



POWER OF PRODUCE KID'S CLUBS

Ever wonder how to get your kids interested in eating what's on their plate? Do you have the desire to feed them local produce? Power of Produce (PoP) Clubs may be your opportunity!

PoP Clubs allow for children ages 4 to 12 to receive \$2 in market bucks each week they attend the market. Kids receive a reusable bag to carry their fruits and vegetables throughout the program at the farmers market. The tokens can be used each week or saved up for larger purchases.

“We make sure to hand the token directly to the kid,” says Sandy Greninger, director of FYCC and sponsor of PoP Club at the Albertville Farmers Market. “That way, by the time the kid receives the token, chooses their vegetable, and hands their own token to the vendor, they are so invested in the process that they want to like their produce and will eat it when it comes to the table.”

Not only does PoP Club get local produce to kids, but it also supports the economic growth and development of local produce farmers. What a great opportunity to eat more veggies and support your neighbor!

“A successful PoP Club really depends on the investment of the vendors,” says Ellie Vanasse, who provides technical assistance for PoP Clubs through Wright County's Statewide Health Improvement Partnership (SHIP). “The produce farmers we have locally are fantastic; they interact with each child that comes to their table. They share stories about the food, let kids taste new produce, and even provide recipes and advice on how to prepare it.”

With the support of SHIP, Wright County Area United Way, local businesses, and local farmers markets, children have the buying power to purchase with locally grown food. The PoP Club has been launched at farmers markets in Albertville, Annandale, Buffalo, Howard Lake, Monticello, Otsego, and Rockford!