Farmers Market Food Navigators

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Farmers Markets in Low-Income Communities



Existing Farmers Market Programs

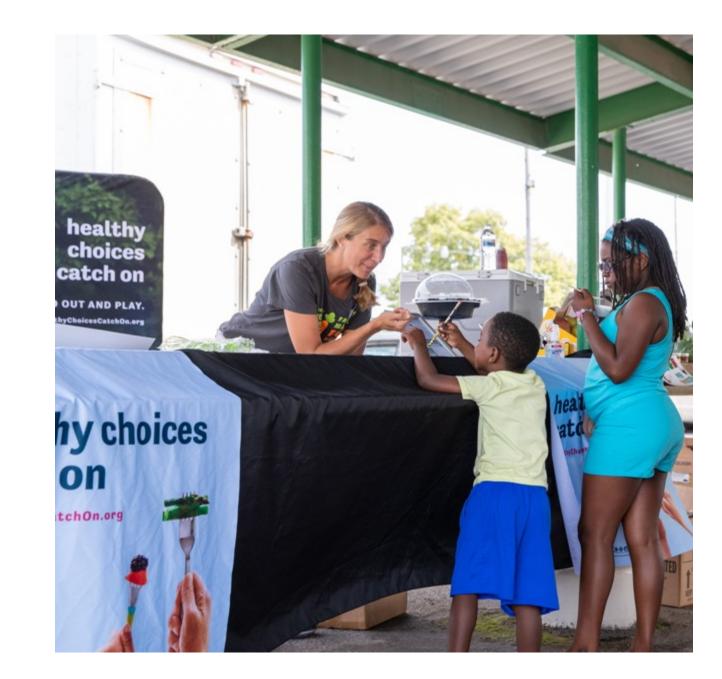
Program Development

Collaboration of MFF and the Michigan Farmers Market Association



Help Low-Income Shoppers Maximize Their Food Dollars

Provide Nutrition Education & Resources







Implement Policy, Systems, and Environmental Strategies Supportive of Healthy Behaviors

healthy choices catch on

G BENEFIT



Chick pea dip & free snack container! Thank you MFF & MIFMA!





Adrian Farmers Market shared a live video. October 5, 2017 · ©

Look Mom on on the radio!



1,713 Views

WLEN 103.9fm was live — at \heartsuit Adrian Farmers Market. September 16, 2017 · Adrian · \oslash

Lenawee's very own food navigator.

Heights City Market is at Heights City Market. August 16 et 11:28 AM - Muskegon Heights - O

An amazing group of people waiting for me when I got here! Love what I do!

...



Food Navigators in Action

Outcomes





income families to stretch their food dollars while eating a healthy diet. Low-income residents can face barriers to shopping at farmers markets, even markets located in underserved communities that accept food assistance. The Farmers Market Food Navigator program addresses

Farmers markets can increase access to fresh, healthy foods within a community, while supporting local farmers.

When farmers market vendors accept food assistance benefits, fresh produce is more affordable and allows low-

barriers that low-income shoppers face, like building confidence in talking with vendors, selecting produce, and using new foods.

WHAT DOES A FOOD NAVIGATOR DO?



RESOURCES Provide resources and experiential nutrition education to shoppers at markets, including tastings and cooking demonstrations, that help support healthy eating habits.

HELP SHOPPERS To effectively use their food dollars at markets through tours that can include introductions to vendors, tips, and providing support.

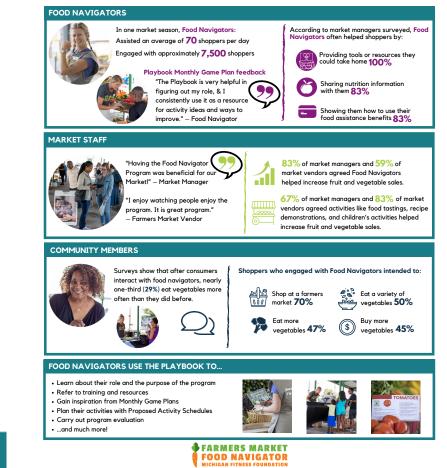


Build awareness of farmers markets and increase awareness of food assistance programs at markets.

INCREAS ACCES Vork with market managers and vendors to implement policy, systems, and environmental changes supportive of healthy behaviors.

A Farmers Market Food Navigator Playbook was developed to provide structure and direction on each key function of the Food Navigator role and provide guidance to market managers and community partner organizations. The Playbook was designed to provide enough structure for food navigators to implement the program as intended and achieve expected outcomes, while still allowing for flexibility to ensure the program is relevant to the context of the individual farmers markets and the communities they serve.

WHAT PEOPLE ARE SAYING ..



© 2018 Michigan Fitness Foundation. updated 2020. The Farmers Market Food Navigator program was first introduced in 2016 and was developed as a collaboration of the Michigan Fitness Foundation (MFF) and the Michigan Farmers Market Association (MFMA). This project was funded in whole or in part by the United States Department of Agriculture's Supplemental Nutrition Assistance Program Education through the Michigan Department of Health and Human Services and the Michigan Fitness Foundation. These institutions are equal opportunity providers

WHAT PEOPLE ARE SAYING...

FOOD NAVIGATORS

In one market season, Food Navigators: Assisted an average of **70** shoppers per day Engaged with approximately **7,500** shoppers

Playbook Monthly Game Plan feedback

"The Playbook is very helpful in figuring out my role, & I consistently use it as a resource for activity ideas and ways to improve." - Food Navigator



Providing tools or resources they could take home **100%**

According to market managers surveyed, Food

Navigators often helped shoppers by:



Sharing nutrition information with them 83%

Showing them how to use their food assistance benefits 83%

WHAT PEOPLE ARE SAYING...

MARKET STAFF



"Having the Food Navigator Program was beneficial for our Market!" – Market Manager

"I enjoy watching people enjoy the program. It is great program." – Farmers Market Vendor



83% of market managers and 59% of market vendors agreed Food Navigators helped increase fruit and vegetable sales.



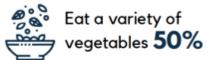
67% of market managers and **83%** of market vendors agreed activities like food tastings, recipe demonstrations, and children's activities helped increase fruit and vegetable sales.

WHAT **PEOPLE ARE** SAYING...

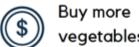


Shop at a farmers market **70%**

Shoppers who engaged with Food Navigators intended to:



Eat more vegetables **47%**



vegetables **45%**

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!





Measuring Behavior Change



Surveys show that after consumers interact with food navigators, nearly one-third (**29**%) eat vegetables more often than they did before.











Next Steps



Email:

resources@michiganfitness.org

Website:

https://michiganfitness.org/food/farmers-marketfood-navigator

Questions?

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