

# POWER OF PRODUCE (POP) PILOT PROGRAM WITH SOUTH ST. PAUL FARMERS MARKET

This report highlights the Dakota County Public Health’s pilot of the Power of Produce (PoP) Club funded through the Statewide Health Improvement Partnership (SHIP) between June – September 2023. The community program was a joint effort between the St. Paul Farmers Market, the City of South St. Paul, and Dakota County Public Health.

The PoP Club is an incentive-based program designed to empower children to make healthy food choices. The weekly farmers market events encouraged youth to participate in an educational activity focused on Minnesota Grown produce. Following the activity, youth received a \$3 token to use at the farmer’s market to purchase fruits and vegetables.



## OUR REACH:

### South St. Paul Farmers Market

**12** Weeks of youth programming during the 2023 season

**173** Youth 4 - 12 Years old participated in the PoP Club

**100%** Of all market vendors participated in the PoP Club program

Vendors accepted the tokens as payment for their locally grown produce.



## COMMUNITY PARTNERS:

John Nietz  
*St. Paul Growers Association Manager*

Shannon Dean  
*Market Manager*

Deb Griffith  
*City of South St. Paul Community Affairs Liaison*

Local Farmers

## COMMUNITY BENEFIT:

**\$972** Increased produce sales Reimbursed to market vendors

**\$541** Start-up and activity items

The annual programming cost for future programming will be lower than the initial start-up amount, showcasing a cost-effective strategy for sustainable programming.

*“We love the program! My kids enjoy picking fresh fruits/veggies to later enjoy as a snack or family dinner”  
- Caregiver*



## SUSTAINABILITY AND IMPACT:



### YOUTH

**100%** of youth used their tokens to buy local fruits and vegetables they were excited to eat.

**82%** of youth learned something new about a vegetable, fruit, or herb.

*"She REALLY loved this. It got us here every week. Plus, then mama bought more veggies, too."*

- Caregiver



### CAREGIVERS

**100%** of caregivers value having an educational program at their local farmers market.

**82%** of caregivers said their family talks about what they learned from the POP activity after a farmers market visit.

Caregivers present during the PoP Club activity provided support in understanding the educational materials & expanded the conversations on produce.



### FARMERS MARKET VENDORS

**83%** of the farmers would like to see something like this continue at the farmers market in the future.

**67%** of the farmers sales have increased because of the PoP Club program.

*"Thank you for the organization developing this program. It was positive and great."*

-Farmer

## COMMUNITY VOICES:

*"I take care of my grandson every Wednesday. Ever since we learned about this program, he has reminded me to take him to the farmers market to buy produce. He loves his fruit and this really helped him try vegetables."*

-Caregiver

*"My son asked me what yellow beans tasted like because he purchased some peas from the farmers. He's excited to come back next week to try yellow beans"*

-Caregiver



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