

Summary of Capacity Building Funds for Food Networks

BACKGROUND

University of Minnesota Extension's Health and Nutrition team offered one-time funding (\$10,000) to build capacity of food networks to contribute to the implementation of Minnesota Food Charter strategies.

Eligibility was limited to food networks who attended the [Convening of Food Network Leaders](#) and funding was available in three overarching categories (i.e. meeting support, travel and professional development). A participatory process was employed to make decisions. First, in small groups, food network leaders brainstormed outcomes that could be achieved from three different levels of funding writing their ideas on flip chart paper. Next, each person received two sticky dots to vote on funding allocations and collectively, leaders decided to fund:



- 6 proposals at \$500 each,
- 3 proposals at \$1000 each,
- 2 proposals at \$2000 each.

Individual networks could submit one proposal and multi-network proposals were also accepted. A total of 22 proposals were received. Six proposals requested \$500, five proposals requested \$1000, and 13 proposals requested \$2000. Using a web-based online voting system, each network was eligible to cast a vote. There was a 78.6% turnout rate. To put that in perspective, 75% of eligible Minnesotans voted in the 2016 elections, the highest turnout rate in the country. The following networks were awarded funds by their peers.

\$500

1. Carlton County Food & Nutrition Network
2. Healthy 56258 (Marshall)
3. Waseca County Health Food Access Network
4. Watonwon's Co. Community Food Partnership
5. United Way Access to Food Community Food Solutions
6. Partners to End Hunger

\$1000

1. Northside Fresh
2. Crow River Food Council
3. Rutabaga Project

\$2000

1. Red Lake Local Food Initiative-Gitigaanike
2. Northside Fresh and Minnesota Farmers Union



FUNDED PROPOSALS @ \$500

Partners to End Hunger (Region: Metro)

Partners to End Hunger (PEH) requests funding to purchase a new conference phone for our board room. As we continue to grow our advocacy network statewide in support of the food charter's policy objectives, it is imperative that individuals calling in to our meetings are able to clearly hear and participate in the discussion. This has been a barrier we have identified in the past year. Hunger Solutions Minnesota will continue to serve as the fiscal host for the PEH network.

This one-time funding would enable us to make a technological investment which would improve the statewide reach and accessibility of our network. Through researching highly reviewed conference phones designed for a room of our size, a grant of \$500 would cover the majority of the cost, as the options we are interested in range in price from \$500-\$700. Thank you so much for considering this investment in the PEH network to improve our capacity to engage an even wider network of stakeholders in this important work.

Access to Food Community Solutions Team (Region: Central)

On behalf of the United Way of Central MN, I am pleased to submit a \$500 request to fund a one-time "Policy 101" training event for our Access to Food Community Solutions Team (CST). Currently, the CST is working on many MN Food Charter strategies from accepting EBT at farmers markets to hosting community gardens. Just recently, conversations have pushed us to look at systemic changes. The CST has placed a priority on policy - a strategy threaded throughout the MN Food Charter.

Knowing that policy work can be very intimidating, we would coordinate an event to teach members how they can easily "take action" and become an integral part of changing and advancing policy. This event would teach our 25 CST members how to effectively and confidently communicate with decision-makers. Once trained, members will actively participate in policy conversations and become the voice for Central MN either locally or at a "day at the capitol" event during this legislative session. Members will be eager to write letters to the editors, sign a petition or complete action alerts. The United Way of Central MN will be the fiscal host. Funds would be used for planning, mileage reimbursement and food for attendees.

Healthy52658 (Region: Southwest)

Healthy52658, a grassroots community initiative, plans to fund a convening of the original Healthy56258 stakeholders through a luncheon meeting in Spring 2017. We strive to reconnect original membership of the Healthy56258 Operations Teams (education, healthcare, community at large, community, and worksite wellness). Because of the historical work of these stakeholders, as early as Spring 2014, Healthy56258 developed a business plan with two priorities: healthy eating and physical activity. Access to all community members is our overarching commitment. Re-engaging the original operations teams through a luncheon meeting will allow us to update stakeholders, engage them in the work of Healthy56258, and move further faster with additional leadership in the community. Our current focus: schools, community and worksite wellness. The cost of the luncheon/convening would be roughly \$500, estimating 50 attendees at \$10 per person for food. Room rental is free. Marshall Area YMCA is the fiscal host and Southwest Minnesota State University the institutional anchor. The award allows us to communicate and collaborate more effectively with early leaders. Healthy56258 will strengthen and sustain with re-engaged leadership in the community.

Carlton County Food & Nutrition Network (Region: Northeast)

We would like to send several of our Food Network participants to the Food Access Summit in Duluth in October 2017, and would use this funding to cover the cost of their registration. The United Way of Carlton County is the fiscal host for the Carlton County Food & Nutrition Network. The intended outcome of having our participants attend the Food Access Summit will be increased knowledge about issues surrounding food in Minnesota and the opportunity to expand our relationships with other Networks throughout the region and state.

Waseca County Healthy Foods Access Network (Region: Southeast)

The Waseca County Healthy Foods Access Network's mission is to partner together to increase the access to, and knowledge of healthy and affordable food for residents residing in Waseca County. The group is currently comprised of food shelf directors within Waseca County, University of Minnesota Extension staff as well as SHIP staff. We are looking to expand the network as a way of reaching a broader audience.

We are planning to host a community convening this spring to discuss the current food system, what it looks like in Waseca County, and to recruit individuals who might be interested in being part of the network. We would like to use the available funds to purchase locally-sourced food, which we would serve during the initial food network leaders convening. Our goal for this initial convening is to establish additional healthy foods champions and leaders within the community, which would allow us to eventually address all areas within the food system. We intend on sustaining the momentum attained through this initial convening by conducting future convening's focused on further efforts and projects on healthy food access within Waseca County.

Watsonwan Community Food Partnership (Region: Southwest)

The Watsonwan Community Food Partnership has been looking for ways to invite members from the community to the meetings. We would like to offer a stipend for mileage and childcare during the meetings. The meetings are held in different cities in the county throughout the year. This can sometimes make it difficult for new members to make it to the meetings due to travel expenses and child care during the 2 hour meetings. Our members would like to offer the opportunity for new members to attend. We feel we can do this with a stipend for the first couple of months of the new members joining. We received funds that allowed us to invite Head Start to one meeting and offer child care, food, and travel stipends. We had 4 parents that were interested in attending future meetings. This would allow us to keep the stipend in place for future meetings for these parents in an effort to reduce barriers. We will determine meeting places that are convenient and times that would work best for working members. This will allow more diverse community members and opinions in our network. Fiscal host of \$500 will be Human Services of Watsonwan County.

FUNDED PROPOSALS @ \$1000

Northside Fresh Coalition (Region: Metro)

1. Northside Fresh Coalition is seeking funds to provide seeds/seedlings to Northside growers for the upcoming growing season. Previously, coalition partners have looked to a local organization to provide seeds/seedlings - this organization has since gone into hibernation. Northside Fresh desires to ensure that there is a quality, affordable option for the 2017 growing season that aligns with many growers' environmental values. While all efforts will be made to arrange for donated seedlings from local nurseries, some seeds/seedlings will need to be purchased. The \$1000 requested will go towards purchasing seeds/seedlings to be disseminated during a distribution event in early spring. Without this event, growers will have to seek other arrangements, impacting their budgets and time.

2. Fiscal host: Appetite for Change

3. Outcomes: By planning and executing a seedling distribution, Northside Fresh will have supplied seedlings for the 35+ lots on the Northside. There is also an added benefit of bringing new champions to the coalition who may not have previously been engaged before.

4. Sustainability: While it is unclear whether Northside Fresh will sustain an annual seedling distribution, it is crucial to Northside growers' sustainability and continued success that this seedling distribution takes place.

Crow River Food Council (Region: Central)

The Crow River Food Council (CRFC) would use \$1,000 in capacity building funds to host a farmers market workshop. This workshop will be used to launch a network of communication amongst farmers markets in Wright County and the surrounding areas. Local community experts will present on topics such as the Power of Produce (PoP), EBT, Cottage Food Law, MN Food Charter, and market infrastructure. We plan to invite 2-3 people from each market to attend.

The Buffalo Hospital Foundation will be the fiscal host for the capacity building funds. These funds will pay for mileage, speakers' fees, facility fees, workshop materials, and food.

The intended outcomes of the workshop are:

- Understanding of PoP, EBT, Cottage Food Law, MN Food Charter, and market infrastructure
- Empowerment to incorporate knowledge gained into the farmers market season
- Establishment of the CRFC Farmers Market Collaborative

Achievement of the first two outcomes will be measured using a pre- and post- evaluation of attendee knowledge about PoP, EBT, Cottage Food Law, and MN Food Charter. The third outcome will be achieved by establishing market membership in the CRFC Farmers Market Collaborative and deciding on a first meeting date for the group.

Rutabaga Project (Region: Northeast)

The Rutabaga Project, in collaboration with the IRPS Local Foods Project, IRRRB Re-Charge the Range Agriculture group, and Food Systems Group of the NMSDP, will spend \$1,000 on a speaker honorarium, lodging, and mileage for farmer David Abazs, author of the 2010 study "Defining the Agricultural Landscape of the Western Lake Superior Region: Realities and potentials for a healthy local food system for healthy people" prepared for the University of Minnesota. Fiscal host: Iron Range Partnership for Sustainability

Outcomes to be accomplished and methods:

1. Bring NE MN farmers and food networks together to explore and move toward a regional agricultural system that meets most of NE MN's food needs. David Abazs' 2010 study concluded "Building a local food system would indeed have a significant economic impact for our region...a 100% local diet would add thousands of additional jobs and additional revenues of over \$952,559,068 per year.
2. Request IRRRB financial support for building and sustaining a regional farm network that creates local jobs and healthy food.

(Food Charter strategies - Physical/Financial Infrastructure (#7, P.17), Farmer Training/Resources, Healthy Food/Agriculture Policy, Food Labeling/Regulations/Marketing, Influence/Decision-Making (#2,3,12,17,& 22, P.19)

FUNDED PROPOSALS @ \$2000

Red Lake Local Foods Initiative - Gitigaanike (Region: Northwest)

Sharon James, Executive Director of 4-Directions Development, Inc. is the Project Manager of the Red Lake Local Foods Initiative, now known as "Gitigaanike" (helping something grow). Our fiscal agent is the Red Lake Band of Chippewa Indians.

Funds will be spent for registration fees, mileage, and lodging for local emerging food producers to attend food and agriculture training provided off the reservation.

Outcomes from this funding includes: access to knowledge and skills beyond the reservation boundaries; food producers sharing Red Lake food history and knowledge with others; increased capacity, knowledge and skills of our emerging food producers; increased success rate of emerging food producers; increased food production in the local community; easier access to affordable, healthier, and traditional foods; leading to a decrease in diet-related health issues.

Sustainability from the creation of successful local food producers growing food for the local community, and interacting and teaching our youth to become consumers of healthier foods, as well as future food producers. 4-Directions Development, Inc.'s long term strategy is to maintain a consistent funding, training, and marketing campaign to promote a local foods system, eating healthier, and how to cook healthier.

Northside Fresh Coalition and Minnesota Farmers Union (Region: Statewide)

1. Northside Fresh Coalition and Minnesota Farmers Union are seeking funds to plan and execute a dialogue event centered directly on the ambiguous, alleged “urban/rural divide” within agriculture. What can we do better together that we could not do alone? How can we maximize our similarities and differences and work together to recreate a stronger, more just food system? Requested funds will go towards food/beverage costs, space rental, and mileage reimbursement for non-metro area attendees. NSFresh will lead metro-area outreach and MFU will lead peri-urban/greater Minnesota outreach.
2. Fiscal host: Appetite for Change
3. Outcomes: Hosting this event would optimally induce a deeper understanding of: urban/rural interdependence in the food system, the meaning/importance of urban agriculture, and how to maximize collective organizing power statewide. This dialogue would give opportunity for attendees to network and cross-pollinate efforts to influence positive policy, systems and environmental (PSE) change.
4. Sustainability: This dialogue is one of many to come - NSFresh and MFU are proud to collaborate on this event. With new relationships to be formed, there is hope that others would desire to spread the energy, host similar dialogues across the state, and MOBILIZE towards positive PSE change in the state.

UNFUNDED PROPOSALS

Urban Farm and Garden Alliance and the Family Place (Region: Metro) – Amount requested: \$1000

The funds will be spent on Meeting Support (food, childcare, and stipends) for two organization and community meetings to be held at The Family Place (the fiscal host).

The Family Place is a member of the Urban Farm and Garden Alliance and hopes to bridge gaps between poor people, namely homeless, and members of the community interested in gardening. The meeting (repeated twice) will bring awareness to the plight of St. Paul's homeless population, erase stigmas, and create a plan to support The Lovejoy Community Garden and the Alliance in their mission to become a positive and supportive coalition of gardeners that caters to the health and well-being of the entire community.

Two meetings will be held one month apart, giving people a chance to participate. They will cover the same topics, which include: How to get started in gardening? Why gardening is important? What are the benefits of gardening? How will gardening affect me and my family? We believe the answers will motivate and inspire, providing an outcome that spurs a community to take action in not only gardening but making community more equitable by instituting best practices regarding people and the environment.

We hope that sustainable change will be realized through grassroots building of community.

Steele County Food Council (Region: Southeast) Amount requested: \$1000

Steele County Food Council requests \$1000 that will re-grant in the form of mini-grants. We have several coalition partners with innovative ideas about how to increase food access. One example is a new organic farm that would like to create a summer food/farm internship program to allow for income-eligible youth to participate in their CSA summer share system through work shares but lack viable transportation, these funds could be used for Dial-a-Ride bus vouchers as well as for other supplies youth would need to be able to participate. We also have a partner that would like to organize a Family Day at the unincorporated Owatonna Farmers Market, providing tokens or vouchers that children could use for payment for fresh fruits and vegetables that day) This would serve the dual purpose of bringing new families down to the market to experience the price and quality of our local food as well as a boost in our community change strategy to introduce many of the skeptical vendors to the possibility of alternative forms of payment as a convenient way to increase access and overall sales. United Way of Steele County would serve as fiscal host and would turn in receipts for reimbursement.

Urban Farm and Garden Alliance (Region: Metro) Amount requested: \$2000

Hold two soil education workshops. Free soil tests and Garden Box kits given to those registered first as incentives for participating.

- Soil tests - 16 X \$17.00 = \$272.00
- Garden Box Kits - 14 X \$30.00 = \$420
- Food - \$200.00 \$892.00

Professional & Relevant Development for UFGA's gardeners, backyard gardeners

- Field trips (\$150.00)
- Conflict resolution training (\$150.00)
- Training on social & food equity (\$200.00)
- Ripple Effect Mapping session for UFGA's community gardens, backyard gardeners and allies (\$200.00)
- Permaculture design training at Frogtown Farm (\$200.00) \$900.00

Meetings, Gathering, & Celebration Kick-Off

- Gathering for backyard gardeners/ to include education on MFAN/MN Food Charter (\$75.00)
- UFGA celebration/ garden season kick-off (\$125.00) \$200.00

Fiscal Host: Community Stabilization Project, 501 Dale, St. Paul,

Total \$1,992.00

Intended Outcomes:

- Increased knowledge about importance of soil quality, identify soil nutrient needs and lead contaminated sites, leading to soil remediation when needed.
- Increases in raised-bed & garden box usage, access to fresh produce, outdoor exercise, gardening & nutrition education and skills in Rondo & Frogtown
- Increased UFGA membership, allies and neighborhood connectedness.

Sustainability will be established through commitments from Alliance gardens; community support in innovative solutions to solve local problems, and adding partnerships that can contribute resources.

St. Paul/Ramsey Co. Food and Nutrition Coalition (Region: Metro) Amount requested: \$2000

The funds will be used to purchase raised bed garden boxes, soil, plants, and fertilizer. The boxes, soil, plants, and fertilizer will be placed in the community garden and used by residents who are interested in gardening, but do not have gardening materials. Our garden engages community residents that do not have garden space

How Funds Will be Spent

- Garden in Box 1'X1'X11.5" 15 X \$ 9.95 = \$149.25
- Raised Bed Garden Soil \$8.27 X 25 = \$206.75
- XL Ultimate Growing System - 10 X \$ 19.95 = \$199.50
- Vegetable Seeds \$ 200.00
- Food \$ 250.00 \$751.50

Professional Development Training for Participation Training

- Training on Extended Growing Season \$125.00
- Empowerment Training on Importance of Making healthy Choices \$150.00
- Stipends for Garden Stewarts \$ 200.00 \$475

Meetings & Gathering

- Healthy Homes Health Fair \$200.00
- Community Engagement Event with all Community Gardeners \$ 150.00 \$350

Cass Clay Food Commission (Region: Northwest) Amount requested: \$2000

The Cass Clay Food Commission formed in 2015 with the goal of increasing access to safe, nutritious and affordable food. The Commission has created eight blueprints (jurisdictional advisory documents) to help our six government bodies advance food system efforts through policy change. The Steering Committee has identified a need for a system to organize and mobilize citizens and key partners, with a focus on engaging underrepresented communities (specifically New Americans) to accelerate policy work.

The grant funding will be used to 1) develop and coordinate a shared action network (modeled after the Metro Food Access Network) to regularly engage citizens and partners (\$1,000); 2) to develop graphics and literature to share with the community regarding the purpose and opportunities to become involved in policy work (\$400); 3) to translate materials into Dzongkha (official language of Bhutan), Arabic and Somali (\$560); and 4) to provide coffee and healthy refreshments for the first shared action network meeting (\$40).

The goal of all these efforts is to broadly engage community members in food policy work to accelerate policy change. This work will be sustained through a partnership between public health, extension and MetroCOG. Partnership4Health will serve as the fiscal host.

Meeker McLeod Sibley Healthy Communities (Region: Central) Amount requested: \$2000

Farmers markets and food shelves provide the greatest impact and drive strategies bringing locally grown, healthy foods into communities and decreasing food insecurity. Rural low income communities have special challenges including access to transportation. To assist, our market began EBT and Power of Produce (POP) programs providing benefits to our most vulnerable residents. If awarded funding, our market and food shelf would work cross categorically with growers, community members and organizations to develop a model to increase access to locally grown healthy food by working collaboratively. The Community Market of Litchfield is a registered 501C3 organization that would serve as fiscal host.

Overall objectives of this model would include assistance with

- Implementation of EBT/POP program at markets
- Collection of produce from markets w/transport to food shelf
- Display/distribution of local produce at food shelf
- Outreach at markets/food shelf aimed at education and increased EBT/POP participation
- Increasing overall patronage of farmers market and usage of food shelf
- Access to transportation

Objectives aimed at ongoing sustainability

- Developing ongoing partnerships with local business/orgs for fiscal support through annual sponsorship
- Access additional grant funds

Toxic Taters (Region: Northwest) Amount requested: \$2000

Toxic Taters is building a collection of stories from the people living around the potato fields of rural Minnesota about the impacts of pesticides on their lives. Our past experience tells us that these stories will peak an interest to media due to the tragic situations (unhealthy living conditions, can't sell land, had to move, sick children, etc.) our members live with. These stories will help provide a voice for our campaigns. The more people know about what is happening here, and how potatoes are grown for RDO, the greater the inspiration to act. Together, we can reform the use of pesticides.

The funds will be used to support writing, artistic work, and coordination of local meetings. It will include; travel and production costs for collecting individual stories and hosting storytelling events. Local writer, Kent Scheer has offered his talent of writing. He also has proposed working with local artists/performers who are interested in conducting a storytelling project off his stories.

Toxic Taters fiscal host is Pesticide Action Network.

Worthington Food Policy Council (Region: Southwest) Amount requested: \$2000

1. Funds will be spent on providing professional development for leaders in our council. Funds will also help provide some meeting materials such as movie rights (A place at the Table), food, mileage, and printing, childcare for first kick-off meeting, initial promotion and stipend for a facilitator.
2. Nobles County Community Services will be the fiscal host of the funds.
3. Funds for convening a food policy council in Nobles county will:
 - increase participation in council member
 - showing the movie “A place at the table” will increase awareness on food insecurity
 - Will allow us to engage members from the various cultures groups represented here in Worthington and surrounding cities.
4. The council will sustain change by including stakeholders who are in the know of different activities that occur in Nobles County. It is our hope that people will gain new knowledge about the MN Food Charter Document that they otherwise will not have. Educating participants on the food charter such as food skills, affordability, accessibility, infrastructure and availability can help participants identify areas of concern and can work on making their cities healthier both short and long term. Funds can also help advance work being done both locally, regionally and Statewide.

MN Schoolyard Garden Coalition (Region: Statewide) Amount requested: \$2000

As a statewide network, the MN Schoolyard Garden Coalition (MNSGC) has historically hosted meetings in the metro area with call-in or web-based options for those who are not able to attend in person. We want to do a better job of reaching school garden practitioners across the state and recognize that networking in person and establishing local connections helps build positive relationship and fosters creative problem solving and learning. To support regionally-based communities of practice, we request funds to support regional leads who will help organize networking events/meetings in 5 regions across the state. Each regional lead will receive \$400 to share within their region to cover meeting expenses such as mileage, food, space rental, childcare, or other resources that will enable people in their region to attend four gatherings in one year. Midwest Food Connection serves as the fiscal host for the Minnesota Schoolyard Garden Coalition.

Intended outcomes:

- Broaden the reach of the Minnesota Schoolyard Garden Coalition by engaging more people outside of the metro area;
- Connect school garden practitioners to others doing similar work, resulting in greater regional connectivity, support and resource sharing; &
- Offer financial support to ease potential participation barriers.

Roots Shoots & Boots (Region: Southeast) Amount requested: \$2000

Roots Shoots & Boots is an emerging food network serving the Mankato/North Mankato region. We have identified a need to hear the voice of people in our region who are impacted by a broken food system, especially low-income families, minorities, and immigrants/refugees. We would like to host two focus groups: one in Mankato (more urban oriented) and one in greater Blue Earth County or Nicollet County (more rural oriented). Grant monies would be used to provide a meal, onsite childcare, stipends, facility rental, and mileage/honorarium for a facilitator. Any cost savings (e.g., accessing free meeting space) will be funneled into increasing the number of participants. Region Nine Development Commission has offered to serve as fiscal host for the purposes of this grant.

The intended outcome of conducting these targeted focus groups is to listen to the voice of traditionally under-represented communities; we want to hear what barriers they encounter when trying to access healthy food for themselves and their families. This information will inform the direction of our food policy council and the types of sustainable policy, systems, and environment changes it tries to effect.

TRF Growing Forward (Region: Northwest) Amount requested: \$2000

The Northwest Region emerging food network, TRF Growing Forward is requesting \$2,000.00 to contract with Peacemaker Resources based in Bemidji, MN, to facilitate two meetings to promote relationship building among core members and strengthen the network. The funds will be spent on fees and mileage for Peacemaker Resources to facilitate two 5 hour food network meetings. One meeting will focus on the circle process and relationship building. The next meeting will utilize these practices toward Food Charter strategies through the food network. Additional funding is requested to provide food for attendees, mileage for attendees traveling over 20 miles, printing costs and coordinator stipend. Amy Beckius Johnson will coordinate the funding.

Intended outcomes are strengthened relationships within the network, skills for peer facilitation among network stakeholders, and broad community impact as those who attend the sessions use the skills and strategies in other networks.

- Peacemaker Resources -- 10 hours facilitation, 4 hours travel time: \$1200.00
- Mileage: \$200.00
- Mileage stipend for attendees -- Over 20 miles, up to 160 miles: \$200.00
- Meals for approx. 20 attendees X 2 @ \$7.00/meal: \$280.00
- Printing/media: \$40.00
- Coordinator Stipend, may be shared: \$80.00

Here is the link for Peacemaker Resources: <http://www.peacemakerresources.org>

West Central Food Systems Collaborative (Region: Northwest) Amount requested: \$2000

A group called the West Central Food Systems Collaborative has been meeting regularly to address barriers to growth of locally produced healthy foods. This group has focused on three initiatives: food hub collaboration, season extension (root cellars), and community awareness and education around healthy local food. To address On-Farm Storage, a team is planning a training event for design, construction and management of root cellars for winter storage vegetables. Financing a root cellar would be a final component. Farmers were asked to fill out a short survey to help shape the training. It was disbursed through Food Hubs and Farmers Markets to local farmers. We have also been in contact with food shelves regarding the use of a community root cellar. Some have expressed interest. Jane Jewett from MISA and Jan Joannides from Renewing the Countryside were consulted to assist with these trainings. Fiscal Host: Partnership 4 Health Community Health Board. Sustainability: Participants will leave with the knowledge necessary to build and finance a root cellar.

Funding Breakdown:

- Mileage (speaker & participants) - \$1,600
- Food (Workshops) - \$350
- Supplies - \$50

East Central Food Access Network (ECFAN) (Region: Central) Amount requested: \$2000

The Power of Produce (PoP) Club is a farmers market incentive program for children ages 4 to 12. Each week children receive a \$2 token to spend on fresh fruits and vegetables at the market. This funding would be used to promote and implement the PoP Club at the Chisago City Farmers Market and Pine City Farmers Market. For a 12-week program, it would cost approximately per market:

- \$2,000: token reimbursement
- \$200: wooden tokens
- \$200 - \$800: promotion, activities, and incentives

ECFAN organizations, such as FirstLight and SHIP; other local organizations (e.g. banks, EDA, etc.); and a potential Extension grant would supplement the remaining funding needed.

The intent of the program is to increase the fruit and vegetable consumption of children, increase family attendance at farmers markets, and increase revenue for local growers. The PoP Club has the potential to shape healthier communities by creating a social norm around weekly shopping at farmers markets.

ECFAN is comprised of diverse, local organizations that could offer funding, in-kind donations, and volunteers. The PoP Club would have strong community support, and ECFAN would have a long-term presence at local farmers markets. The fiscal host would be the Pine City Farmers Market.