



# NUTRITION EDUCATION MADE EASY

Cultivating Good Practices at Your Market



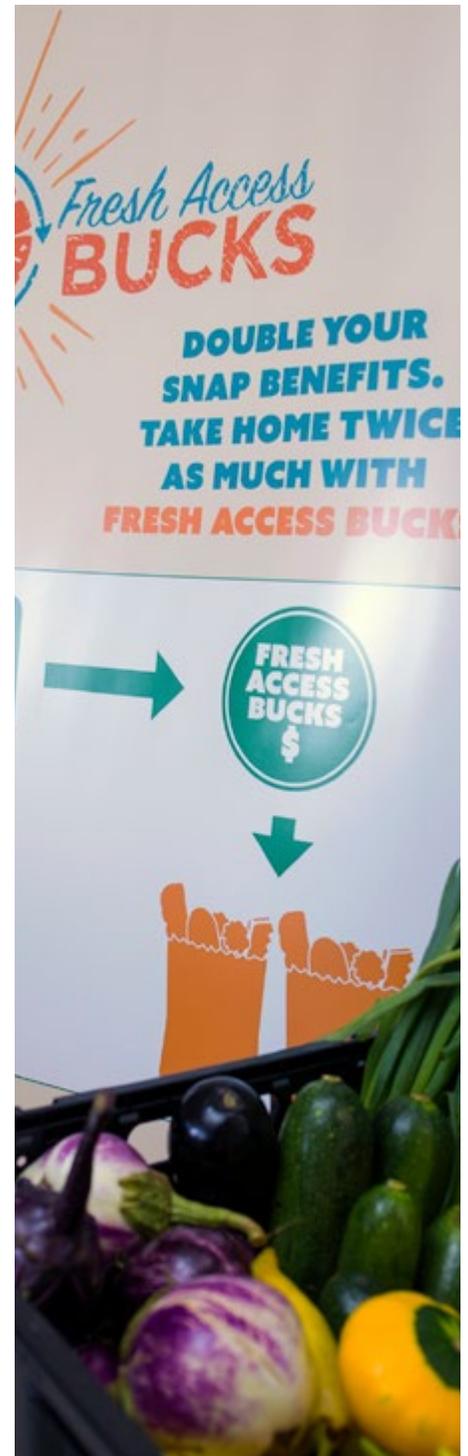
# INTRODUCTION

For all participating Fresh Access Bucks (FAB) farm-direct outlets, we require a minimum of six nutrition education events each year. You might hear the words “nutrition education” and think, “Holy heck! I’m not a teacher or a nutritionist! I can’t do that!” But wait! It’s simpler than it sounds.

Nutrition education is a unique opportunity for your outlet to facilitate community engagement, build customer loyalty, and increase sales and shopper retention. Studies demonstrate that effective nutrition education programs can impact SNAP participants’ willingness to try, buy, and eat more healthy food.

We recognize that in implementing nutrition education, all of our partners encounter distinct challenges based on their geography, capacity, size, budget, and outlet model. The Fresh Access Bucks team has put together this nutrition education guide of best practices and resources to help you establish and operate a vibrant and successful nutrition education program.

Although this guide is not comprehensive of all the possibilities of nutrition education events, we've made sure to include a variety of approaches you can implement at your outlet. Be it a traditional farmers market, farm stand, mobile market, or CSA, you'll be sure to find practices that work for you.



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# TABLE OF CONTENTS

HOW TO USE THIS MANUAL .....	4
KEY ELEMENTS OF NURITION EDUCATION .....	5
THE UNIQUE LANDSCAPE OF FLORIDA MARKETS .....	7
APPROACHES .....	9-24
EASY  .....	9
MODERATE  .....	13
ADVANCED  .....	19
PARTNERSHIP POSSIBILITIES .....	25
WEB RESOURCES .....	28
FAB REPORTING REQUIREMENTS .....	30
INDEX .....	31



# HOW TO USE THIS MANUAL



Approaches presented in this guide are organized by the relative capacity each requires, including the time for planning, marketing and implementation, advanced coordination with community partners, and staffing.

Each approach includes an approximate cost of necessary materials or services, suggested community partners, and ideas for how to make it work at your outlet type. We've rated each approach with our Easy Peasy System—easy, moderate, or advanced. The more advanced the approach, the more time and/or cost it will take to accomplish.



Look for this icon by the title of each approach to see where it falls on our Easy Peasy System.



**EASY**



**MODERATE**



**ADVANCED**

Some approaches may be better suited for farmers' markets, farm stands, mobile markets, or CSAs/direct marketing farmers. Our network of markets and farmers throughout the state is diverse, and we have done our best to present ideas that will work for your unique model.



Key Partners listed on pages 25-27 are regional, statewide, or national organizations who can provide support in implementing your nutrition education program. Community partnerships are essential to a successful SNAP program and to the overall sustainability of your market.

Additional nutrition education resources can be found in the Resource Hub. These are free resources created by FAB and partner organizations working towards a healthier, more equitable food system. Additional web resources are listed on pages 28-29. There is a wealth of information out there! We hope that this guide helps you unlock it.

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# KEY ELEMENTS OF NUTRITION EDUCATION

## SEASONALITY

Transitioning from shopping at a grocery store to shopping at a farmers market and eating with the seasons can be difficult. Offering resources on seasonal availability specific to your region will help customers who visit your market plan their shopping and can increase vendor sales.

## SHOPPING ON A BUDGET

Barriers to shopping on a budget at a farmers market or direct to consumer outlet include:

- Perception that farmers' markets are more expensive
- Many SNAP recipients do not know that their benefits can be used at select farmers markets
- Uncertainty about how to use SNAP benefits at a market outlet
- Lack of price tags or pricing by weight instead of quantity. Pricing by weight is allowed with a certified scale, but can be overwhelming for customers. Markets should insist that all products be clearly priced, and labels indicate pricing method (i.e. per bunch, per each, or per lb).

Make it visual! Show customers the amount of free Florida-grown produce they can get with Fresh Access Bucks. Gather fresh fruits and vegetables to create a display to show what \$20 of produce looks like.



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# KEY ELEMENTS OF NUTRITION EDUCATION

## COOKING INSTRUCTION

Cooking instruction through recipe sharing, demonstrations, and free classes can help customers try new things or learn to enjoy whole foods that they may have previously disliked.



## FOOD STORAGE & FOOD SAFETY

Knowing how to store fresh food to maximize shelf life is just as important as knowing how to cook it. Provide resources on how to properly store fresh foods to maximize shelf life and avoid food borne illnesses. Check out the **food storage and food safety** resources you can share with customers.



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# THE UNIQUE LANDSCAPE OF FLORIDA MARKETS

## RURAL MARKET OUTLETS

### CHALLENGES

Nutrition Education is an important step in overcoming the lower consumption rates of fresh fruits and vegetables seen in underserved rural communities. Increasing access to EBT at local markets is key, in addition to improving public transportation to markets, and providing nutrition education opportunities such as cooking demonstrations, taste tests, and recipe cards.

### SOLUTIONS

In rural Southern communities, understanding the market, advice on shopping on a budget, and food storage tips are just as important as cooking instruction.

Give new shoppers a guided tour to familiarize them with the layout of your market. Provide a list of vendors or a market map so customers can easily navigate alone. Take it a step further and partner with a local organization to provide free transportation and tours on market days.

Work with vendors to ensure signage clearly explains pricing. Explain which items are eligible for SNAP and FAB and be sure that vendors can reiterate this information to shoppers.

Print and distribute **food storage guides** so that customers can make the most of their produce purchase and limit food waste. Proper food storage keeps produce fresher longer and food preservation means shoppers can enjoy their favorite fruits and vegetables year-round.



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)





# EASY APPROACHES



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# RECIPE CARDS



Providing simple and healthy recipes that incorporate items available at your market is an easy way to promote your outlet or specific vendors, and encourage shoppers to try new things.

FAB has created 12 simple recipes with 5 ingredients or less, highlighting a variety of Florida-grown produce. You can find these and other recipes in the nutrition education section of the **Resource Hub**.

## INGREDIENTS FOR A GOOD, CHEAP, AND EASY RECIPE:

CAN BE PREPPED IN 20 MINUTES OR LESS



5 INGREDIENTS OR LESS

DOESN'T REQUIRE ANY FANCY KITCHEN EQUIPMENT

## DIRECTIONS:

Find free recipes in the FAB Toolkit or from other resources such as Authentic Florida, Cooking Matters, or Harvest for Healthy Kids.

Print recipes or share them digitally via your website, social media, or e-newsletter.

## INGREDIENTS:

A budget for printing unless sharing digitally. (You can print 500 4"x6" 2-sided postcards for about \$50 on sites like GotPrint or Vista Print)

Social media accounts, website, or a digital newsletter

## FAB TIP:

Create an index of seasonal "Farmer Favorite" recipes that you can print and share as needed. At a traditional farmers market, you might ask your vendors to share a favorite recipe each month. For CSAs, your favorite ways to enjoy the items can be shared in your newsletter or printed and included in that week's box.

Knowing how to store produce is just as important as knowing how to cook it. Check out our Resource Hub for tips on how to select, prepare, and store seasonal produce.



**RECIPE** Prep Time: 10 mins  
Cook Time: 45 mins  
Serves: 4 to 6

**Steps**

1. Preheat the oven to 400 degrees F. Toss the cut sweet potatoes and beets with olive oil and season with salt and pepper.
2. Place on a parchment or foil-lined baking sheet and bake until vegetables are golden, about 25 to 30 minutes, stirring every 10 minutes.
3. Meanwhile, in a medium skillet over medium-low heat, add the bacon and render the fat until the bacon is crispy.
4. Add the onions and season with salt, and continue to cook until the onions start to caramelize and turn golden, about 10 minutes.
5. Add the roasted sweet potatoes and beets to the pan, and stir to combine cooking another 5 minutes. Taste and adjust the seasoning, if necessary and serve immediately.
6. This is delicious served as is. Fresh sage can be added at the end for added flavor. It makes a great accompaniment to pork, poultry and beef dishes.

**Chef Marie Laforge**  
Mango Bistro • mangobistro.com  
Englewood Farmers Market • Englewood, FL  
englewoodfarmersmarket.org

**Ingredients**

2 large sweet potatoes, peeled and cut into 1/2 inches dice	2 tablespoons olive oil
2 large fresh beets, peeled and cut into 1/2 inches dice	sea salt and freshly ground pepper
	2 thick slices of bacon, cut into 1/2 inches pieces
	1 large sweet onion, diced

*You can't BEET this sweet!*

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](http://FRESHACCESSBUCKS.COM/RESOURCES)

**TASTINGS** are a great way to highlight specific products and vendors, especially with less common fruits or vegetables that your shoppers may not have tried before.

Start by setting up a tasting station. Choose a central or highly visible spot at your market that won't disrupt the flow of foot traffic. Use a chalk board or create a display to show what items you are sampling and where the ingredients can be purchased.

Tastings can be as simple as slicing up fresh radishes or shishito peppers, or as creative as this

### **WATERMELON SALAD WITH HABANERO-PICKLED ONIONS & LIME**—yum!

Try out a side-by-side tasting of store bought vs. farm fresh items. The difference between a tomato from the grocery store and one from your local farmer is shocking. Let your shoppers taste the difference and thank your farmer for all of their laborious pruning and trellising.

When offering a tasting or cooking demo at your market, food safety is always important. Train staff and volunteers on proper food handling. You can always reference **food safety and food storage** resources in the Resource Hub.

## **DIRECTIONS:**

Find food safety resources in the FAB Toolkit or from other resources such as the Fight Bac! website.

Collect supplies and materials, set up your tasting station and any relevant signage.

Purchase ingredients from vendors, or offer to waive vendor fees and promote their product in exchange for their contribution to your SNAP-Ed program.

## **INGREDIENTS:**

Time, planning

Supplies and materials including gloves, disposable cups or plates for portioning samples, etc.

See the FAB Cooking Demo Supply list

## **FAB HIGHLIGHT:**

Volunteers prep fresh blueberry smoothies for kids at the Southside Market in Tallahassee. The market, located in the historic Bond neighborhood, was once the site of a blueberry farm. Smoothies are an easy solution for sampling fruits and vegetables. If you don't have a power outlet available just prep it ahead of time and portion into individual disposable containers. Southside works with the Leon County Schools Foundation to provide their own incentive program, distributing coupons to kids which can be used to purchase with any vendor at the market.





# MARKET TOURS



A **GUIDED TOUR** of your market can help a shopper feel more comfortable, increasing sales and creating lifelong customers. Individual attention from a manager or vendor who genuinely cares sets your outlet apart from the average grocery store.

To reach a wider audience, consider partnering with a local organization to provide transportation and guided tours of your market. This is a great opportunity to get the word out about SNAP and FAB at your outlet and answer questions from the community. Alternatively, provide shoppers with a map of the market for a self guided tour. Find out how to start a market tour using [Market Tours](#) resources from the FAB Nutrition Ed Resource Hub.

Consider incorporating a tasting into your market tour to highlight fresh seasonal produce.

## DIRECTIONS:

Promote your market tour and organize tour start times and locations.

Hand out FAB Frequent Shopper cards to new SNAP customers

## INGREDIENTS:

SNAP and FAB tokens as examples (Token partners only)

FAB Frequent Shopper cards

Budget to shop the market (see FAB Tip below)



## FAB HIGHLIGHT:

Artisan Alley Farmers Market in Deland partnered with Head Start and UF/IFAS to provide guided tours of the market with free transportation included. They promoted their SNAP and FAB program to the community and explained how it works. Participants were walked through the process, from arriving at the market, to swiping their card at the welcome booth, to using tokens with vendors.

## FAB TIP:

Put together a basket of SNAP and FAB eligible items from your market as a visual example of what \$20 can purchase with matching FAB incentive dollars. Purchase or borrow items from vendors.

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# MODERATE APPROACHES



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# E-NEWSLETTER



A newsletter is a great way to promote your market and share updates while reducing your footprint and saving on printing costs.

**HIGHLIGHT** specific fruits and vegetables as they come into season.

**SHARE** recipes, cooking and storage tips, and promote tastings or cooking demonstrations

**PROMOTE** your farmers, their growing practices, and available produce to help shoppers plan their trip.

**ADVERTISE** tastings, cooking demos, and other market events including fundraisers or special promotions.

## DIRECTIONS:

Print a sign up sheet for your newsletter and collect email addresses at your SNAP/Welcome booth, share a link on your website and social media.

Create and share relevant content each month.

## INGREDIENTS:

Basic Internet access

An account with a newsletter service. Mailchimp is free for newsletters with under 500 subscribers. Paid plans start at \$13 per month.

Recipes, ideas, anecdotes from vendors



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](http://FRESHACCESSBUCKS.COM/RESOURCES)



# FARM TOURS



A farm tour is an excellent way to promote your CSA to new customers, and to retain existing customers. Ask your current members to bring a friend—they might be your next CSA sign up. Discuss your growing practices, seasonality, your crop plan, and the benefits of eating farm fresh produce.

Farm tours can double as volunteer events or as a pop-up on market day. Incorporate a tasting into your tour to highlight what is currently growing.

Try coordinating with other local farmers/producers to provide a network of farm “open houses.” The annual Farm Tour in Tallahassee and surrounding areas, hosted by the Millstone Institute of Preservation, is an opportunity for residents of the Red Hills region to experience a **SELF-GUIDED TOUR** of local farms, gardens, ranches, and orchards. Dozens of farms participate, with workshop opportunities and the chance to purchase local wine, honey, meats, cheeses, produce, and wool.

**FAB HIGHLIGHT:** Sweetwater Organic Community Farm and on-site farmer’s market offers market goers a chance to see the whole process from greenhouse, to farm, to table.

Farm tours and volunteer work days coincide with farmers market hours, offering the Tampa community opportunities to participate in workshops and tastings, or to get their hands dirty and take part in growing their own food. In exchange for their labor, each volunteer can take home fresh produce or a plant from the greenhouse to start their own home garden.

## DIRECTIONS:

Promote your event

Print seasonal harvest calendars for your region. Provide recipes with produce available at your farm

Print a CSA sign up sheet

## INGREDIENTS:

Social media outreach, good weather

Budget for printing and supplies: extra gloves, compostable cups, cold water/beverages, produce samples



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)

A potluck at your farm for current CSA members (and their friends!) gives your customers a chance to check out your farm, connect with their farmer and each other.

Require that potluck dishes incorporate **INGREDIENTS** from the week's CSA share. Ask members to bring at least one recipe card (or print a bunch) to share their favorite seasonal recipes with other members. Compile the recipe submissions to share in your newsletter or on social media.

To keep your footprint and costs minimal, ask that everyone bring their own plate or bowl, cup, and utensils.

This model can be replicated at other outlet types with a few minor tweaks—for example, requiring that at least 2 ingredients for a dish were purchased at that week's market.

## DIRECTIONS:

Promote your event: invite CSA members and ask them to bring a friend. Create a Facebook event and ask that people RSVP and state what dish they are bringing.

Set up tables and chairs, collect supplies

## INGREDIENTS:

Compostable plates, cups & utensils for anyone that forgets to bring their own dish.

Cold water, beverages

Time and planning



**FAB HIGHLIGHT:** “It might be nontraditional, but one thing we did with our CSA was host potlucks. Our members came out to the farm 3 [times] a year and brought a dish using stuff from their share. We then had them bring at least one recipe card (or print a bunch) so we could share. It was really great to have folks mix, mingle, and have the backdrop of the seasonal food. This was definitely some work, but not all of it was on us as the farm, it brought the community (at least our little CSA one) together, and let everyone feel like they were the teachers and participants at the same time.” -Mary Hathaway, Root & Tail Farm



# WALK OR BIKE TO THE MARKET



Transportation can be a huge barrier to accessibility of farmers markets. If your market is near a Library, Community Center, Senior Center, or other public space, try partnering with one of these public service facilities to host a **“WALK TO THE MARKET”** and market tour:

Team up with a local bike shop for a group ride to the market event! They can help your customers map safe bike routes to your market, and do tire and brake checks.

Get physical! Consider asking a local yoga instructor to give a free yoga class at the market.

Partner with your community. Have new shoppers meet at your local public library or community center and walk over to the market together. Provide fresh produce from the market as a snack, give away market coupons to participants, or gift a reusable shopping bag with your market logo.

**FAB HIGHLIGHT:** Dania Beach PATCH (People’s Access to Community Horticulture) Urban Farm and Market partners with their local Friends of the Library program to incentivize shoppers to walk to the market. Participants meet at the library and walk to the market as a group, where they’re rewarded with a farm fresh salad and naturally flavored water, infused with herbs, cucumber, or fruit from the market.

## DIRECTIONS:

Identify a library, community center or public park near your market outlet.

Once you’ve identified your community partner(s), co-ordinate with them to plan, promote and execute your event!

Source fresh fruit or other easy to prep items from your market , or create a market coupon.

## INGREDIENTS:

Food and beverage

Walking shoes

Partnership

Good weather

Budget to purchase ingredients from your vendors for snacks/beverages, OR a sponsor to cover the cost of supplies for your event



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# GARDENING DEMOS



Many people don't know that SNAP and FAB benefits can be used to buy food-producing seeds and seedlings. A garden demo is a great way to promote this!

You don't need to have a garden at your market to offer a gardening demonstration. Ask an edible plant vendor at your market to demonstrate **CONTAINER GARDENING**. It's great advertising for the vendor, and could also bring new customers to your market if you promote the event on social media.

Don't have a plant vendor at your market? You can also call up your County Extension Office and ask an agent to set up a gardening demo at the market at no cost to you.

Bradenton Farmers Market saw a chance to make locally grown nursery plants available at their market, and turned it into a fundraising opportunity! The market buys veggie transplants wholesale from a local farmer and sells them at their EBT booth—all profits support the market.



**FAB HIGHLIGHT ABOVE:** Leon County Extension Agent Molly Jameson gives a raised bed gardening demonstration at Tallahassee's Southside Farmers Market.

**BELOW:** The Damayan Garden Project spends time with kids in the "Living Classroom" at Frenchtown Farmer's Market in Tallahassee. The community garden located at the market allows weekly opportunities for participation. Cooking demonstrations at Frenchtown often use ingredients harvested from the garden for a full Farm to Table experience.

## DIRECTIONS:

Your local Extension Office can provide a free raised bed gardening demonstration at your market outlet.

## INGREDIENTS:

Community partnerships

Suggested supplies: soil, biodegradable seedling pots, food producing seeds or transplants, example vermiculture bin, etc.



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# ADVANCED APPROACHES



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# VEGGIE APPRECIATION DAY



Highlight a specific fruit or vegetable that's in season and available at your market. This could be a monthly or seasonal event to promote crops that are making a comeback.

Incorporate tastings, cooking demos, or gardening demos. Have a recipe swap and share all of the submissions in your newsletter or on media

**MAKE IT FUN!** Have a veggie costume contest and award the winner a mixed bag of products from a handful of vendors at your market. Have a kid's booth with art supplies or sidewalk chalk for kids to draw the vegetable you are promoting.



**FAB HIGHLIGHT:** St. Augustine Amphitheater Farmers Market celebrates the culinary wonder of collard greens, a true southern favorite that is abundant on our local farms this season. Edible Northeast Florida Magazine served up samples of a delicious grits and collard casserole. The Sprout Kitchen, a local plant based meal delivery service, featured homemade collard green inspired dishes of soups, wraps, smoothies and juices, all available for purchase. Market Manager Missy Clauson set up a hands on collard wrapping station where shoppers could roll their own take home treat, while their mascot for the day, Little Captain Collard, roamed the market in hopes of inspiring everyone to eat their greens!

## DIRECTIONS:

Find community volunteers to help with your event. These could be friends, vendors, or service organizations.

Promote your event. Use social media, distribute flyers at your market and around town, and maybe even ask your local radio station to give you a shout out.

## INGREDIENTS:

Suggested: recipe cards, swag bags, art supplies, sidewalk chalk, facepaint

Budget to shop the market and for printing and supplies



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# TARGETED NUTRITION EVENTS

## KIDS, SENIORS, VETERANS



Targeted Nutrition Education Events for certain demographic groups within your community are a great way to make people feel appreciated and bring new shoppers to your market.

### KIDS NUTRITION DAY

- Coordinate with area schools, Head Start, 4H, or other kid's groups to organize a field trip to the market.
- Offer kid's nutrition activities—Find FREE activity kits online at Harvest for Healthy Kids
- Ask your county's public schools foundation or another local organization to sponsor a kid's coupon, giving them an opportunity to shop the market and bring home fresh produce or a plant.

### SENIOR NUTRITION DAY

- Coordinate with Senior Centers or Senior Living Facility to provide transportation to market.
- Invite you local food bank to do on-site SNAP sign ups
- Offer a special one time senior discount, or distribute market coupons to SNAP eligible seniors.
- Provide recipes, tastings, and work with FNP or a local chef or nutritionist to create senior meal plans with seasonal ingredients.

### VETERAN NUTRITION DAY

- If there is a military base near your market, a Veteran's Appreciation day is a great way to reach out.
- Offer tastings or a cooking demonstration, and family activities.
- Ask a sponsor to fund a Veteran's market coupon or discount.

### DIRECTIONS:

Coordinate with vendors & community partners

Utilize online resources such as the kid's nutrition activity plans [here](#).

Promote your event

### INGREDIENTS:

Supplies and materials for tastings, demos and activities

A small budget for purchases, waived vendor fees, or an event sponsor to cover your costs.



**FAB HIGHLIGHT:** Through their partnership with 4H, the Brevard County Farmers Market's Farmer in Training programming offers monthly opportunities for kids to participate in a taste test, physical activity, and nutrition activity centered around an in-season fruit or vegetable. Youth who complete all 3 activities earn two farmers market "bucks" to spend at the Brevard County Farmers Market!

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# COOKING DEMONSTRATIONS



Bring in a local chef, Family Nutrition Program Assistant, or nutritionist to do a cooking demo with produce from your market.

Whether your cooking demonstration is on-site or off-site, consider including a market tour to familiarize participants with your hours, location, and vendors.

For CSA partners, host a cooking demonstration at your farm or at a CSA drop-off location. The cook could be you, a local chef (who you may already sell produce to), a nutritionist, FNP Program Assistant, or a volunteer. An on-site cooking demonstration or event is great way to promote your farm/CSA. Ask your CSA customers to invite a friend— they might be a future customer!

Cooking demonstrations that occur at a farmer's market, farm stand, mobile market, etc. are limited in cooking equipment available. But these limitations can be more representative of a SNAP customer's kitchen capacity, and by default more accessible than a demo in a commercial kitchen space.

## DIRECTIONS:

Coordinate in advance with a community partner

Collect your supplies and set up a table.

Purchase ingredients from market vendors.

Depending on your market's budget, you may consider a) waiving the vendor fee for the day or b) promoting the vendor at your event in lieu of payment

Find free food safety resources on the Fight Back! website

## INGREDIENTS:

Supplies and materials for tastings, demos and activities

A small budget for purchases, waived vendor fees, or an event sponsor to cover your costs.



## FAB HIGHLIGHT:

**LEFT:** At Englewood Market, Lee offers chefs free vendor spots to do cooking demos at no cost to the market. The chef buys produce from vendors, gives out samples and sells full plates, keeping all profits.

**RIGHT:** This creative cooking demo at Riverside Arts Market in Jacksonville with local chef Rosaria Anderson (of This Chick Can Cook) uses diverse products and produce from the market to create a 2 week meal plan for kids' school lunches.



FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# NUTRITION CLASSES



Nutrition classes go beyond cooking demonstrations, to cover topics such as shopping on a budget, reading nutrition fact labels, food safety, and physical activity.

FNP Program Assistants are required to provide 20 minutes of **DIRECT EDUCATION**, which can be a challenge for farmers markets. Consider conducting your nutrition classes off site, preferably within walking distance or on a bus route to your market.

Incentivize nutrition classes for SNAP recipients while promoting your market by handing out market coupons, or start your own Produce Prescription program.

SNAP Ed in each Florida county is supported by either the Family Nutrition Program or Expanded Food and Nutrition Education Program of UF/IFAS. See Partnership possibilities to locate an FNP or EFNEP agent in your county.

## DIRECTIONS:

Build community partnerships! Team up with the Family Nutrition Program, the Extended Food & Nutrition Program, or a local nonprofit.

## INGREDIENTS:

Planning

Time

Community buy-in

Partnerships—Nutrition classes conducted by FNP or EFNEP are free!



**FAB HIGHLIGHT:** Alina Gonzalez, farmer at Urban Folk Farm in Jacksonville, delivers fresh veggies and targeted nutrition education to low income seniors.

Urban Folk Farm partners with the Family Nutrition Program (FNP) to offer a free 6-8 week nutrition course as part of their Senior CSA. Their Senior CSA program started with just one apartment building in 2017, and has expanded to four locations with twenty to twenty-five seniors participating at each site every month.

CSA boxes are valued at \$10, but after applying a \$5 FAB coupon and a 1:1 match, senior SNAP recipients pay only \$2.50 for a share of fresh fruits and veggies.

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# PRODUCE PRESCRIPTION PROGRAM



## WHAT WOULD HAPPEN IF DOCTORS PRESCRIBED FRESH PRODUCE TO AT RISK INDIVIDUALS?

In 2010 Wholesome Wave developed an exciting SNAP Ed Intervention called the Fruit and Vegetable Prescription (FVRx) Program to do just that. Through partnerships between health care sites and healthy food outlets, individuals with chronic illnesses are offered nutrition classes and an incentive for purchasing fresh produce. Wholesome Wave provides advice and resources to doctors, hospital administrators, grocers and market operators looking to launch a produce prescription program.



## DIRECTIONS:

See the **Fruit & Vegetable Prescription Program Toolkit**

See Budget Planning worksheet, pg. 11 of FVRx Toolkit to estimate your program cost.

Identify and secure funding. See The Good Food Funding Guide for a list of grant opportunities supporting health, sustainable food, agriculture and local economies.

Identify local hospital or clinic to partner with.

## INGREDIENTS:

Planning

Funding through grants or donations. Variable based on incentive amount, number of participants, and the healthcare site's ability to bill for the provider's time.

Partnership with local healthcare site

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](http://FRESHACCESSBUCKS.COM/RESOURCES)



# PARTNERSHIP POSSIBILITIES

## 4-H

Find your local 4-H: [4-h.org/find/](http://4-h.org/find/)

**Mission:** 4-H Food Smart Families creates more food secure homes by teaching families with limited resources how to shop for and cook nutritious meals on a budget. Using a variety of commonly available foods, instructors teach participants cooking skills and basic nutrition facts.



## AMERICAN CULINARY FEDERATION

Find your local ACF Chapter: [www.acfchefs.org/chapters](http://www.acfchefs.org/chapters)

As a criteria for the ACF Service Award Pin, an ACF member must “Volunteer time and effort in enhancing [the culinary profession] on a local, regional or national level, and be involved in charitable events that bring recognition to the academy, the ACF and the chapter.

## CULINARY SCHOOLS

## LOCAL CHEFS & CATERERS

## DEPT OF EDUCATION

Department of Education Culinary Program & Teachers - This is a good way to find your local culinary schools and get connected. Many chefs in training would love the opportunity to engage with their community!

## EXPANDED FOOD & NUTRITION EDUCATION PROGRAM (UF IFAS EFNEP)

[efnep.ifas.ufl.edu/contact/](http://efnep.ifas.ufl.edu/contact/)

## FAMILY NUTRITION PROGRAM (UF FNP)

FNP County Directory: [familynutritionprogram.org/about-us/employee-directory/](http://familynutritionprogram.org/about-us/employee-directory/)

**Mission:** We help limited-resource families in Florida access more nutritious food choices on a budget and adopt healthier eating and physical activity habits to reduce the risk of obesity and chronic disease.

## FEDERALLY QUALIFIED HEALTH CLINICS

[Florida Association of Community Health Centers](#) - Find your local health center and connect with them! Florida Health Centers are a great place to do outreach! Funding opportunities can be found on their resources page.



# PARTNERSHIP POSSIBILITIES

## FOOD BANKS

Find a Feeding Florida Food Bank partner: [feedingflorida.org](http://feedingflorida.org)

## GIRL SCOUTS

Find a troop near you: [girlscouts.org](http://girlscouts.org)

The Girl Scouts have several awards and badges related to healthy nutrition, including the “Locavore” and “Eating for You” badges. Your local troop could be an invaluable volunteer resource.



## HEAD START

Head Start and Early Head Start provide comprehensive child development programs for low-income children from birth to age five, as well as support and services for their families. Head Start programs primarily serve children aged three to five, while Early Head Start serves pregnant women, infants, and toddlers. [www.flheadstart.org](http://www.flheadstart.org)

## HEALTH DEPARTMENT

Find your County in the dropdown menu at top of the page [www.floridahealth.gov/](http://www.floridahealth.gov/)

## HOSPITALS

Contact your local Community Hospital to see how they can be involved or assist you in spreading the word!

## JUNIOR LEAGUE, KIDS IN THE KITCHEN

Find a Junior League near you: <https://thejuniorleagueinternational.org/get-involved/find-a-league/>

Through the Kid’s in the Kitchen initiative to address childhood obesity, Junior League provide lessons and demonstrations in the preparation of healthy meals and snacks in partnership with local organizations, chefs and nutritionists. Find a League near you to get involved with Kid’s in the Kitchen.

## LIBRARIES

Contact your local library or library association about how you might partner on community health initiatives, including walk to the market events



# PARTNERSHIP POSSIBILITIES

## PERSONAL TRAINERS, LOCAL GYMS

## REGISTERED DIETICIAN INTERNS

RDA (Registered Dietetic Association)

## SLOW FOOD - “SNAIL OF APPROVAL” CHEFS

Florida Chapters:

[Slow Food First Coast](#) | [Slow Food Glades to Coast](#)  
[Slow Food Miami](#)

The Snail of Approval Program is a directory of the restaurant's, food and beverage artisans, stores, and markets and farms that contribute to the quality, authenticity and sustainability of the food supply of Florida. Beyond this, Slow Food organizations are a great way to get connected to other community members that want to engage in Good, Clean Food.





# WEB RESOURCES

## **SNAP - ED TOOLKIT**

Federal Resources - The SNAP-Ed Connection is a dynamic online resource center for State and local SNAP-Ed personnel. The Web site contains databases, information, and training for people involved with the SNAP-Ed program.

## **FAMILY NUTRITION PROGRAM**

Free recipes and resources from UF/IFAS Family Nutrition Program, including a list of contacts in your area.

## **LIVING HEALTHY IN FLORIDA**

Living Healthy in Florida initiative combines the resources of elected officials, state agencies, nonprofits and other stakeholders to communicate consistent information to Florida's children, families and seniors on healthy eating, good nutrition and active living. This site includes recipes, videos, ideas on expanding food access, Florida produce, and exercise.

## **HEALTHIEST WEIGHT FLORIDA**

A site with resources to improve food choices and engage in a healthy, active lifestyle. Resources include: State and County profiles on weight and food access, urban design and planning for active, healthy communities, healthy community design checklists, healthy food access funding opportunities, and nutrition information for restaurants and chain stores.

## **FLORIDA CHRONIC DISEASE PREVENTION COALITION**

The purpose of this site is to share information and enhance partners' ability to collaborate in new ways to reduce chronic diseases and their complications. Resources include: Consumer information about educational events, health publications and reports, Road to Health Toolkits, and grant opportunities.

## **AMERICAN CULINARY FEDERATION**

While the American Culinary Federation could be a great source for connecting with area chefs, their Chef & Child program educates children and families in understanding proper nutrition by providing tools and resources for community-based programs led by American Culinary Federation chef members.

## **NUTRITION RESOURCES**

Nutrition resources are abundant in this site, as well as information on local chapters, ingredient of the month with recipes, nutrition activities for kids, and a lot of wonderful resources on nutrition education and recipe creation.

FIND MORE RESOURCES AT [FRESHACCESSBUCKS.COM/RESOURCES](https://freshaccessbucks.com/resources)



# WEB RESOURCES

## MARKET TO MEALTIME CURRICULUM

From the University of Maryland Extension

## FIGHT BAC!

Food Safety Resources

## WHOLESOME WAVE'S PRODUCE PRESCRIPTION PROGRAM TOOLKIT

## HARVEST FOR HEALTHY KIDS

Free Kid's Activity Kits, Recipes, Media, and Research

## MAILCHIMP CONTENT STYLE GUIDE

Tips on building an effective newsletter with Mailchimp



# FAB REPORTING REQUIREMENTS

## MINIMUM DATA REQUIREMENTS

### Transactions

- Number of SNAP + FAB transactions
- SNAP + FAB spent (\$)
- Total operating days per month
- Average operating hours per day

### Vendor Reimbursement

- SNAP + FAB Redeemed
- Number of SNAP vendors and F/V vendors

### Additional Required Information

- Nutrition Education Activities
- Marketing Activities
- Auxiliary Services
- In-Kind and SNAP/FAB Activity Expenses

Learn how to complete the Monthly Reimbursement Report in this [Token guide](#) or [Discount guide](#).

Q67. How many nutrition education activities took place this past month?

*If you had multiple types of nutrition education, or nutrition education on multiple days of the month you will count these as separate activities.*

Q20. Which of the following Nutrition Education activities were offered this past month?

- 1-on-1 Nutrition Coaching
- E-Interventions (e.g., newsletter or social media post sharing nutrition education content)
- Gardening Demonstrations or Garden Volunteer Day
- Market or Farm Tour
- Nutrition classes or workshops
- Nutrition Ed materials (e.g., handouts, flyers, printed newsletter)
- Nutrition Support Groups
- Recipes or Cookbooks
- Taste Test/Cooking Demos
- Teaching Kitchen
- Other (please specify)
- None



# INDEX

## COMMUNITY SUPPORTED AGRICULTURE

A method used by farmer-producers to sell their own agricultural products directly to the general public. A “share” of the farmer-producer’s produce is typically made available or delivered during regular intervals during the harvest season.

## FARMERS MARKETS

Two or more farmer-producers that sell their own agricultural products directly to the general public at a fixed location, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains.

## FARM STANDS

Retail stands that sell Florida agricultural products grown or produced by the producer or other area farmers and also sell or offer for sale non-potentially hazardous packaged food products from an approved source. Farm stands may be located on-farm but are not required to be.

## MOBILE MARKETS

A mobile retail strategy that prioritizes the sale of local & regional food. They are able to move to various locations easily to sell the food they have collected from producers