



POWER OF *Produce* CLUB

SUMMER 2017 REPORT

KEY FINDINGS AFTER 13 WEEKS OF THE POP CLUB:

- \$202** reimbursed to local growers
- 64%** of families report attending the farmers market more often
- 36%** of families report spending more money at the farmers market
- 1 in 5** participants utilize food assistance programs



WHAT PARENTS LIKE ABOUT POP CLUB:

"My girls loves picking out their own produce to eat!"



"It made my three year old more adventurous!"

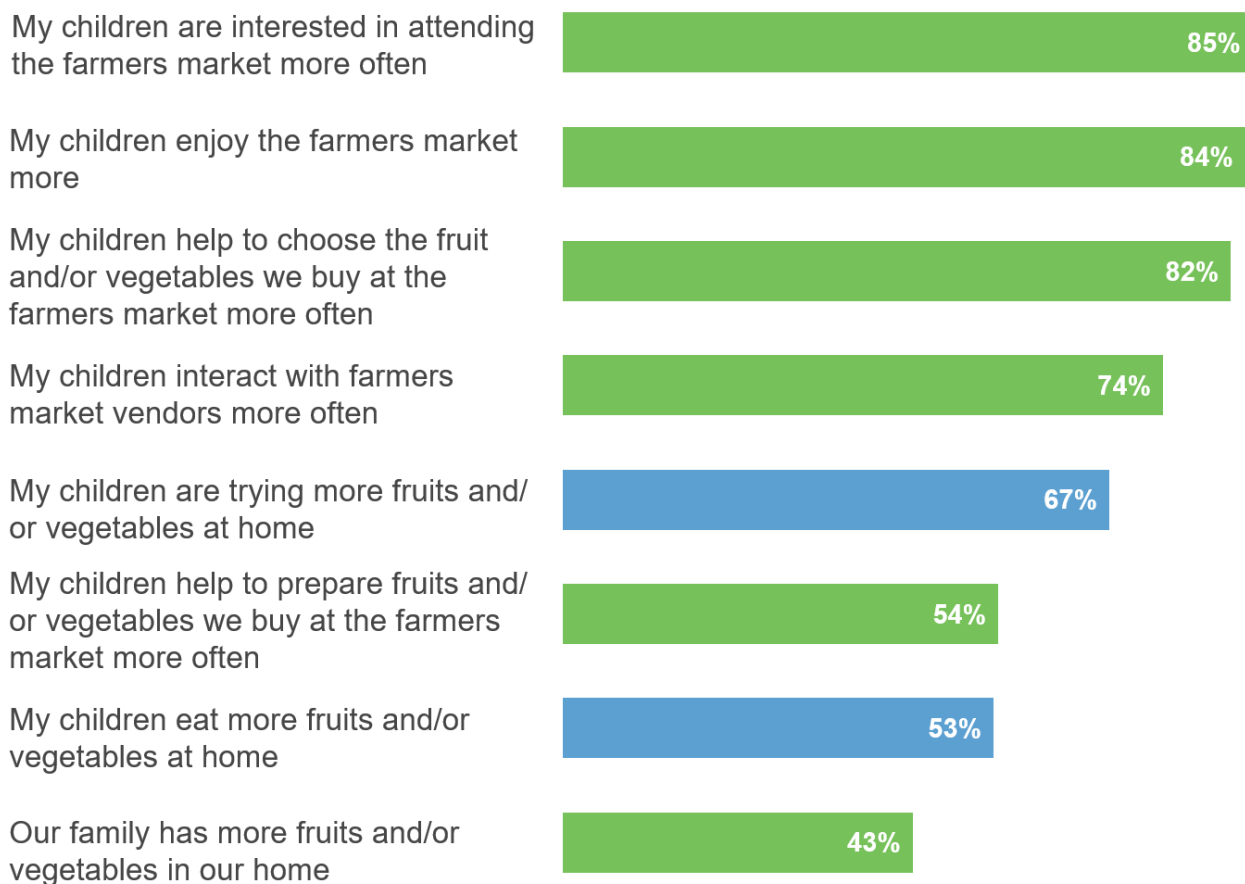


"Got the kids more involved and excited about the selection of goods."

55 children registered

113 total program visits





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.