Farmers Market Food Navigators: A Michigan Harvest of the Month™ Program

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Farmers Markets in Low-Income Communities

Access to Local Produce

Food Assistance Programs

Existing Barriers Remain

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Existing Farmers Market Programs

- Nutrition Education
- Incentives for Produce
- Sustainable?
Help Low-Income Shoppers Maximize Their Food Dollars
Community Outreach

Meet Me
Amy St. Germain
Food Navigator
Muskegon Heights City Market

Favorite Fruit
Peaches are my favorite fruit. They are sweet, juicy and taste like summer to me.
Amy St. Germain

Favorite Vegetable
I love butternut squash. It's a versatile vegetable that can be used for any meal.
Amy St. Germain

Join Me
Muskegon Heights City Market
99 East Center St, Muskegon Heights
Friday from 11-3
Implement Policy, Systems, and Environmental Strategies Supportive of Healthy Behaviors
Food Navigators in Action
WHAT PEOPLE ARE SAYING...

FOOD NAVIGATORS

In one market season, Food Navigators:
- Assisted an average of 53 shoppers per day
- Engaged with approximately 7,700 shoppers

Playbook Monthly Game Plan feedback
"The Playbook is very helpful. It’s where I start for my activity prep to get a visual map for the month." – Food Navigator

According to shoppers surveyed, Food Navigators often helped shoppers by:
- Providing tools or resources they could take home 55%
- Sharing nutrition information with them 50%
- Showing them how to use their food assistance benefits 40%

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WHAT PEOPLE ARE SAYING...

MARKET STAFF

“It benefits the market in increasing our educational initiatives. Our navigator also brought new customers to the market through community outreach.” – Market Manager

“Demos & recipes are very helpful.” – Farmers Market Vendor

50% of market managers and 57% of market vendors agreed Food Navigators helped increase fruit and vegetable sales.

75% of market managers and 51% of market vendors agreed activities like food tastings, recipe demonstrations, and children’s activities helped increase fruit and vegetable sales.

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WHAT PEOPLE ARE SAYING...

COMMUNITY MEMBERS

47% of shoppers recalled engaging with a Food Navigator.

50% of shoppers bought fruits and/or vegetables they hadn’t planned to buy after participating in cooking and nutrition demonstrations with the Food Navigator.

Shoppers who engaged with Food Navigators intended to:

- Shop at a farmers market 80%
- Buy more vegetables 50%
- Eat more vegetables 52%
WHAT PEOPLE ARE SAYING...

FOOD NAVIGATORS USE THE PLAYBOOK TO...

- Learn about their role and the purpose of the program
- Refer to training and resources
- Gain inspiration from Monthly Game Plans
- Plan their activities with Proposed Activity Schedules
- Carry out program evaluation
- ...and much more!

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OF SHOPPERS WHO INTERACTED WITH FOOD NAVIGATORS MORE THAN ONCE…

26%

Reported eating vegetables more often at their last interaction than their first interaction.
Thank you!

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