

Meals at the Market



Agenda

- I. Introduction
- II. General Best Practices
- III. Case Studies
- IV. **Simca Horowitz**, Eastern Massachusetts Director at Massachusetts Farm to School
- V. Next Steps
- VI. Questions

Lots of Potential at Farmers Markets



Best Practices

- Staffing matters
- Teen staffing and engagement
- Signage
- Programming
- Choosing the right location
- Meal times
- Communications and outreach
 - SummerEats App
- Cross-promoting programs

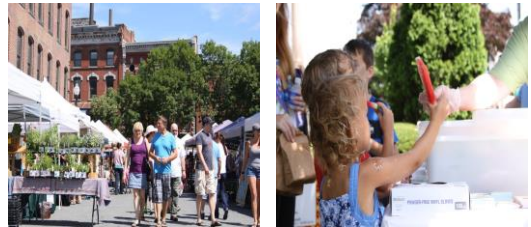
Revere Farmers Market



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Summer Meals at the Saturday Market



Greenfield, Massachusetts

Photo Credit: Project Bread

Location & Participation



Marketing – Events – Engagement

Photo Credit: Project Bread

Creating Connections



Vendors – Parents – Kids

Photo Credit: Project Bread

LOCALLY-GROWN SUMMER MEALS



Encourage healthy eating for youth and adults

- Increase excitement about summer meals
- Support local farms and the local economy
- Serve the freshest foods with the most nutrition
- Make meal time an educational time

At the Farmers Market

- Work with market farmers
- Cross promotion with market vendors

SUMMER HARVEST OF THE MONTH

- Promote a different Mass. grown crop each month
- Increase healthy food choices through exposure to seasonally grown fruits/vegetables
- Receive free promotional materials – posters, trading cards, stickers and more!
- Recipes
- Summer program activities
- Family newsletter
- Individual assistance from Mass. Farm to School staff

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HOW TO ACCESS LOCAL FOODS

- Directly from a farm
- Through a food distributor
- At a farmers market
- Through a Community Supported Agriculture program
- From an edible garden



Mass. Farm to School can help you figure out what method is the best fit for your program.

REACH OUT FOR SUPPORT



VISIT US ONLINE

SIMCA HORWITZ

Eastern Mass. Director

LISA DAMON

Western/Central Mass. Director

Next Steps

1. Contact CNOP (Leran_Minc@projectbread.org)

Then consider....

2. Staffing
3. Meal times
4. Meal storage
5. Meal location
6. Programming
7. Allies and partners
8. Outreach

Finally...

9. Get connected to your sponsor
10. Keep in touch with CNOP!

www.projectbread.org

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Thank you



Questions?

