

POWER OF *Produce* CLUB



OVERVIEW:

The Power of Produce Club (POP) is a farmers market incentive program designed to empower children ages 3 to 14 to make healthful food choices.

This was our fourth year implementing the PoP Club at the Lexington Farmers Market and our first year holding it on Saturdays, Sundays, AND Wednesdays!

When: Saturdays, Sundays, Wednesdays

May 22, 2021- August 1, 2021

Hours: 10am-12pm (Sat, Sun)
4pm-6pm (Wed)

POP by the Numbers

During the 10 weeks of PoP Club, we had **261** youth participate in the weekly activities spending **\$1,055** with **25** different farmers! **234** kids participated in PoP Club for the first time this summer!

We only managed to do 4 taste tests this summer, but our POP kids were able to enjoy: KY grown strawberries, carrots, kohlrabi, and radishes!

New at the Wednesday Farmers Market in addition to doing POP club, we also served as a dinner pickup point for kids through SFSP.



PoP participants get hands-on making fruit and veggie prints (left) Showing off the Farmers Market bingo activity from week 3 (right)

Playing with our food to learn!

Each week, the POP club offered a different activity for kids to engage with their food and the food system. These ranged from farmer interviews to combining paint and veggies to create art! We even had the kids learn about pollination using cheetos! One of the kid favorites was constructing a real life Mr./Mrs. Potato Head using a REAL potato. Check out some of the creations!



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 seasonal fruits and vegetables activity, kids had to think critically about what seasons Kentucky grown produce is available and when the specific fruits and vegetables grow. 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 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 2022!"**

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NANCY BARRON
& ASSOCIATES

