

POP

POWER OF *Produce* CLUB

SUMMER 2017 REPORT

KEY FINDINGS AFTER 8 WEEKS OF THE POP CLUB:

\$1,962 reimbursed to local growers

64% of families report attending the farmers market more often

39% of participant families attended the farmers market for the first time

36% of families report spending more money at the farmers market

4 out of 4 surveyed vendors report an increase in sales



WHAT PARENTS AND VENDORS LIKE ABOUT POP CLUB:

"They [my kids] loved the freedom to pick something specifically for them. AND we went to the market nearly every week!..."



"...I enjoyed watching my children interact with the vendors (which they had rarely done before)...and come to me excitedly explaining what they wanted to have for dinner using the produce that they had purchased."



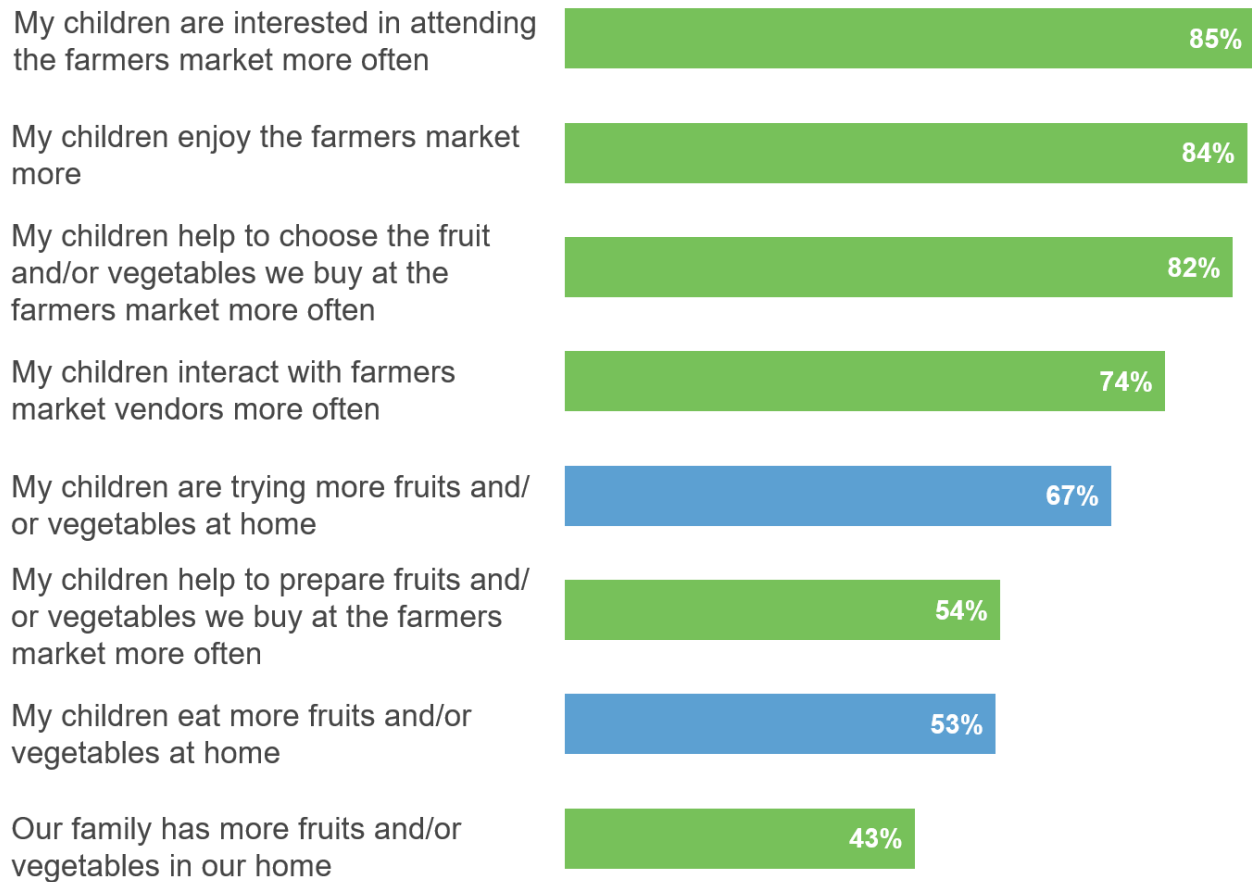
"I [vendor] sell nuts, but having the program to buy veggies and fruits brings more people, families, and teaches the kids to eat better."

393 children registered

813 total program visits

18% of participants utilize food assistance programs





PARENTS REPORT POSITIVE IMPACT ON CHILD EATING BEHAVIORS AND ENGAGEMENT AT THE FARMERS MARKET AFTER PARTICIPATING IN POP CLUB*



*Results based on surveys completed by 357 parents/guardians of PoP Club participants across 14 Minnesota farmers market sites as part of the University of Minnesota Extension's PoP Club evaluation.

ABOUT THE POP CLUB

The Power of Produce (PoP) Club is a farmers market incentive program designed to empower children to make healthful food choices. Each week, children ages 4 to 12 receive a \$2 token to spend on fresh fruits and vegetables and food plants. Goals of the program are to:

-  Improve the eating behavior of children
-  Increase family attendance at farmers markets
-  Increase customer base and revenue for local growers
-  Build healthy, prospering communities

The 2017 PoP Club was made possible through a one year funding opportunity from the University of Minnesota Extension. For more information regarding the PoP Club, please visit z.umn.edu/popclub.




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