

POWER OF *Produce* CLUB



OVERVIEW:

The Power of Produce Club (POP) is a farmers market incentive program designed to empower children ages 4 to 12 to make healthful food choices.

This was our third year implementing the PoP Club at the Lexington Farmers Market and our first year holding it on Saturdays and Sundays.

When: Saturdays and Sundays
June 1, 2019- August 4, 2019

Where: Saturdays- Fifth Third Pavillion
Sundays- Southland Drive

Hours: 10am-12pm

POP by the Numbers

During the 10 weeks of PoP Club, we had **343** youth participate in the weekly activities **567** times! **201** kids participated in PoP Club for the first time this year!

We had youth from **9** different states and **2** countries participate in PoP Club this summer! **35** youth received Lexington Farmers Market t-shirts for participating 3 weeks or more in the PoP club.

We handed out **567** \$2 vouchers for kids to use to purchase fresh Kentucky grown fruits and vegetables!



PoP participants learn about pollination from cheetos and paper flowers (left)
Using veggies to create an original piece of artwork (right)

Weekly Taste Tests!

Each week, in order to connect the youth to fresh fruits and vegetables, the PoP club offered a free taste test of produce being sold by the farmers. This resulted in a lot of participants using their vouchers to purchase that item. One participant liked the raw rhubarb we taste tested so much, he negotiated with the farmer to be able to purchase a bunch of it using his voucher! The taste tests also exposed kids to fruits and vegetables they had maybe never tried before.

"I liked that my children were encouraged to try new fruits and veggies they may not have encountered before!"

The fruits and vegetables that the participants got to sample at the PoP club booth were:

- | | |
|------------------------------|-----------------|
| Strawberries | Radishes |
| Raw Rhubarb | Blackberries |
| Raw Carrots (smaller ones) | Blueberries |
| Kohlrabi and a Kohlrabi Slaw | Cherry Tomatoes |
| Pickling Cucumbers | |

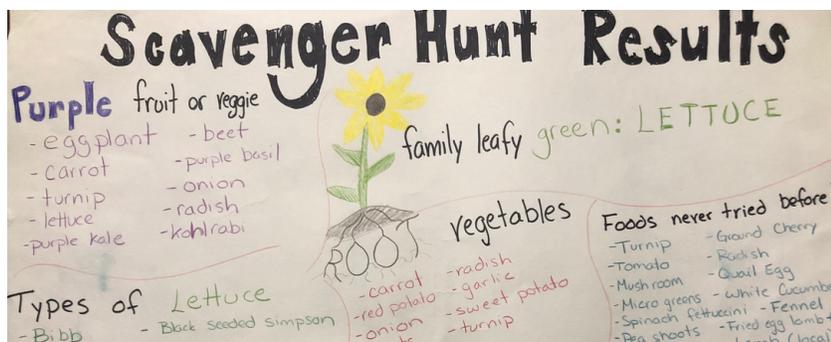
Connecting kids to where their food comes from

Each week at the PoP booth in order for the kids to earn their \$2 voucher, they had to participate in different activities designed to better connect them to their food and where it comes from. Some of these activities connected the kids to the people who grow their food, the Farmers. Through a scavenger hunt and the Farmer Interview, the PoP club participants connected directly with the people growing their food and learned about the history of

their farms. Other activities were designed to have participants think about what goes in to growing or raising their food. In the linking farm to table activity, the participants had to find all the components of a simple meal. For example for the breakfast meal, the eggs are linked to the chicken which is linked to corn (feed) which is linked to vegetable plots, etc. Another activity that connected the kids to their food was in the heads up game. Participants had to guess what fruit or vegetable was on their head by asking yes or no questions. This



provoked critical thinking skills as the kids had to think about what colors produce can be and which yes or no questions will help them get closer to the answer. Finally, we also introduced science into the activities with a sink or float activity with several fruits and vegetables from the market. We also did a pollination explanation using Cheetos, hard candy, and paper flowers. Several parents told us they loved these activities and were planning on repeating them at home.



"My children had so much fun doing the PoP Club this year. They talk about it off and on all week!"
We can't wait to see you next year, look out for us summer 2020!

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