



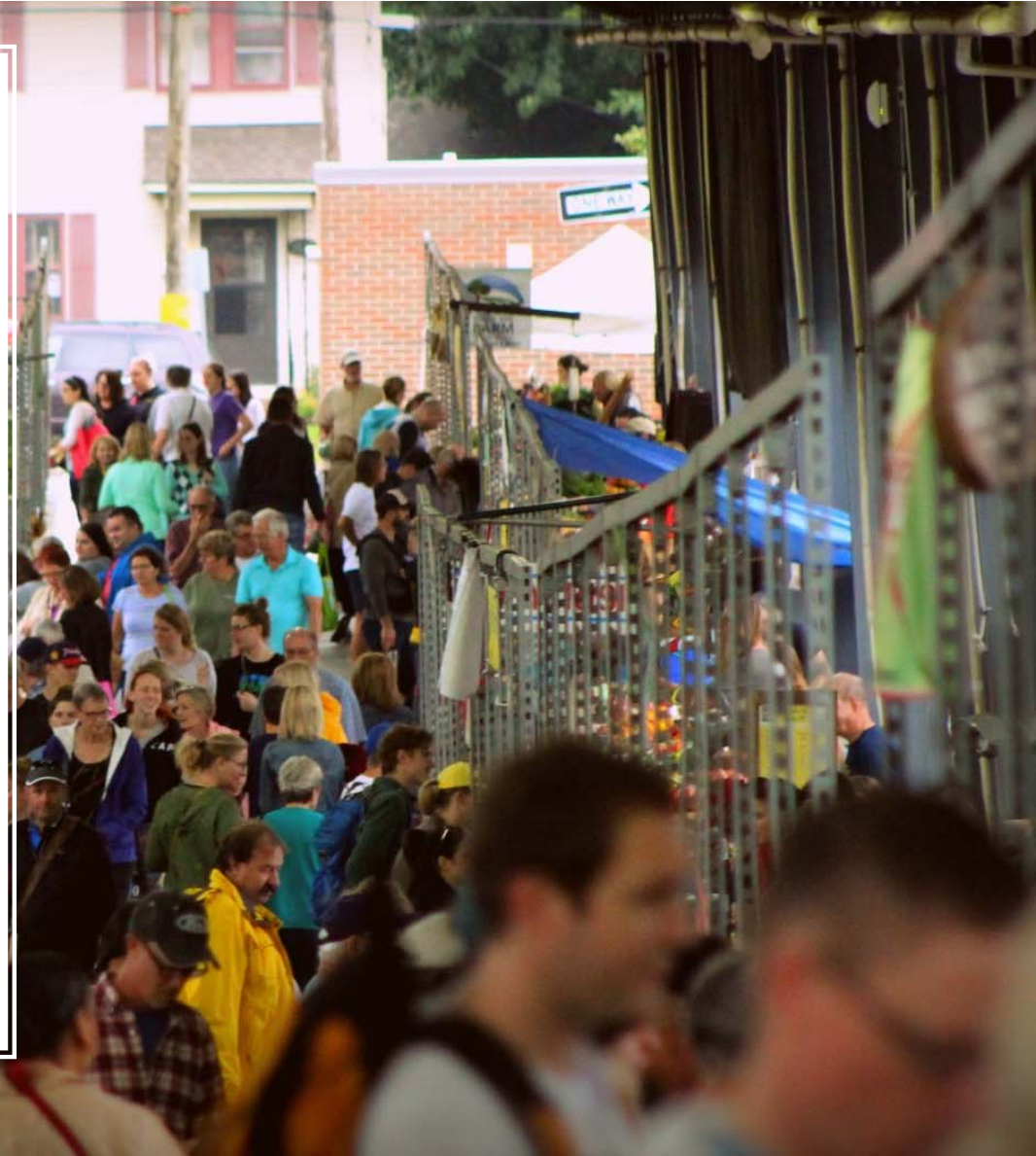
Fulton Street Farmers Market

Food Navigator Pilot Program
Increasing Food Access in Grand Rapids



Why Fulton Street Farmers Market?

- Largest and oldest farmers market in Grand Rapids
- Located a mile from downtown
- Approximately 200 different vendors throughout the year
- On average, 11,000 customers per week
- Open year round



Food Assistance Programs at Fulton St. Market

- Bridge Cards/SNAP/EBT
- Double Up Food Bucks
- WIC Project FRESH
- Senior Market FRESH
- Prescription for Health





Food Navigator Goals

- Increase access to and consumption of fruits & vegetables.
- Assist shoppers in navigating the market.
- Build community partnerships to support food access in local food systems.





Increasing Access to and Consumption of Fruits & Vegetables

- Radio interviews
- Informational talk at YWCA women's shelter
- Kids' scavenger hunts
- Cooking demos
- Distributing recipes, nutrition info, and free cooking utensils.





Assisting Shoppers in Navigating the Market

- On site every Friday and Saturday morning.
- Signing up new customers for DUFEB.
- Welcoming Rx for Health participants.
- Providing translation.
- Walking new shoppers through market when needed.





Building Community Partnerships

- YMCA of Grand Rapids – Michigan Harvest of the Month samplings every Friday since August.
- Presentation with YMCA Cooking Matters Educators about food assistance at FSFM and future collaboration.
- Heartside Gleaning Initiative
- Kent County Health Department
- MSU Extension
- ACCESS of West Michigan Food Drive





Lessons Learned

- While we are signing up new shoppers for DUFB every day, there is still a lot of progress we can make toward making the market accessible and relevant across all socioeconomic levels.
- There is a need to identify the main barriers to market for low-income families and then establish how we can work to lessen those.
- Partnerships will be key. How can FSFM share resources and partner with other local organizations working toward similar goals?



Contact Info

Fulton Street Farmers Market

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 - Tue, Wed, Fri, Sat 8am–3pm (May-Dec)
 - Sat 10am–1pm (Jan-Apr)

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