that can make an impact and your

SDOH Template from MDH & Stratis Health

Cottonwood-Jackson-Nobles County SHIP Team

- Cottonwood, Jackson, Nobles SHIP Team:
 - Estimated population is 44,196.

- During fiscal year 2022-2023:
 - 64 total partners.

- Partner Sites by Setting:
 - 38 Community.
 - 18 Schools.
 - 7 Worksites.
 - 4 Healthcare.
 - 2 Childcare.

- SHIP Funding Impact:

- \$192,621 annual budget.

- \$26,000 granted to SHIP partners, Community Partner Awards (Mini-Grants).

- \$181,000 in Leverage Funding for partner assistance.

- **Power of Food Club Program-**

- \$2,100 for 2023 season.
- \$5,000 for 2024 season.



Jackson County Food Insecurity- Looking at Existing Data

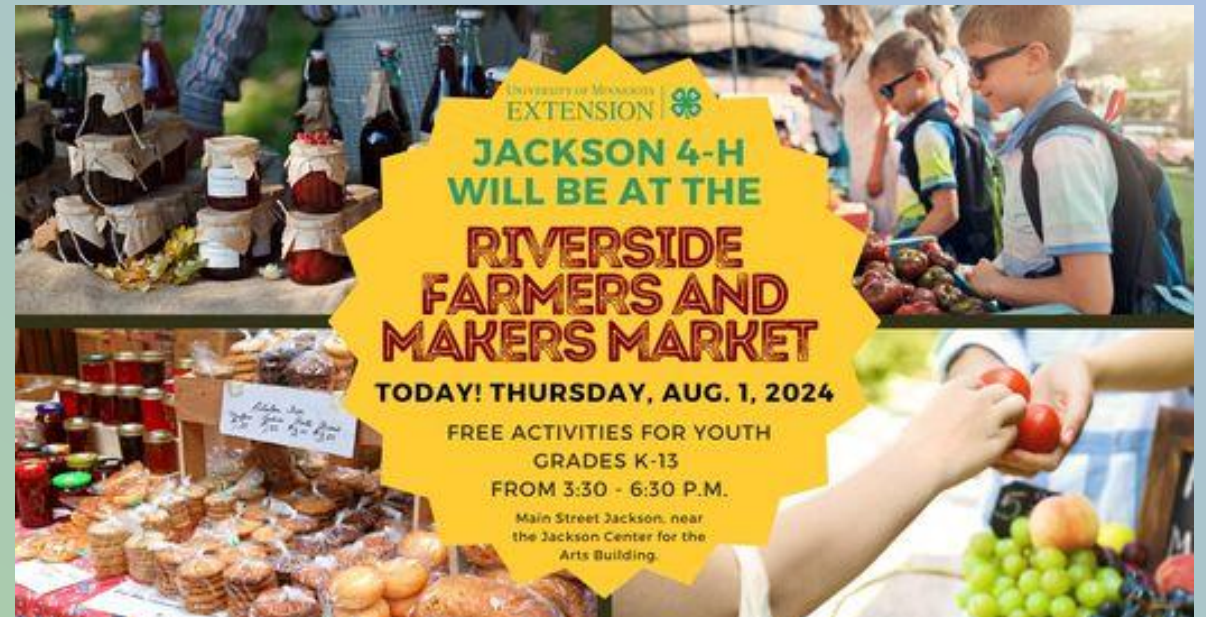
- “Brandt Gardens & Greenhouse believes that food grown locally is a critical component of sustaining and growing the local economy... this led to the partnership with SHIP to focus on improving nutrition in our communities.”
- Food Insecurity-
 - 10%.
- Average Meal Cost-
 - \$3.67.
- ***Keep this data in mind as we move forward with this presentation.***
- How often do you/others in your household buy/get food from the Farmer’s Market?
 - About 1-3x per month- 38%.
- How often do you/others in your household buy/get a CSA?
 - About 1-3x per month- 9%
- During the growing season, how often do you/others in your household buy/get food from community gardens?
 - 2 or more times per week- 31%.
- In a typical month, how often do you/others in your household buy/get food from the food shelf?
 - About 1x per month- 6%.
- How far do you usually go (one way) to get your groceries?
 - 11-20 miles- 29%.

Addressing Food Insecurity in Jackson County



Creating Healthy Social Connections

- Improved Health Outcomes-
 - Physical health and Mental health.
 - Immune system support and Longevity.
 - Quality of sleep.
 - Healthier habits.
 - Sense of belonging and Personal control.
- Individuals shop in the company of others more frequently at farmers markets and have more social encounters.
 - Fosters interactions among people of different race, class, age, and lifestyle.
- Farmers Markets vs. Grocery Stores.
 - 15-20 vs. 1-2 social interactions
- Markets offer various activities- art/crafts, live music, cooking demos, and food sampling.





Collaborative Partners – Special Thank You



History of the Riverside Farmers Market

- **Riverside Farmers Market- 2014:**

- Originated in 2014 as Jackson's first farmers market.
- Started with 6-9 vendors, currently have same number.
- *Offered an EBT Machine in early years.*

- **Key Champion:**

- Brandt Gardens and Greenhouse, market leader.
- Partnered with SHIP to focus on improving nutrition in our communities in the early 2010s.

- **Key Vision:**

- Strong focus on offering fresh fruits, vegetables, seeds, and plants in the Jackson County area.

- **Enhancing "Farm to Community" in Jackson County:**

- Offers Community Supported Agriculture- 85 participants, covers 50 mile radius.
- Hosted "pop-up" markets across the county (i.e. government center building, parks, hospital, downtown, etc.).

- **Riverside Farmers and Makers Market- 2021:**

- Originated in 2021 as part of the merger with Jackson Center for the Arts.
- Market was required to change its name in 2022.

- **Jackson Center for the Arts:**

- 501c3 Status through the JCA Board- great opportunities for grants, donations, also getting ideas for improvement, etc.
- Creation of the Farmers Market Board- vendors also get a vote on how things are managed at the market.

- **New Focus:**

- Stronger focus on social connections by incorporating arts, crafts, and live music.
- Incorporating English as Second Language (ESL) students as a Social Connection component & Education component.

- **Offered as a Drive-Thru Market:**

- Easier accessibility for folks who might have mobility issues.

Jackson Riverside Farmers Market develops- May 2014

SHIP team develops relationships with farmers market vendors and leaders.

Market Manager has EBT Machine available, but discontinues using it due to lack of customer use.

Farmers Market leaders discuss Power of Produce Program- early 2017

SHIP team visits with market vendors, determined that third-party involvement would be needed to pursue Power of Produce sustainability.

Power of Produce program is put on pause

Jackson Riverside Farmers Market merges with Jackson Center for the Arts- early 2022

JCA agrees to merge if market is named Jackson Riverside Farmers and Makers Market.

JCA is a 501c3 non-profit
JCA Board agrees to form a Farmers Market Board.

This merge provides opportunities for the market to grow while freeing up time and resources among market vendors.

Power of Produce and Market meeting with JCA Board- early 2022

JCA Board skeptical toward Produce Program, rules, and other regulations.

Mark Buck program is discussed, the cost of an EBT Machine and monthly fees deemed too expensive.

JCA Board puts projects put on pause.

Development of Power of Food Club- late 2022 & early 2023.

SHIP team meets Farmers Market Board to come up with an innovative name and guidelines similar to PoP program called Power of Food Club.

Concept shared with JCA Board, approved November 2022.

Power of Food Club team develops in 2023, creates program guidelines, eligible products, sustainability plan, and awareness campaign.

Riverside Farmers and Makers Market Vendors & Products

- Variety of Vendors:
 - Brandt's Garden & Greenhouse.
 - *Hill House Bread & Sweets.*
 - Delft Honey Company.
 - Alpha Alternatives.
 - Carlsonville Garden & Woodcraft.
 - *Itsy Bitsy Family Farm.*
 - Red Rock Farm- Jam's & Jellies.
 - *Brewster Bison.*
 - Wendt Family Farms & Micro Greens.
 - West Family Farm Fresh Eggs & Produce.
 - Long Ears Farm Southern Minnesota.
 - **Biggest Gap– No Culturally Diverse vendors (BIPOC).**
- Variety of Products:
 - Arts and crafts,
 - CBD/Hemp products,
 - Freshly grown mushrooms,
 - Seasonal fresh produce,
 - Canned goods from pickled asparagus to salsa, jams and jellies,
 - Dried food products- sour dough bread, cookies, assorted breads (i.e. pumpkin, banana, zucchini breads),
 - Frozen meat products such as bison (fresh and dried), chicken and pork.
 - Honey, and other items.

Power of Produce & Power of Produce Plus

- *Discussions/meetings date back to 2017.*
 - Launched in 2011 as an incentive program, in Oregon.
 - The Power of Produce (PoP) Club is a farmers markets incentive program for children.
 - It is offered at farmers markets throughout the nation.
 - Each week, children ages 4 to 12 receive a \$2 token to spend on fresh fruits and vegetables.
 - Power of Produce Club engages children at farmers markets and empowers them to make healthful food choices.
 - It aims to:
 - Increase family participation at farmers markets,
 - Increase vendor revenue,
 - Build healthier communities.
- PoP Club Plus is a program for adults ages 60-65 and up.
 - Each week, members receive a \$2-\$4 token to spend on fresh fruits, vegetables, or food producing plants.
 - Very similar to the Power of Produce program with a focus on older adults.



Power of Produce vs. Power of Food Club

- Power of Produce (PoP) Introduced-
 - First introduced in 2017 to the market vendors.
 - Very limited interest to move forward, no fiscal host to allow for donations- but we tried to find a host.
- PoP Re-introduced in 2022-
 - There was some momentum in February 2022, we have a fiscal host- JCA.
 - The Art Board voted the Power of Produce proposal down in April 2022.
 - Power of Produce was reintroduced in late 2022.

- Power of Food Club-
 - Met with the Farmers Market Committee in January 2023, looked at how we can “re-work” Power of Produce to comprise.
 - Visited with the JCA Board in January 2023
 - Still had resistance- “how are farmers market or market products associated with art?”
 - Power of Food Club was created after long meetings, discussions in February/March 2023.

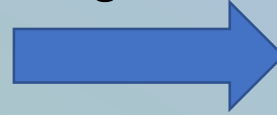


Power of Food Club Logistics

- The Power of Food Club is a farmer's market incentive program for children, teenagers, seniors, and families of Jackson County.
 - Market season 2023 focused on City of Jackson residents.
 - Market season 2024 focused on Jackson County residents.
- Power Club as a Connection Asset:
 - Act as a resource center for folks to learn about the farmers market Art Center, and community.
 - Act as an hub for activities, education, & programs.
 - Act as an equitable space for community members to visit each week.
- Tokens:
 - An Individual is entitled to \$10 for the market season.
 - Families (3 or more) are entitled to \$30 for the market season.
- Power of Food Club Materials:
 - Rather than reinvent the wheel, the farmers market replicates some characteristics of the Power of Produce (PoP)- registration forms, evaluation documents, etc.
- Power these tokens follow the Federal SNAP Food Program eligible products:
 - Vegetable and Fruits.
 - Meat, Poultry, and Fish.
 - Dairy Products.
 - Breads and Cereal.
 - Snack Foods.
 - Seeds and Plants.
 - Honey.

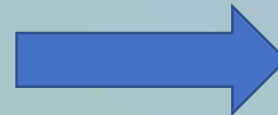
Power of Food Club Goals

- Play a key role in building healthy, prospering communities.



“I think it is a great program especially with our current economy. I think people are more likely to visit a Market knowing they can afford fresh food, the tokens help with that mindset.” ~ Market Patron

- Encouraging children and families to attend the farmers market every week, thus potentially increasing the market’s customer-base and revenue for local growers.



“With the \$30, we talked how the kids each got to choose something that they would want for jams, a watermelon, or veggies. They were excited to each pick something out when going to the market.”

- Create a social norm around farmers markets.



“Vendors are always open to providing more knowledge about products and holding conversations.”

- Develop a welcoming intergenerational environment and belonging in the community.

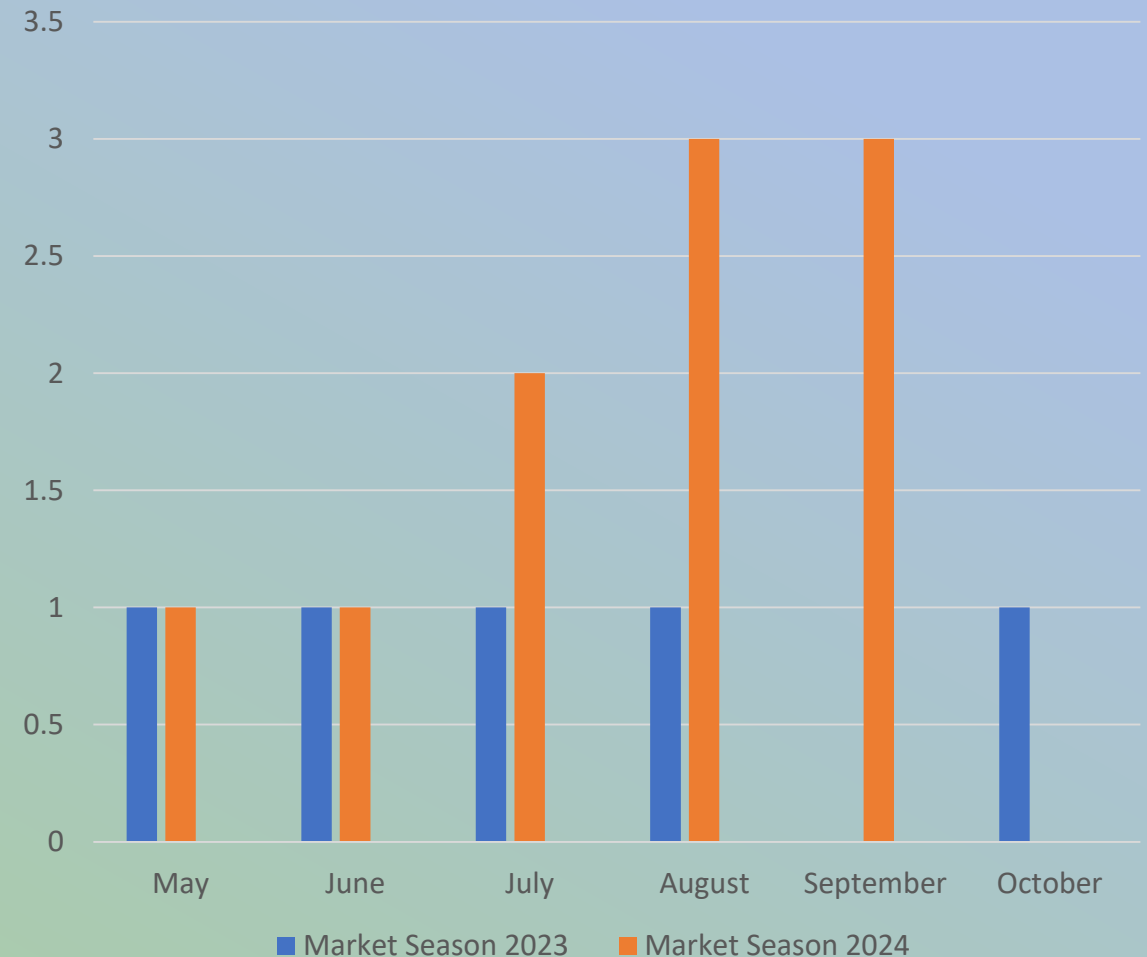


“Live music and programs provide community participation and social opportunities.”

Weaving the Power of Food Club into the Market Season

- The market season typically runs the last week of May through September or early October.
 - ~20 weeks.
- Token Distribution Overview:
 - Token Distribution is determined prior to the market season, based on availability of JCA Treasurer.
 - Tokens can be redeemed any Thursday between 330pm-630pm (regardless if it is a Token Distribution day).
- Incorporating Tokens w/ Activities throughout the Season:
 - Live Music.
 - Art and face painting.
 - Mental Health Stigma-Free Event.
 - Jackson Hot Dog Dash- hosted by Downtown Jackson.
 - National Farmers Market Week- offered seedlings/succelements.
 - English as Second Language (ESL) Student Events- Mexican Hot Dog Night, Hispanic Heritage Month Fiesta, Salsa Contests.

Token Distribution- 2023 vs. 2024 Market Season



Financials- Donations, Sponsors, and Grants

- Statewide Health Improvement Partnership (SHIP) funding:
 - Power of Food Club Tent- \$814.40.
 - Power of Food Club Tokens- \$687.88.
 - Power of Food Club Tote Bags- \$779.40.
 - Total funding: \$2,281.68.
- Local Grants- for Sustainability:
 - SHIP team will help find/write grants for Power of Food Club, also develop relationships w/ healthcare providers for Food Rx.
- Jackson Healthcare Foundation & Operation Round Up – Biggest Funders:
 - Contributed about \$8,000 over the two seasons.
- City of Jackson:
 - Waived fees to rent Ashley Park Shelter House.
 - Provided “Open Street” in Downtown Jackson when market transitioned to Downtown Jackson.

_____ **Golden Yam Sponsor \$1000 +**

Host up to 3 weekly activities at the PoF club during the market season. Share a special activity or promotion, if desired. (Activity/item must align with the market’s mission and be approved by the farmers market management).

Prominently named in promotional materials including posters, flyers, and in any media outreach. Name and logo displayed prominently at PoF Club registration booth on token distribution days at the market.

Recognition on JCA website, e-newsletter, and press releases about the PoF Club
Recognition in PoF Club social media posts

_____ **Silver Beet Sponsor \$500**

Host an activity at the PoF club during the market season. Share a special activity or promotion, if desired. (Activity/item must align with the market’s mission and be approved by the farmers market management).

Prominently named in promotional materials including posters, flyers, and in any media outreach. Name and logo displayed at PoF Club registration booth on token distribution days at the market.

Recognition on JCA website, e-newsletter, and press releases about the PoF Club
Recognition in PoF Club social media posts

_____ **Leafy Green Sponsor \$250**

Named in promotional materials including posters, flyers, and in any media outreach.

Name and logo displayed at PoF Club registration booth on token distribution days at the market.

Recognition on JCA website, e-newsletter, and press releases about the PoF Club
Recognition in PoF Club social media posts

_____ **Seedling Sponsor up to \$100**

Thank you for contributing to the local PoF club, your contribution will help ensure continued success of the program to provide local, fresh food products to the citizens within the Jackson County community.

Weaving in Social Connections & Equity- 2023

- Incorporate Power of Food Booth in Ashley Park-
 - Include large TV/monitor to stream information via laptop.
 - Farmers market, Jackson Center for the Arts, and community information streamed in English and Spanish.
- Public Health Resource Booth-
 - Connect folks to community resources/services.
 - Senior Farmers Market Nutrition Program- light rollout.
- Jackson Center for the Arts-
 - Activities that bring folks together (i.e. live music, arts/crafts, etc.).
 - Diversity Week held annually in September.
- Market Location-
 - Ashley Park.
 - Access to shelter house.
 - Restrooms.
 - Fishing/Public Water Access.
 - ADA-compliant Playground.
 - Near HRA/HUD Housing- Priority Populations.
 - Des Moines River Trail System w/ Jackson Library Story Stroll.





Power of Food Club- 2023 Season Summary

- Power of Food Club Members:
 - 85 individuals/families registered.
 - 34 families & 51 individuals.
 - 83% of registrants were female.
 - 51.3 years old was average age.
- Estimated Season Visits:
 - MN Dept. of Health est. 3,120.
 - FM360 est. 4,253.
- Financial Impact-
 - \$2,100 allocated for Power of Food Club and Farmers Market Activities.
 - Families- ~\$1,020 tokens.
 - Individuals- ~\$510 tokens.
 - \$500 went to hired help through Jackson Center for the Arts- 24% of our budget went to the volunteer!
- Token Distribution Day Weather-
 - 75F average temperature during Token Days.
- Average Spending Per Visit, FM360:
 - \$16.33.
- Donations/Sponsors- *Largely relied on for 2023 Season.*
 - Edward Jones,
 - Jackson Senior Dining,
 - Klassen Insurance,
 - Bank Midwest,
 - Hesel Auto,
 - M/H Electric,
 - Corteva,
 - Sanford Health,
 - Jackson Kiwanis Club,
 - Federated Rural Electric,
 - Anonymous donations.

Improvements for 2024- Stronger Focus on Healthy Food Access

- Increase Power of Food Club Token Distribution Days.
- Partnered with SMOC to hire a helper.
 - No cost to us, SMOC pays a salary.
- WIC Farmers Market Nutrition Program- Receive \$30.
 - Pregnant.
 - Breastfeeding and Postpartum Women.
 - Children up to age 5.
- Senior Farmers Market Nutrition Program (Over age 60)- Receive \$50.
 - Eligible for the Commodity Supplement Food Program.
- Funded by Federal and State Governments.
- Administered by MDA, partnered with DVHHS WIC team, for the WIC voucher program.
- Serves dual purposes-
 - To provide fresh, unprepared, local grown fruits, vegetables, and herbs to WIC and Senior participants.
 - To expand awareness, use of, and sales of farmer's markets.
- Program dates run 6/15 to 10/31, annually.

Market Location Changes – June 2024 Flooding



The US-71 Bridge and State Street Bridge were both closed during the flooding event- this impacted the ability to safely utilize Ashley Park.

Weaving in Social Connections & Equity- 2024

- Market Location-
 - Started at Ashley Park in May 2024 thru early June 2024 transitioned to Downtown Jackson.
- Transitioning to Downtown Jackson-
 - No Public Health Resource Booth due to the flood response- in hindsight, we should have!
 - Social Connectedness- Downtown offered more opportunities to visit with individuals.
 - Community events/festivals – market involved in summer and autumn activities.
- Jackson Center for the Arts-
 - Offer ESL student engagement during market.
 - Diversity Day – still took place, huge turnout.
- Market Location-
 - Downtown Jackson – outside Jackson Center for the Arts area.
 - Access to businesses - more individuals walking/biking?
 - Near Ashley Estates – Market-Rate Housing.
 - Des Moines River Trail, Dann’s Island Park, and Memorial Park are damaged by flood-
 - Portions of these areas were still accessible for walkers/bikers.



HOT DOG NIGHT **FREE**
Jackson Center for the Arts



**SERVED BY ENGLISH
AS A SECOND
LANGUAGE CLASS.**



JACKSON CENTER FOR THE ARTS



Hola! **CELEBRATES** 
HISPANIC HERITAGE MONTH



Power of Food Club- 2024 Season Summary

- Power of Food Club Members:
 - 115 individuals/families registered.
 - 37 families & 78 individuals.
 - 77% of registrants were female.
 - 47.6 years old was average age.
- Estimated Season Visits:
 - MN Dept. of Health est. 4,560 visits.
 - FM360 est. results will be shared in December 2024.
- Financial Impact-
 - \$5,850 allocated for Power of Food Club and Farmers Market Activities.
 - Families- ~\$1,110 tokens.
 - Individuals- ~\$780 tokens.
 - ~\$3,970 remaining balance.
- Token Distribution Day Weather-
 - 79F average temperature during Token Days.
 - 8/29/2024 was cancelled due to inclement weather.
- Average Spending Per Visit, FM360:
 - Results will be available December 2024.
- Farmers Market Nutrition Programs- *Preliminary Data*:
 - Senior- \$655 in vouchers.
 - WIC- \$445 in vouchers- light delay on getting out to clients.
- Grants-
 - Jackson Healthcare Foundation Grant.



Action Plan for Market Season 2025

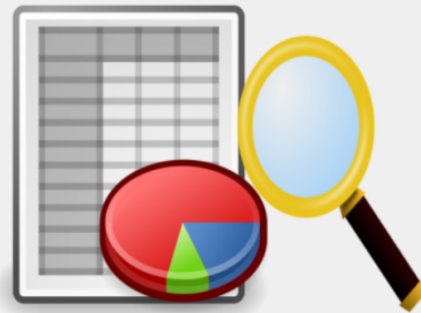
- Vendors-
 - Recruitment is needed.
- Vendor Variety-
 - New products (i.e. fruits, flowers, etc.).
- Market Activities-
 - Offer more activities during the market season, collaborate with the Chamber of Commerce.
- Location-
 - Stay Downtown.
 - Place Eco-Counter near trail system.
- Payment Opportunities-
 - Considering rolling out SNAP/EBT Machine.
 - Encourage Venmo, other easy-pay Apps?
- Token Allocation-
 - Explore token distribution days, offer greater token amount.
- Senior/WIC Nutrition Programs-
 - Continue with, and place/promote signage at vendor booths to increase awareness.
- Transportation-
 - Improve transportation opportunities for seniors, other priority populations, to attend the market.

Power of Food Club Quantitative & Qualitative Results



Qualitative
research

VS



Quantitative
research



Process and Outcome Evaluation- What we Learned, What was the Impact, & Did we Meet our Objectives?

- Process Question(s):

- *“What Did We Learn About Yourself or the Program by Doing This Project/Activity?”*
- *“What did it take to develop and implement the Power of Food Club at Jackson Farmers Market?”*

- Outcome Question(s):

- *“How Well a Program/Project Met It’s Objective(s).”*
- *“What was the impact of the Power of Food Club for people going to the Jackson Farmers Market?”*

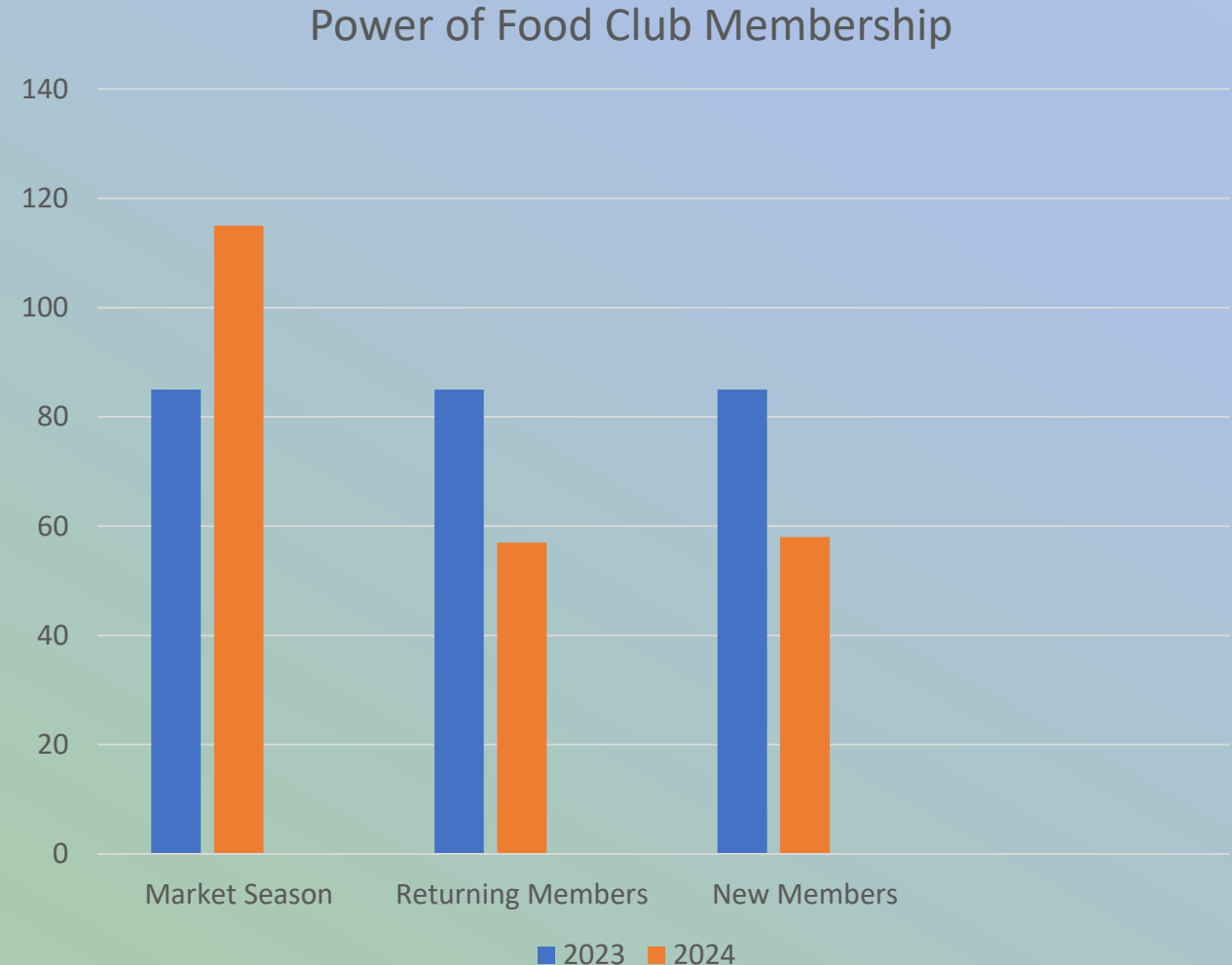
Please keep in mind results are based off those who participated in the assessment!

Power of Food Club- Assessment Questions

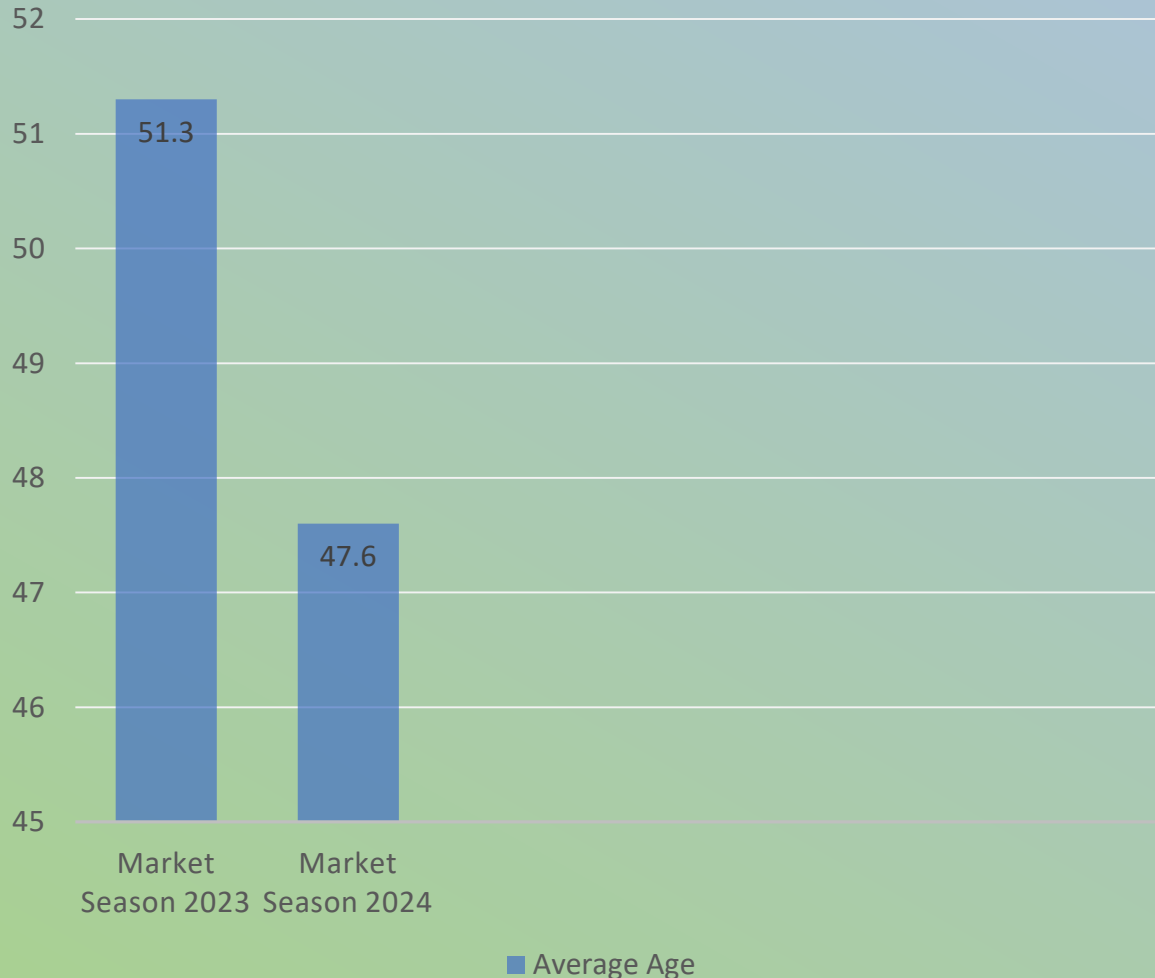
- The following slides will cover Power of Food Club post-project survey data and themes.
- UM Extension FM360 Survey:
 - Reasons for visits.
 - Spend at the market.
 - Preferred way to receive market updates.
 - Primary goals for the market.
 - Mode of transportation to the market.
 - Estimated visitor counts.
- *Keep the Jackson County Food Insecurity Data in Mind.*
- Public Health- Locally-led Evaluation Patron Assessment:
 - Patron demographics.
 - Location preferences.
 - Healthy eating impact and access.
 - Favorite market purchases.
 - Token distribution and allocation.
 - Financial impact.
 - Social Connection.
 - Patron likes & dislikes.
 - Suggestions/ideas to improve the Power of Food Club (Comment Summary).

Focusing on Community Investment-Participation

- In 2023, 85 individuals registered for the Power of Food Club program.
- In 2024, 115 individuals registered for the Power of Food Club program.
 - Of this, 58 were returning participants (>50% return).
 - Keep in mind, we had to relocate the market to Downtown Jackson due to flooding in summer 2024.
 - We also have residents who do not realize we even have a farmers market in Jackson!



Average Age- Based on All Registrants



- Average Age, 2023 Market Season- 51.3 years.

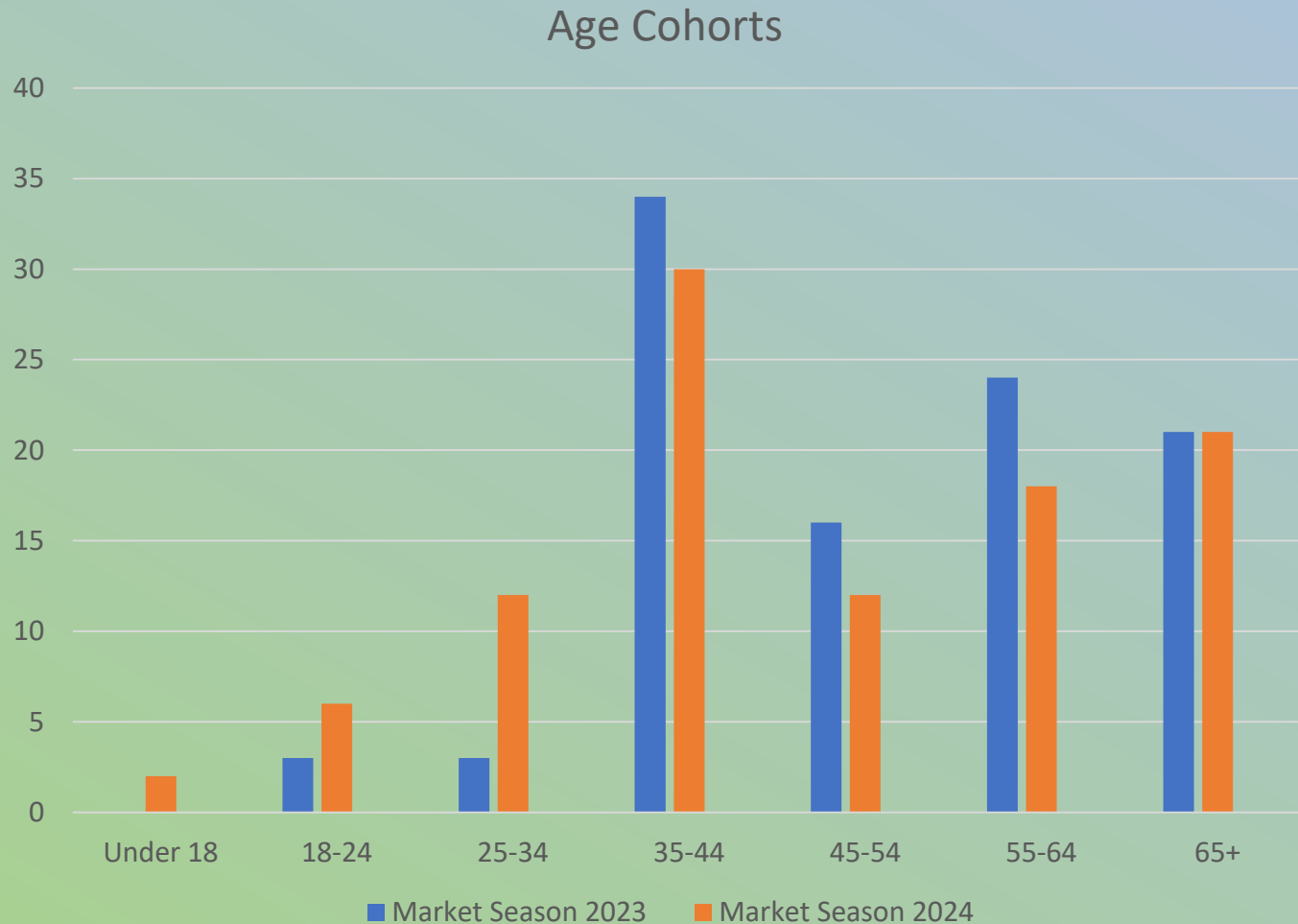
- Average Age, 2024 Market Season- 47.6 years.

- Average Age, Non-Returning Members- 50.3.

Average age is from all registrants!

Age Cohort Range

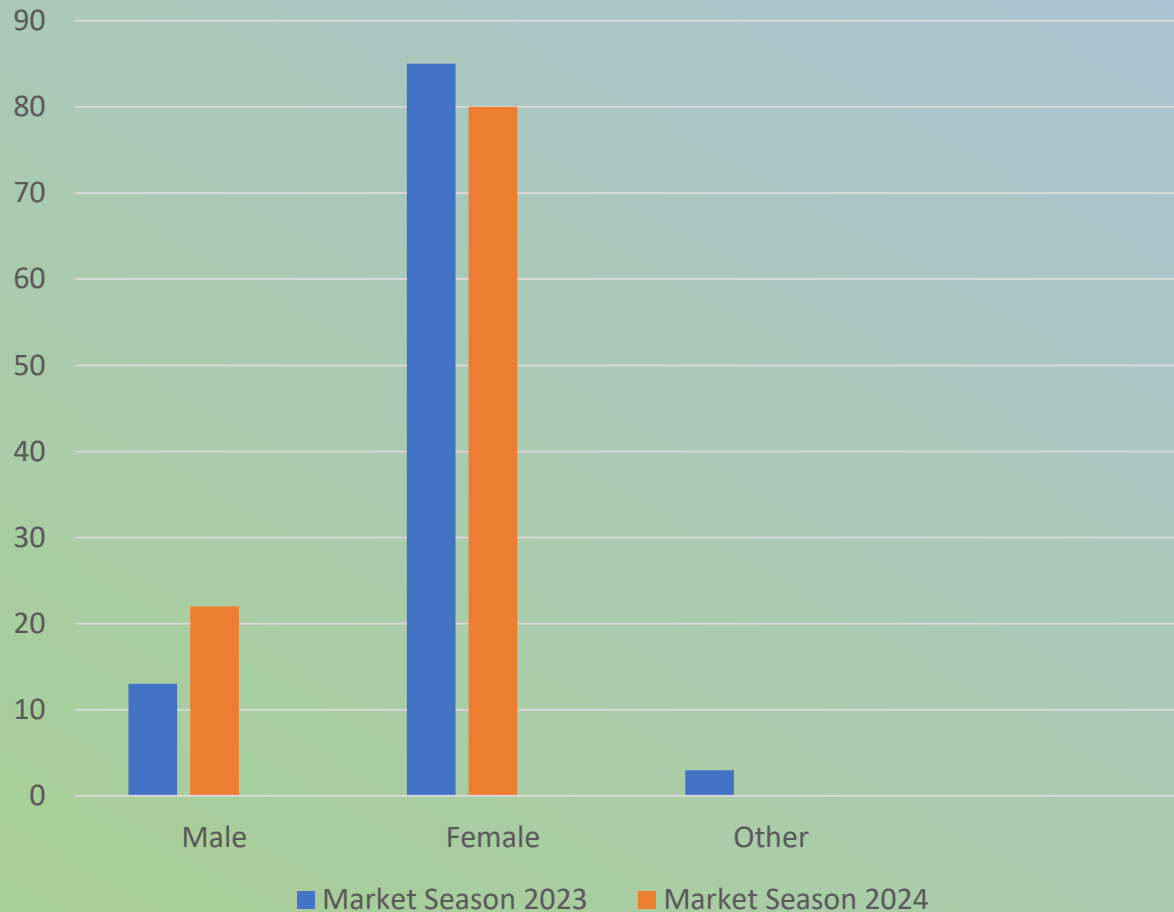
Great to see an increase among younger Power of Food Club participants this year, that is one of our goals!



Gender Overview

Historically, females typically have participated in market activities!

Gender Identification



- Market Season 2023-
 - 71 Females vs. 14 Males.
- Market Season 2024-
 - 81 Females vs. 34 Males.



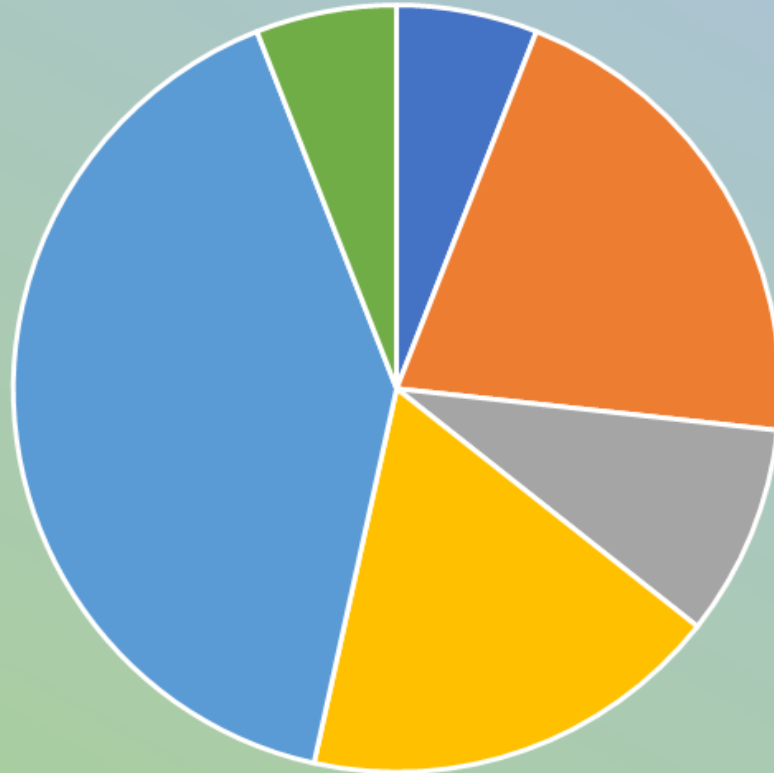
Zip Code- City of Jackson

- Market Season 2023, Zip Code:
 - 89% of individuals lived in the City of Jackson.
- Market Season 2024, Zip Code:
 - 92% of individuals lived in the City of Jackson.
- Other Locations- 2024



Household Income- New to 2024 Season

Annual Household Income

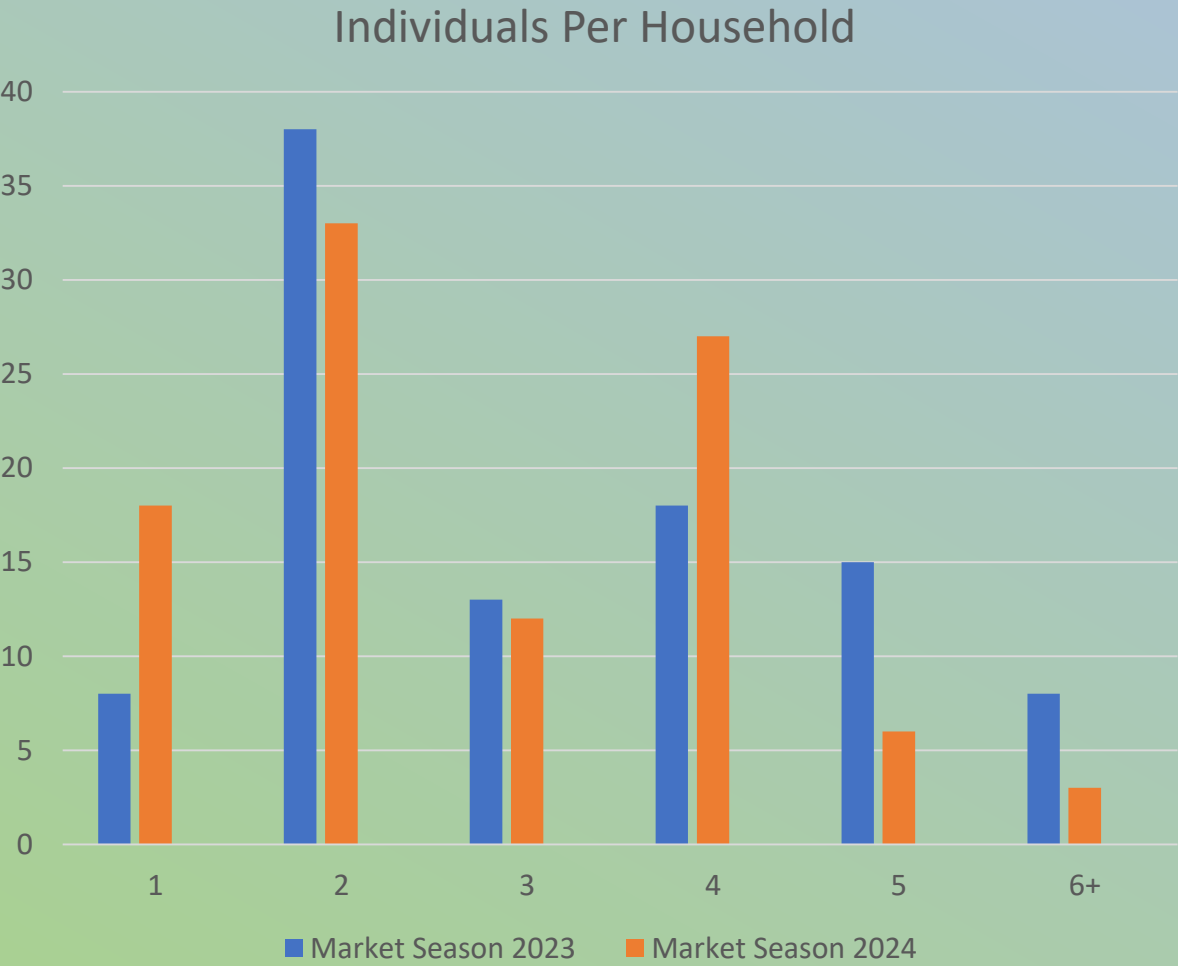


- Under \$15,000
- Between \$15,000-\$29,999
- Between \$30,000-\$49,999
- Between \$50,000-\$74,999
- Between \$75,000-\$99,999
- Over \$150,000

Largest Participant Cohort is \$75,000-\$99,999!



Household Size



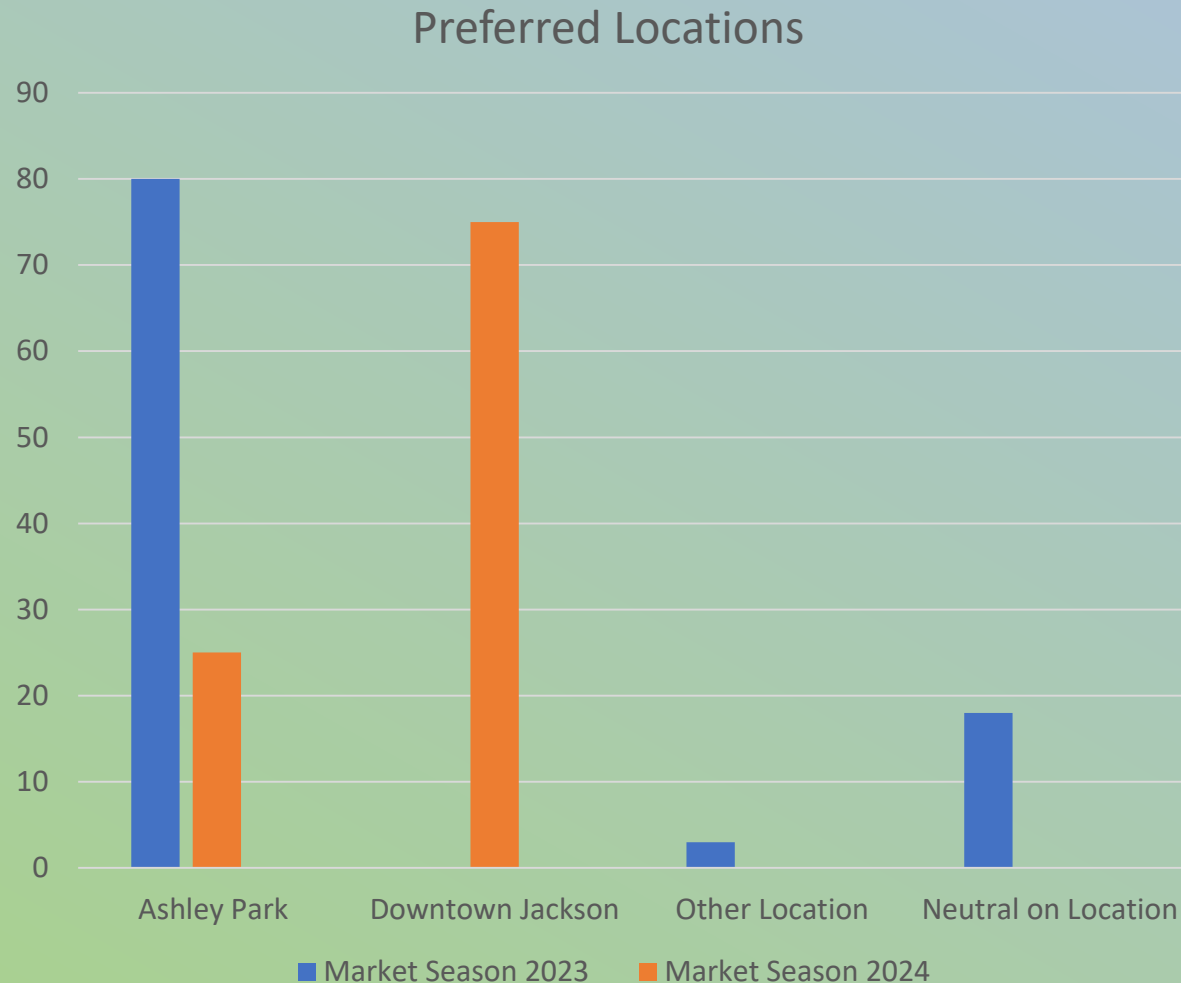
- Market Season 2023, Family (3 or more individuals)-
 - 34 Families.
- Market Season 2024, Family (3 or more)-
 - 43 Families.

HOUSEHOLD SIZE

2 
Most Common Response

3.16 
Average household size

Farmers Market Location

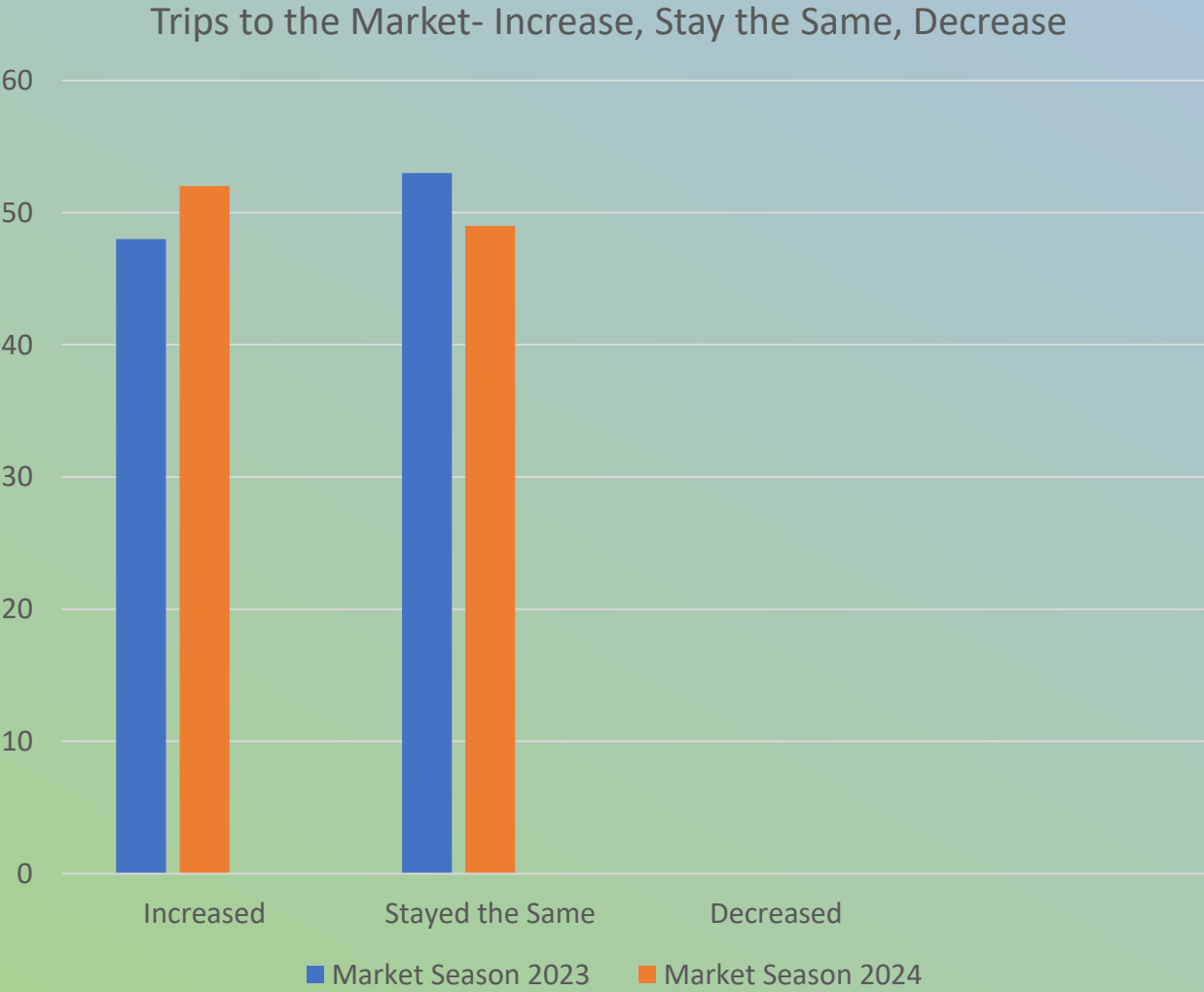


- Patron Quotes...

- “I understand the space in Ashley Park is nice for the market, especially when there is music. But I can’t help but think if it might be better attended downtown somewhere.” ~Patron, 2023

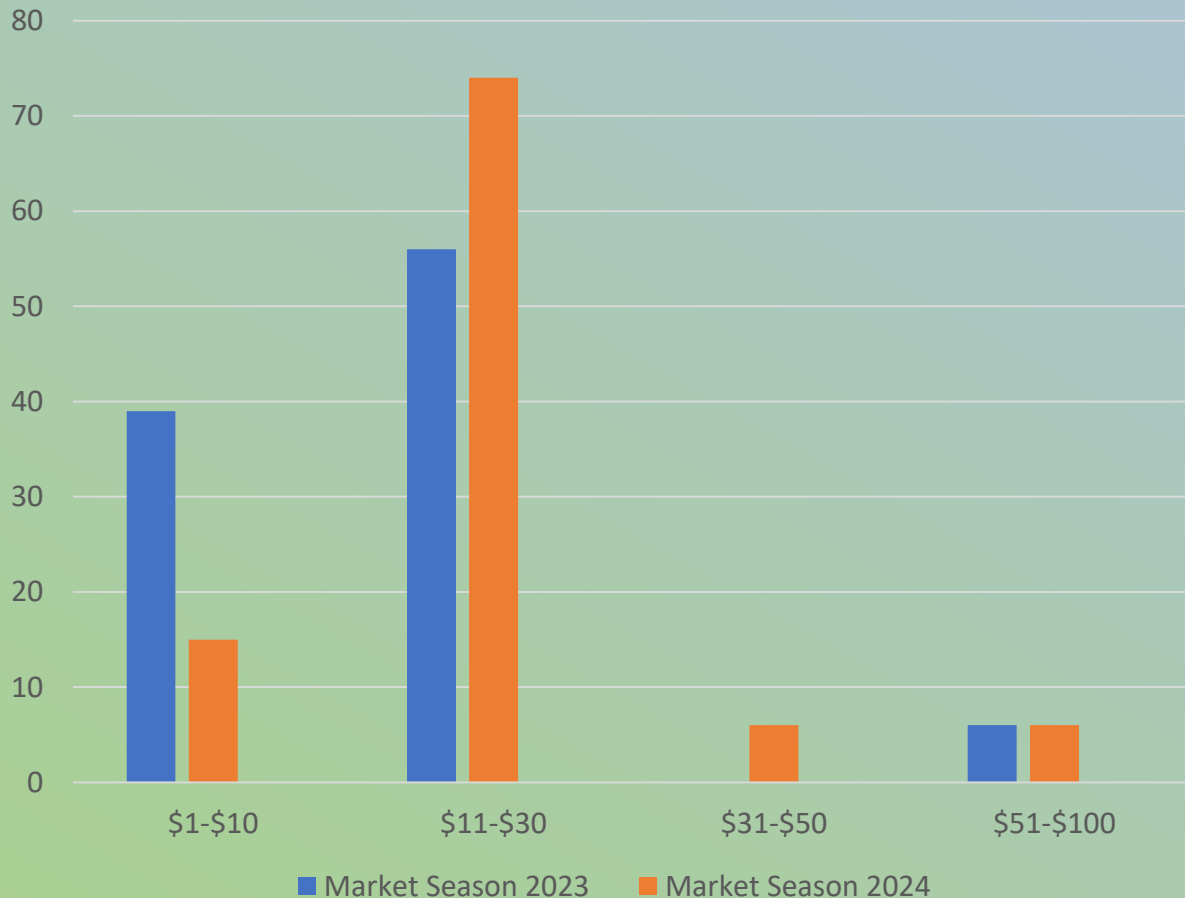
Comparing season to season, it could be a toss up to keep the location in Downtown Jackson or Ashley Park!

Trips to the Farmers Market- Power of Food Club



Average Spending- New to 2024 Season

Spending at the Farmers Market



- Market Season 2024, Average Money Spent by Patron, Excluding Tokens.

- Average spending per visit: \$16.33



Great to see an increase in money generated at the market during 2024!

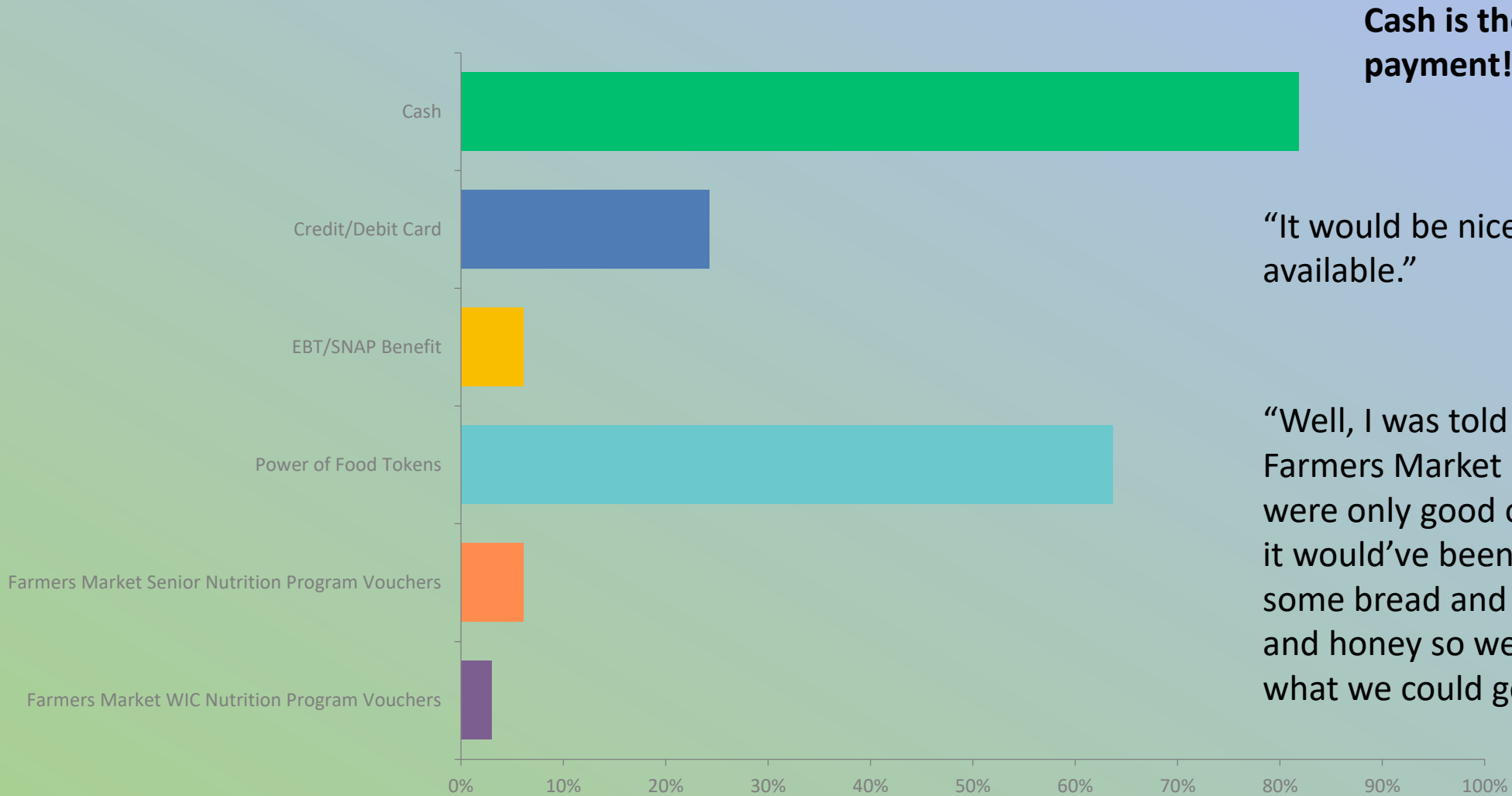
Preferred Token Distribution Days

**Trending to Weekly
Distribution Days!**

- “Weekly may get more people in my opinion.”
- “I think it would be nice to be able to get the tokens at any time/market.”
- “Weekly, personal preference, less likely to misplace tokens, something to look forward to.”



Preferred Payment Methods- New to 2024 Season



Cash is the most popular form of payment!

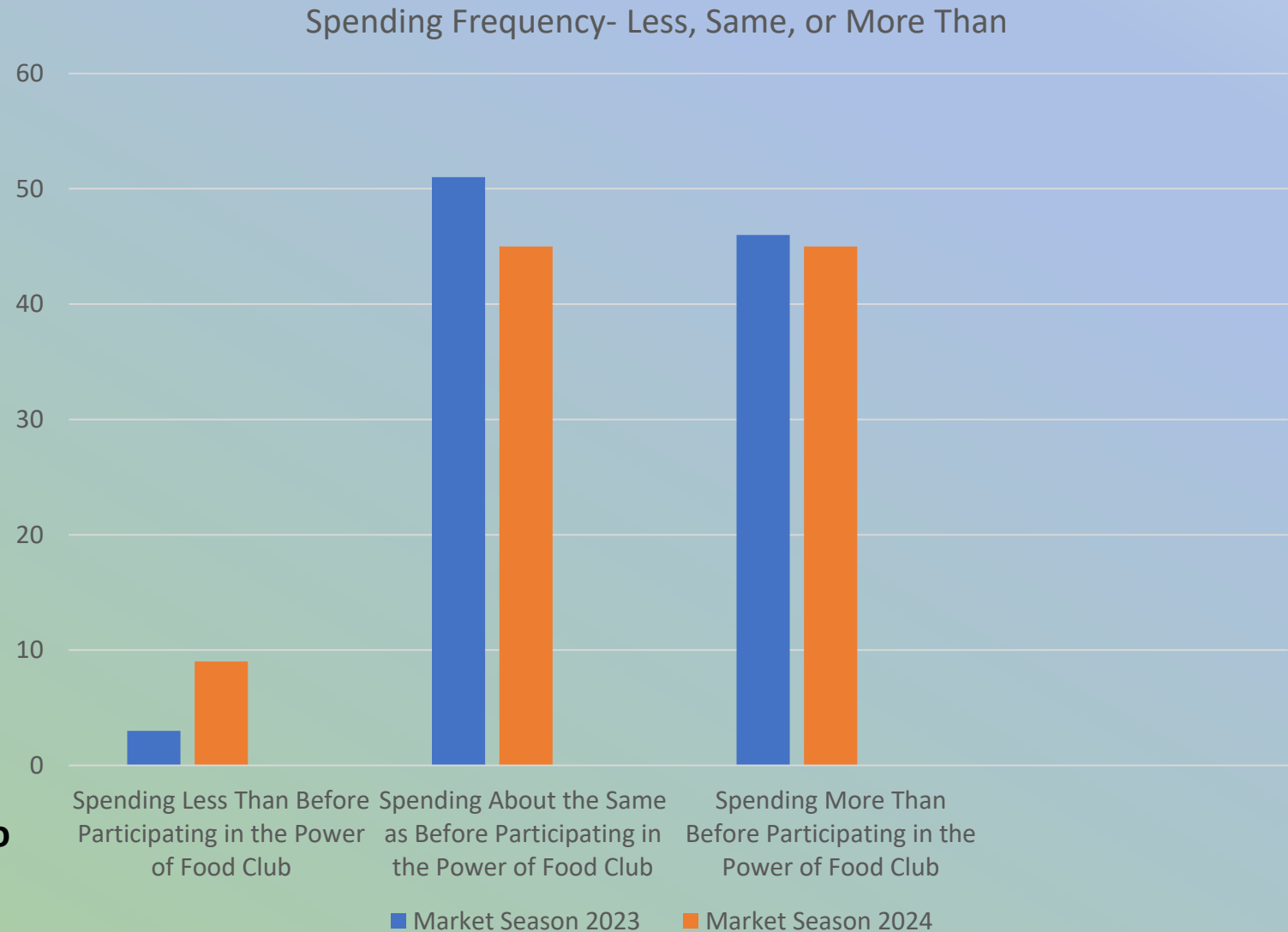
“It would be nice to have Venmo available.”

“Well, I was told that our vouchers from Farmers Market Nutrition Programs were only good on vegetables and really it would’ve been nice to be able to get some bread and some jams and jellies and honey so we were very limited as to what we could get.”

Spending Experience- Resulting from Power of Food Club

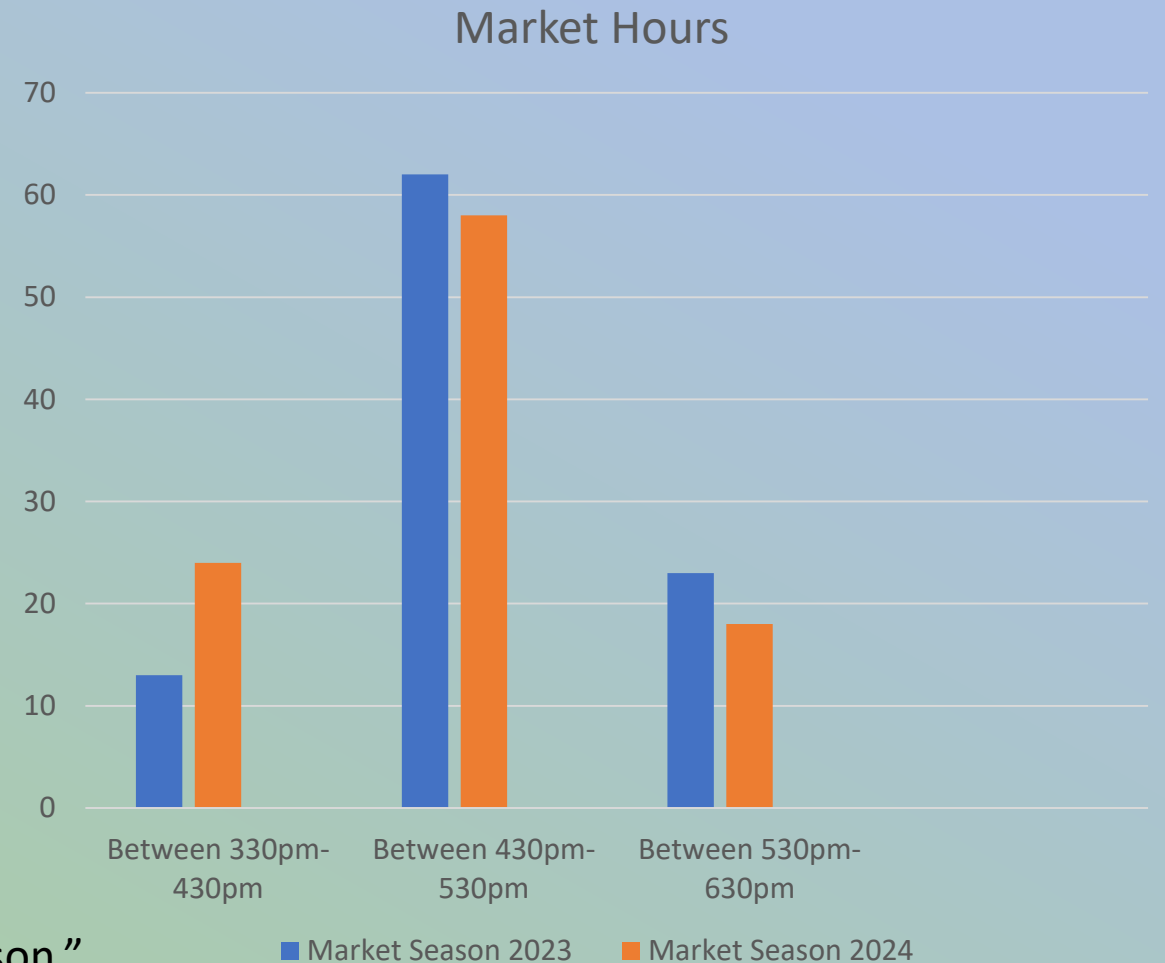
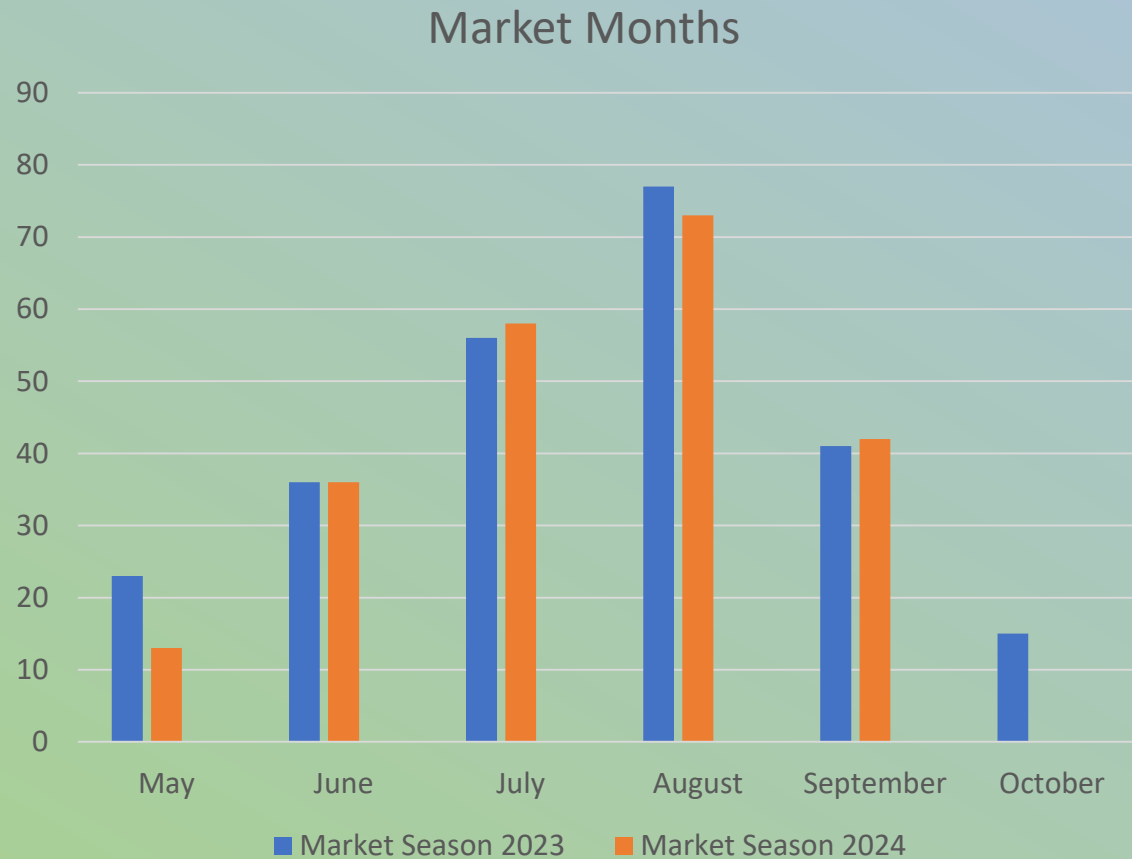
- “It honestly depends on availability of vendors, but it's nice to be able to have the option of utilizing tokens at any market day!”

The location change could have influenced spending frequency, and those who were new to the farmers market and/or Power of Food Club!



Popular Times to Use Tokens- Months & Market Hours

Being located near businesses, and knowing business close at 430pm-5pm in Jackson could influence market hour spending!

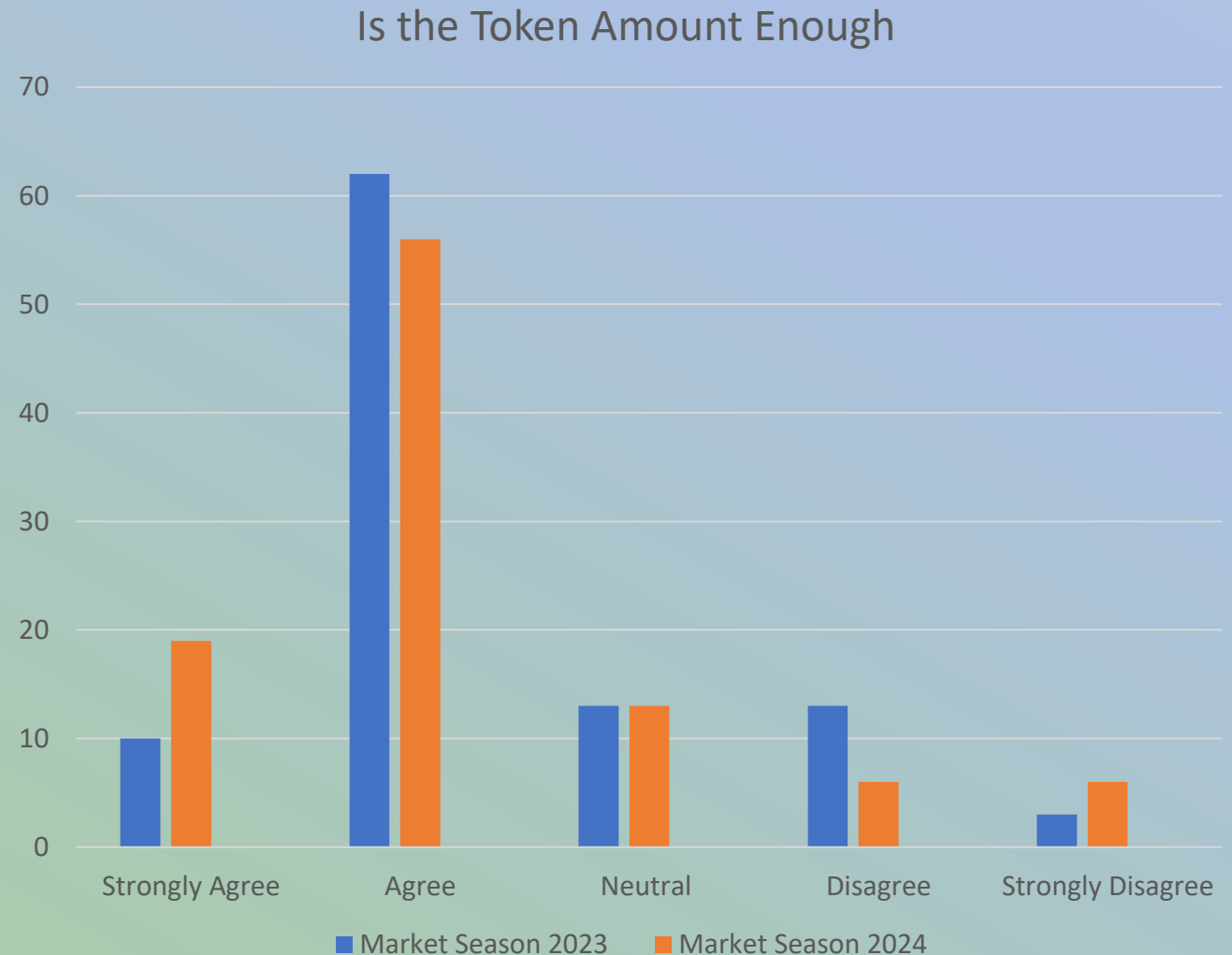


“There is definitely more variety of food later in the season.”

Seasonal Token Amount- Meeting the Need

- “My only thought would be just do it per person (so \$10 per person) with a maximum if needed. I would love to see children get theirs and get to decide what to buy and practice spending money and using their math skills.”
- “Eating fresh and healthy is hard let alone expensive. The cost of the fresh produce itself has gone up so much.”

Majority of folks agree or strongly agree the token allocation meets their need!



What Do Patrons Like the Most- Farmers Market

Popular Traits About the Farmers Market



- “I like seeing multiple organizations and events coordinating and working together (rather than competing). For example: Hot Harley Nights, Art Center, Food Trucks, local music, food specials at local restaurants, Farmer's Market, art shows, etc.”
- “The availability/offering of a farmer’s market in town (not having to go elsewhere to access a farmer’s market).”

Favorite Purchases w/ Power of Food Club Tokens



- “The tokens give us something to try something new while improving food insecurity and access.”
- “Sourdough bread, sweet corn, tomatoes, jams, and jellies.”

Fruits and vegetables were often cheaper than other market products!

What Do Patrons Least Like

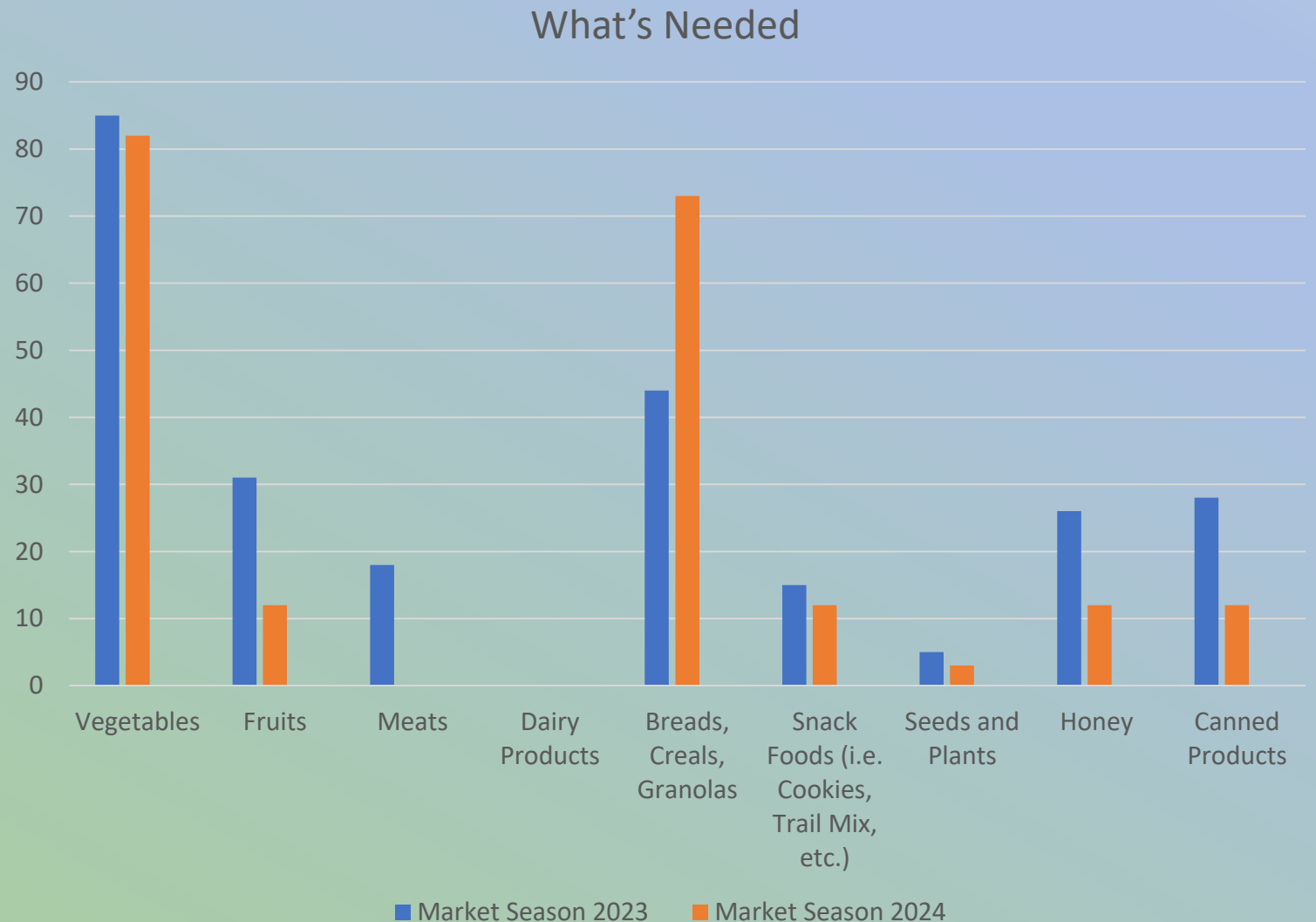
What Could Be Improved



- “I think more of the downtown stores should stay open during this time. Maybe offer specials on those nights also.”
- “Invite student musicians to play. Invite food trucks. Have JCC do an entrepreneurial class, and have the students sell their wares.”

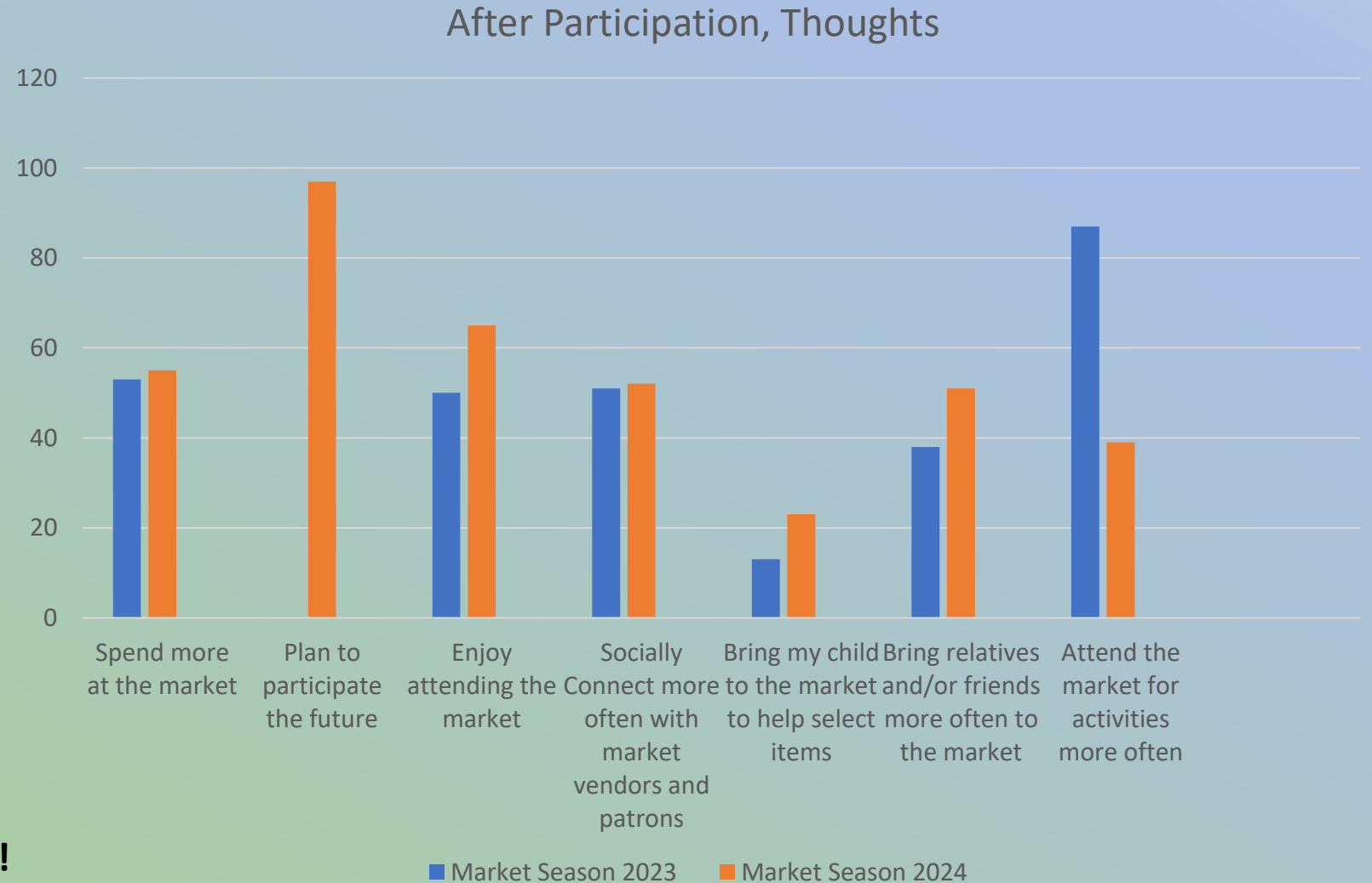
What Products Patrons Would Like to See More Of

- “I think it would be great if there were additional vendors with beef jerky/meats.”
- “Fresh cut flowers, any kind of vendors that people want to share their work with. Bring in music.”
- “I know it can be challenging to recruit and retain vendors (especially when they're present at multiple market locations). Vendors I've enjoyed from other area farmers markets include: Flowers/arrangements, popcorn, popsicles/frozen yogurt, coffee, etc.”



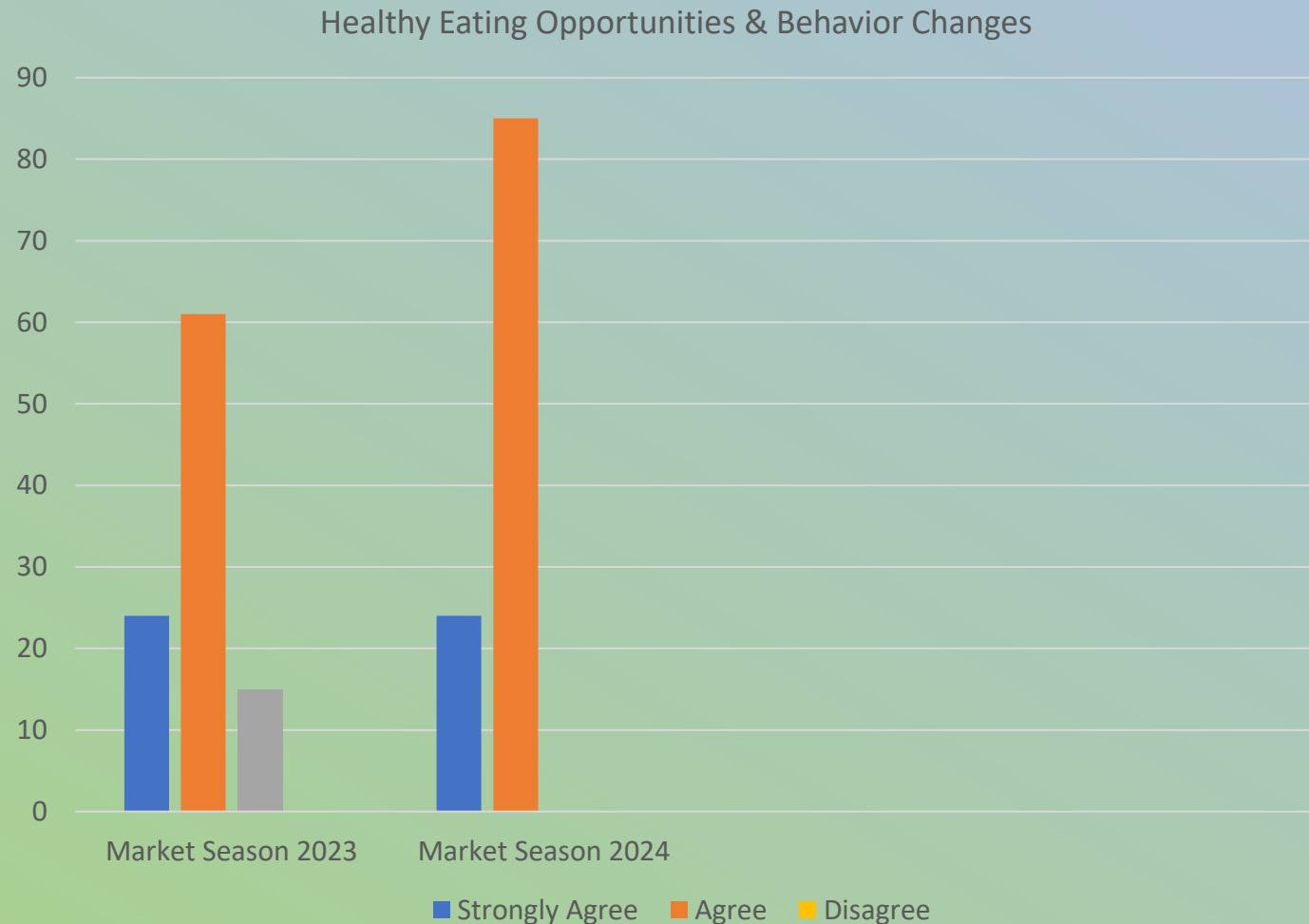
After Participating in the Power of Food Club

- “I've encouraged others to participate in the Power of Food Club and support the farmers market and the market vendors.”



Based on the results, the Power of Food Club is worth keeping around!

Power of Food Club- Healthy Eating Opportunities & Behavior Changes



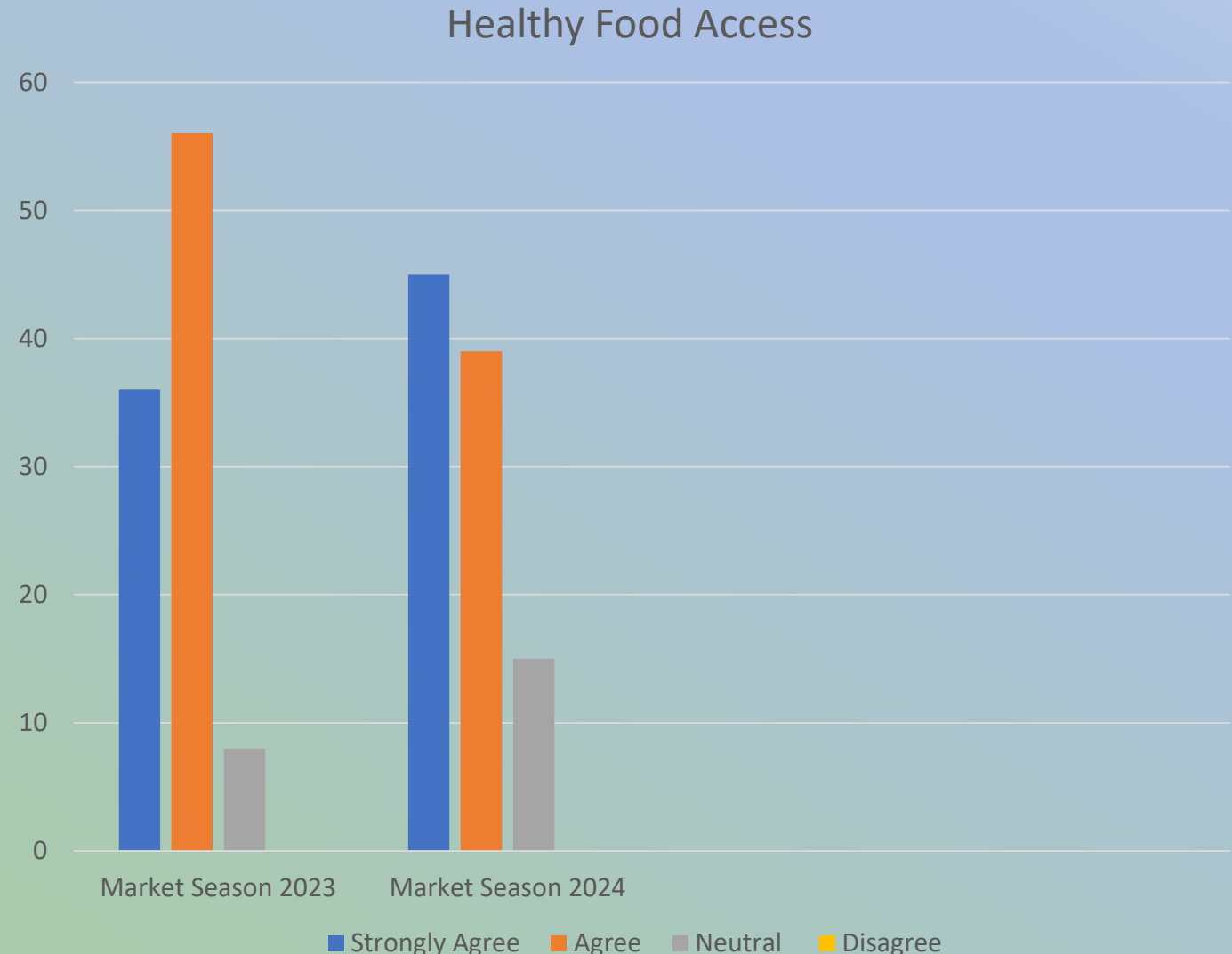
- “Accessibility to local, fresh produce/products is really nice. Supporting local growers/vendors is also fulfilling.”

Power of Food Club influences healthy eating opportunities and behavior changes!

Providing Healthy Food Access for the Jackson Area

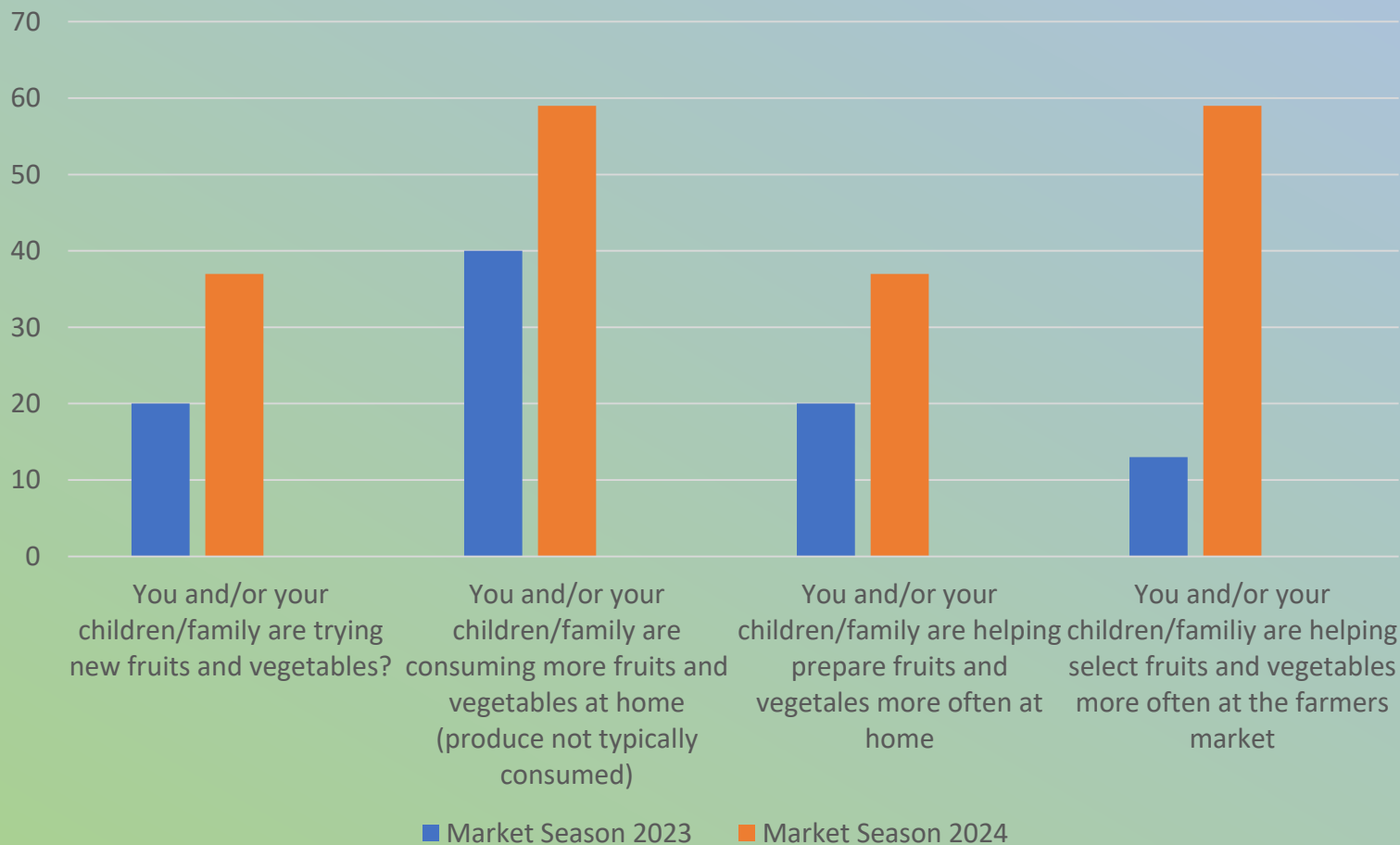
- “The selection is wonderful and fresh...significantly better than the local grocery store's offerings.”
- “Not all products are necessarily in the healthier category.”

Power of Food Club offers access to healthy foods in the Jackson area!



Healthy Eating- Experimenting, Consumption, Preparation, & Selection

Focusing on Healthy Eating



- “Definitely fun to talk about where our food is coming from, who grew it, etc.!”
- “I don't have a garden anymore so I rely on the market!”

Experimentation, consumption, preparation, and selection of fruits/vegetables have increased!

Other Popular Locations to Purchase Food



- “Other local growers I know - Sether's sweetcorn, Bezdicek's veggie stand; Beef and pork directly from farmers.”
- “I will use big box stores when have other reasons to be out of town. Make money stretch.”

Nearest “Large Grocery Stores” are located 20-35 miles East, North, South, or West of Jackson!

Educational & Social Connection Activities

Farmers Market Activities Considerations

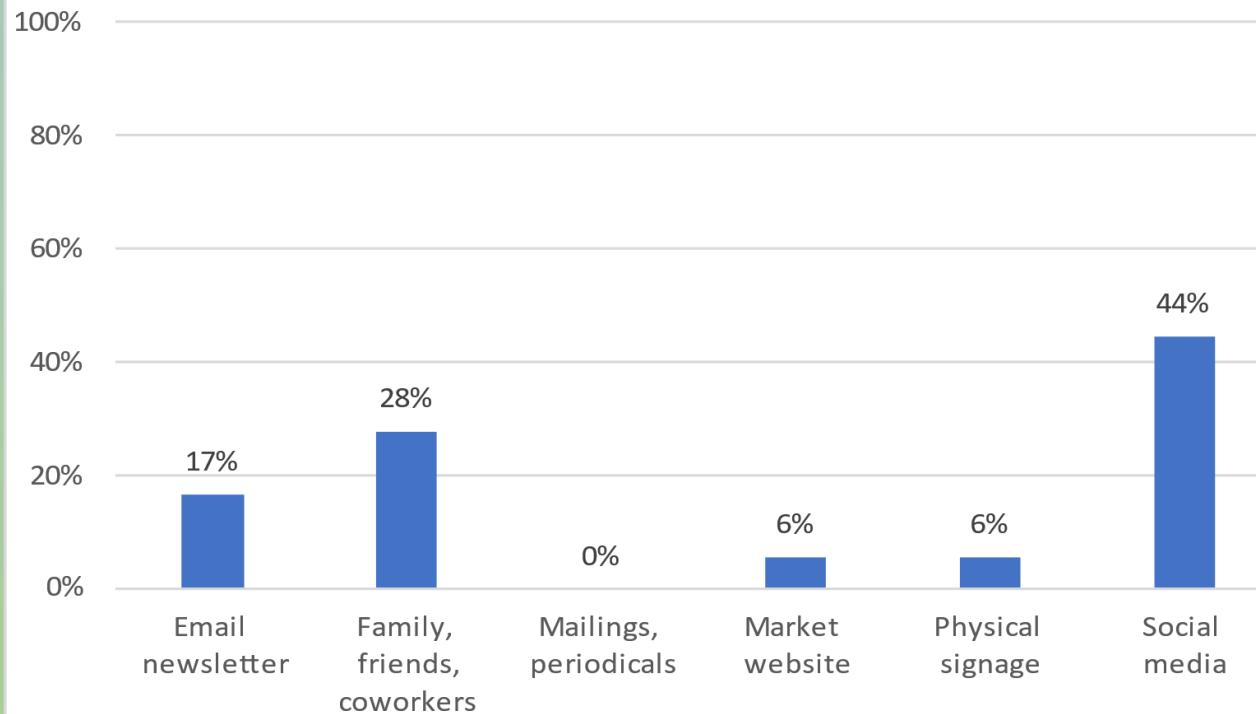


- “I think anything offered needs to be simple and "come and go" of sorts (for presentations/demonstrations...nothing more than 5-10 minutes).”

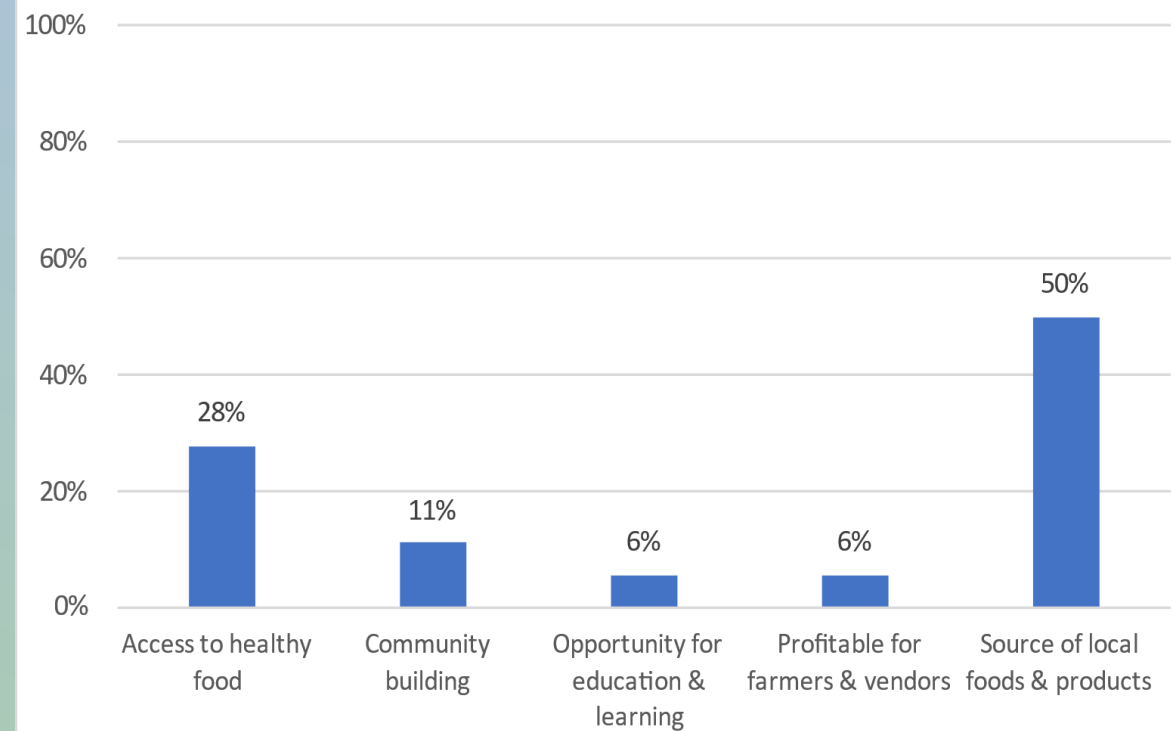
We definitely need to improve on activities offered at the market!

UM Extension FM360 Results- Communication & Goals

Preferred Way to Receive Updates



Primary Goals for the Market

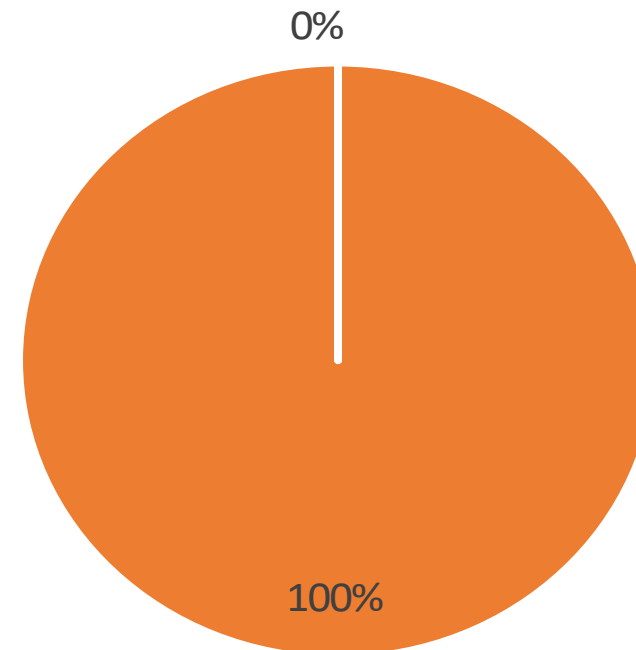


UM Extension FM360 Results- Mode of Transportation & Estimated Visitor Count

- Average visits/hour: 68.
- Total market hours: 63.
- Visits for the 2023 season: 4,253



Mode of Transportation to the Market



■ % biked ■ % drove ■ % public transit ■ % walked

Vendor Takeaways



- Token Days increase our sales.
- Majority of the customers are after the produce.
- Many customers come for the one time and not become regular customers.
- Vendors are needed, but the ones we have offer healthy options.
- Customers communicate with each other, keeping them longer, and providing suggestions on what to buy.
- “Earn a Token Program” by providing tokens to youth who participate in market activities.
- The Power of Food Club provides access to healthy products while serving as a financial asset/benefit for individuals.

Power of Food Club- What We Learned, Will Continue, Modify, and/or Remove

- Continue:
 - Continuing building relationships within the community.
 - Continue adding feedback into Action Plan/Social Determinants of Health Plan.
 - Continue using Farmers Market Nutrition voucher program.
- Modify:
 - While the Power of Food Club provided a welcoming environment with social interactions among vendors and patrons, we need to improve market activities during Token Distribution Days.
- Modify:
 - The Power of Food Club demographically showcases the need to improve/modify our reach to priority populations.
 - The Jackson Farmers Market provides access to healthy foods, however there are no BIPOC vendors and/or culturally appealing products; expand vendor reach and waive vendor fees for new vendors.
- Remove:
 - Remove/modify Token Distribution Days in order to meet public interest and demand.
- *Share the Results:*
 - Share results and stories with newspaper, radio, city council, JCA Board, other interested parties!

Bringing it altogether- Policy, System, and Environmental Changes

- **Policy Changes:**

- Developed Power of Food Guidelines which define-
 - Eligible market products to purchase,
 - Identified priority populations in Jackson,
 - Token distribution days & allocation per household,
 - Sponsorship and donation guidelines – future SHIP partners,
 - Jackson Center for the Arts is the Fiscal Host for the market.

- **System Changes:**

- Power of Food Club tokens accept all products identified by Federal SNAP Food Program- improves accessibility.
- Tokens can be used by anyone regardless of age, income level, or household size- improves equity.
- Helps establish a healthier food system in Jackson, MN- that's the goal.

- **Environmental Changes:**

- Power of Food Club tokens, market tent, and tote bags.
- Laptop computer for process registration- leverage funding.

- **Social Support Changes:**

- Events offered by Jackson Center for Arts-
 - Live music, arts and crafts – though limited in 2024 due to flooding.
- Education offered by the market vendors-
 - Succulent, seedling, and planting.
 - National Farmers Market Week- free plants.
 - Jackson County 4-H event.
- Diversity Week Event-
 - Annually, September.
 - Latin Band, Alma Andina.
 - Tex-Mex Band, Fiesta Los Rebeldes.



Carlsonville Garden & Woodcraft

"I loved the freedom of being able to select foods I maybe wouldn't have because I did not have to pay out of my own pocket for it. It offered me the freedom to choose more "fun" items."



Family Farm Fresh Eggs & Produce

"It provides for fresh vegetables that are better quality than you can purchase at the grocery store."



Brandt Gardens & Greenhouse

"We always enjoy music, crafts and learning more about growing food."



Hill House Breads



Alpha Alternatives



Delft Honey Company

“With the \$30, we talked how the kids each got to choose something that they would want for jams, a watermelon, or veggies. They were excited to each pick something out when going.”



Face Painting & Stigma-Free Mental Health campaign

“The market provided a nice opportunity to see others I haven't seen in a while and quickly chat/catch up if time allowed. Just a nice setting to be able to socially connect with others (vendors, acquaintances, other attendees, friends etc.)”



Live Music- Alma Andina

“Vendors are always open to providing more knowledge about products and hold conversations. Live music and programs provide community participation and social opportunities.”





Vendor Arts & Crafts

“It was great to be part of the market, it definitely has a strong community vibe.”



“I think it is a super program but needs to be expanded to tokens every week.”



Power of Food Club Registration Tent

“I think it is a great program especially with our current economy. I think people are more likely to visit a Market knowing they can afford fresh food, the tokens help with that mindset.”



Herbs & Microgreens

“Accessibility/convenience and the opportunity to support vendors (ex: I maybe would have spent \$10-12 on my own, but because I had tokens, spent \$20).”

Hello! My name is Lacey with L's Little Treats. We are a home based business out of Trimont, MN. We make and sell freeze dried candy, fruits, vegetables and doggie treats. We have a variety of items available with new items being added frequently. We have a wide variety of inventory and can do custom orders as well.



“This area was easy to spot brings life to down town and helps expose these businesses.”



“Thanks for still making the Farmers Market happen even with the flooding.”

“Centrally located, encourages activity for all ages”





“I don't have small children at home but it definitely motivates me to eat more fresh veggies!”



“Definitely fun to talk about where our food is coming from, who grew it, etc.!”



“I like it downtown because it provides opportunity to connect with Jackson Center if the Arts.”

EASTERN BISON ASSOCIATION **NATIONAL BISON MONTH** **EASTERN BISON ASSOCIATION**

★ ★ ★ ★ ★

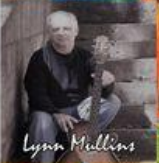
Bison can run 40 mph, jump 6 foot from a standstill and they are excellent swimmers & climbers !

Music at the Market

ASHLEY PARK | JACKSON, MN

JUNE 2 @ 4:00 pm

Lynn Mullins is a solo guitarist with warm vocals from Jackson MN. He discovered music at the age of 12, self-taught and developing his own stylish finger picking. By the age of 15 he was writing songs. Lynn's playing genre includes music of the 70's, 80's, country rock, folk and Contemporary Christian music.



Lynn Mullins

AUGUST 4 @ 4:00 pm

Jam Session
hosted by Deblyn Russell
Weaving Workshop
by Sindi Renge



JUNE 2 @ 5:15 pm

Scott Ringquist was born and raised in Jackson and started the Baby Elephants Band with several friends at age 14. For years he played classic rock with The Nectarines, and now performs his own acoustic music in MN and Iowa. There is never a dull moment with Scott and his selection of music!



Scott Ringquist

AUGUST 25 @ 5:00 pm

Midwest singer-songwriter Chad Elliott blends folk roots, swampy blues and soulful writing to deliver an original Americana sound. He has penned more than 1,500 songs in his career while also cultivating his skills as a painter, sculptor, illustrator and author.



Chad Elliott

JUNE 16 @ 4:00 pm

Lee Kanten and Georgette Jones play music that elevates moods and our shared humanity. They play good time songs from six decades, centered in 70's Classic Rock, but including traditional, gospel, country, blues, current hits, and original compositions.



The Mad Hatters

SEPTEMBER 1 @ 5:00 pm

The Roe Family Singers mix original music and contemporary takes on old-time, traditional, and gospel tunes into one rolling & rollicking river of fresh yet familiar American music. Every performance raises a ruckus.



The Roe Family Singers

JULY 7 @ 5:00 pm

Nikka and Rich are a musical duo originally from Lakefield, now based in Minneapolis. Music from the 1950s and 1960s, as well as blues music, country blues and classic female blues, have inspired their songwriting.



Nikka Mattison & Rich Rice

SEPTEMBER 15 @ 5:00 pm

Alma Andina combines traditional instruments from South America with Latin rhythms such as Cumbia, Salsa, Folk, Guajira, Latin Rock, Reggae, and other danceable styles. They have been playing music in the Twin Cities for more than 7 years, always evolving in their instrumentation, line up, and sound in general.



Alma Andina

For more detailed information about the Musicians, please visit our website!



SCAN ME



where creativity grows.

SEPTEMBER 15

2nd Annual Home Salsa Competition



A BIG THANK YOU GOES TO OUR 2022 MUSIC PARTNERS!

Kozy Heat
M & H Electric
Henning Rental, Inc.
Jackson Motorplex
Pizza Ranch

AGCO
New Fashion Park
Kat's Hog Heaven
Marilyn Rossow
Carol Neal

Rhonda & Bill Brandt
James and Mary J Brennan
Dr. David L. & Barbara G. Fell
Klassen Insurance Professionals LLC
Mark & Linda Titus



JACKSON MN

EXIT 73 ON I-90



Bike & Classic Car Night

**THURSDAY
AUGUST 1**

**MAIN STREET
5:00 PM - 8:00 PM**



**LIVE MUSIC BY AUDIO CIRCUS
5:30 PM PILLARS PARKING LOT**

Events

**BEER GARDEN - FOOD TRUCKS -
FARMER'S MARKET - GIVEAWAYS**



For more information, please visit our Facebook page:

JACKSON CRUISIN' CLUB

"I think it's very helpful to have the tokens and gives incentive to go to the market and try new things and a chance to interact with all the vendors and try their products too."

WEDNESDAY JUNE 23RD

CUSTOMER APPRECIATION NITE

**JACKSON DAYS
HOT DOG DASH**



HURRY B-4 THEY'RE GONE!

5 PM - 6:30 PM

BAILING STATIONS

EXIT REALTY-GREAT PLAINS
EYEKANDY DESIGN STUDIO
SASKER AUTO GLASS

ACE HARDWARE
FAMILY DOLLAR

UNITED PRAIRIE INSURANCE
EDWARD JONES
THE COFFEE NEST

SPECIAL THANKS TO OUR ADDITIONAL SPONSORS

KATS HOG HEAVEN ROYAL LEAD BOARDING KENNEL COSMOS AND CLOVER BOUTIQUE
JACKSON MOTOR PLEX - NATIONAL TICKETS AVAILABLE
JACKSON COUNTY FAIR BOARD-FAIR AND CARNIVAL TICKETS AVAILABLE

HAULER PARADE TO FOLLOW!



“Being able to purchase foods that I might have not otherwise (if I didn't have the tokens) was a way to help our family try something new.”



“The availability/offering of a farmer's market in town (not having to go elsewhere to access a farmer's market).”

“I enjoyed taking my grandchildren to help choose items they wanted and used the tokens to purchase those items.”





“The market provided a nice opportunity to see others I haven't seen in a while and quickly chat/catch up if time allowed. Just a nice setting to be able to socially connect with others.”



“I met a lot of people helping give out tokens, it was cool!”

“A chance to purchase heart healthy olive oil which sometimes can be cost prohibitive.”





Diversity Day
Pre-Event...



JACKSON CENTER FOR THE ARTS



Hola, CELEBRATES HISPANIC HERITAGE MONTH



The Fiesta...

Thank You !

- Luke Ewald, DVHHS Public Health Unit.
- Contact Information-
 - Luke.ewald@dvhhs.org
 - 507-847-6930

