



Growing Your Grassroots: Employing Local Community Leaders for SNAP & Incentive Outreach

- Michigan Farmers Market Association
- Michigan Fitness Foundation
- Case Western University
- Farmers Market Coalition
- Nutrition Incentive Hub

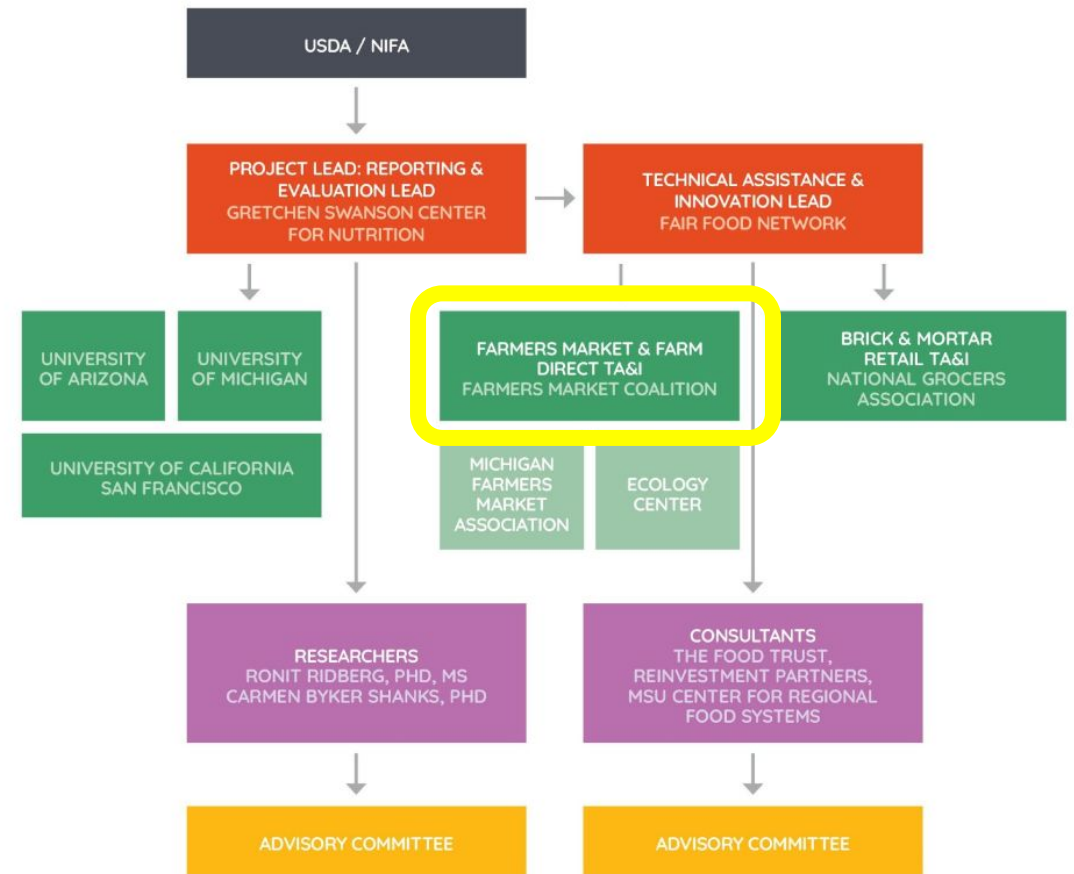


Nutrition Incentive Hub

- National coalition of partners providing training, TA & evaluation support to nutrition incentive programs

Objective:

Strengthen access to fruits and vegetables



This work is supported by Gus Schumacher Nutrition Incentive Grant Program 1020863 from the USDA National Institute of Food and Agriculture.



Farmers Market Coalition

Strengthening farmers markets for the benefit of farmers, consumers, and communities.

Core Functions:

1. Supporting market operators ability to do their work more effectively
2. Providing a voice for market operators to external stakeholders and decision-makers

[Become a member!](#)

FMC's Role in the Hub



- Leading training, technical assistance, and innovation for farm direct outlets (farmers markets, farm stands, CSA programs)
- In collaboration with Ecology Center & Michigan Farmers Market Association



Upcoming Webinars

- [Pivoting Promotional Strategies to Address Changing Needs: A Presentation and Dialogue](#)
 - June 11th 1pm ET/10am PT
- **GusNIP Reporting & Evaluation Office Hours**
 - Last Tuesday of each month 2pm ET/11am PT
 - [SNAP Incentives](#)
 - [Produce Prescription Projects](#)
- Stay up to date:
 - <https://farmersmarketcoalition.org/networking/events/>



Contact & Housekeeping

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Presenters



Food Navigator Program

TERESA
ZWEMER

*Michigan
Fitness
Foundation*



JOE
LESAUSKY

*Michigan
Farmers Market
Association*



FreshLink Ambassador Program



RACHAEL SOMMER

Case Western University



ROBERTO MARTINEZ

Case Western University



VERONICA WALTON

*Food Depot to Health,
Gateway 105 &*

League Park Farmers Market



DIANE PRIDE-MAYS

*FreshLink Ambassador,
Ward 6 Community Office
for Councilman Griffin*





Questions?