

**Farmers Market Promotion Program  
Final Performance Report  
For the Period of October 1, 2014 - September 30, 2016**

**Date:** 12/29/2016

**Recipient Name:** Plant Chicago, NFP

**Project Title:** Closing the Loop: Expanding local producer markets, marketing, and urban agritourism on Chicago's South Side

**Grant Number:** 14-FMPPX-IL-0063

**Project Location:** Chicago, IL

**Year of Grant Award:** 2014

**Amount Awarded:** \$94,502.00

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## 1. Program Summary:

Through this project, Plant Chicago expanded a once-a-week farmstand selling products from four local farms and food producers into a year-round farmers market supporting 25 local farm and food vendors and hosting nearly 6,000 visitors. Prior to the project, there was no marketplace in the Back of the Yards neighborhood through which to learn about and purchase fresh, locally grown produce from small farms. Over \$3,400 in SNAP, Senior Farmers Market Nutrition Program coupon, and Double Value coupon incentives were redeemed at the market by low-income customers during the project period, and 70% of these benefits and incentives were spent on fresh fruits and vegetables from local farms.

## 2. Goals and Objectives:

*Goal/Objective 1:* To expand the Plant Chicago Farmstand at *The Plant* to support a year-round Farmers Market through a farmstand operating once per week, selling products from 3 producers at *The Plant*. To expand the consumer base and number of participating producers, all out of *The Plant's* reception area.

*Proposed Outcomes:*

- Establish 8 new market opportunities for producers
- Expand 4 market opportunities for producers
- 12 producer beneficiaries
- 200% increase in total market sales from 2013
- \$5,000 increase in market sales from 2013
- 2 direct part-time jobs created
- 4 indirect part-time jobs created

*Goal/Objective 2:* To secure EBT capability to accept payments at a year-round Farmers Market. By expanding the market for connecting producers at *The Plant* to consumers by implementing Electronic Benefit Transfer (EBT), an electronic system that allows consumers to access their SNAP benefits.

*Proposed Outcomes:*

- \$1,000 in EBT purchases

*Goal/Objective 3:* To create outreach and marketing opportunities for producers through an expanded agritourism program at *The Plant*. Expanding the participation and marketing opportunities for producers at *The Plant* through a print and social media campaign, and educational tours of *The Plant* focused on food systems and food production.

*Proposed Outcomes:*

- 2 direct part-time jobs created
- 5,000 individuals reached through social media campaign
- 100 individuals participating in new community tour program
- 2 events engaging Back of the Yards community in Plant Chicago activities and food products

*Community Need for Project*

*Community #1:* The Back of the Yards neighborhood

The Back of the Yards neighborhood, where Plant Chicago is located, is a ten by ten block area where nearly 98% of its school age population qualifies for Free and Reduced Cost school lunches, indicating that the neighborhood has a high poverty index. This area is also considered a food desert according to USDA ERS definitions and measures. Prior to the project, there was never a farmers market in Back of the Yards, let alone one that accepted SNAP benefits.

*Community #2:* Small-scale farmers & food producers at *The Plant*, and in the greater Chicago area

*The Plant*, home to Plant Chicago, is a key piece of the neighborhood’s food-access infrastructure. Plant Chicago is able to serve the small, local farmers and food producers here by connecting them with residents in the community. Located on the edge of a residential area, *The Plant* is a formerly unoccupied and derelict building turned into a bustling center of indoor and outdoor food production. Plant Chicago’s activities, along with a few other local gardening and fresh food projects, are essential for building the food access, community involvement, and job opportunities that are desired for the Back of the Yards neighborhood.

**3. Activities**

<b>Goal/Objective #1</b>
<b>Planned Activity: Plan shared indoor Farmers Market space, for year-round market capability.</b>
<ul style="list-style-type: none"> <li>• Coordinated with Bubbly Dynamics, owner/operator of <i>The Plant</i>, to use indoor and outdoor space for a year-round farmers market and to incorporate a permanent farmstand facility into the building reception area.</li> </ul>

- Developed farmers market footprint drawings and traffic-flow plans to support an outdoor summer market, an indoor winter market, and a brick and mortar farmstand, featuring products from over 25 producers in the Chicago region.

**Planned Activity: Furnish indoor Farmers Market space to support producers**

- Purchased furniture, storage, and refrigeration for brick and mortar farmstand space.
- The farmstand is currently open on Saturdays and after every tour of *The Plant*. The farmstand stocks local farm and food/beverage products from ten individual farmers/producers.

**Planned Activity: Coordinate with growers and producers at *The Plant* to sell direct to consumers at The Plant Chicago Farmers Market**

- Created market schedule for calendar year 2015.
- Formed 6-member ad hoc Farmers Market Advisory Committee to develop farmers market agreement language and recruit vendors. This committee met twice while the farmers market program was being developed.
- Registered 10 producers for 2015 summer season. Plant Chicago also sold products from an additional 4 producers with farms or food production facilities located at *The Plant*.
  - 18 producers registered for 2015/16 indoor market season (average of 15 vendors present on a given market day).
  - 20 producers registered for 2016 summer season (average of 12 vendors present on a given market day).
- Held 43 farmers markets from October 2014 through September 2016.
  - In addition to our regular Saturday markets at *The Plant*, Plant Chicago hosted four small farmers markets at a nearby park in order to create another opportunity for market vendors, and reach more residents from Back of the Yards with nutritious, local produce.
  - Plant Chicago’s Farmstand was open every Saturday throughout this time period.
- Expanded Plant Chicago’s Farmstand into a permanent storefront space, which is currently open every Saturday and after every tour of *The Plant*. The Farmstand stocks over 20 food/beverage items produced locally by *ten* farmers and food producers. *Six* of these producers and farmers are located on-site, inside *The Plant*.
- Held 16 cooking demonstrations over the course of the grant period to help market attendees incorporate more local foods into their cooking routines. Over 200 individuals attended market cooking demos during the grant period.
- Engaged and trained 30 farmers market volunteers who assisted with market set-up, farmstand sales, outreach, translation, running the market EBT system, and conducting customer surveys.

**Goal/Objective #2**

**Planned Activity: Establish EBT capability for The Plant's Farmers Market space**

- Became authorized to accept SNAP benefits and receive EBT payments from consumers in June 2015.
- Acquired EBT-compatible POS device and receipt printer through the MarketLink program in June 2015. Our market POS system also accepts Credit/Debit cards.
- Developed “market money” system to accept and track EBT payments (SNAP benefits and Credit/Debit) at the farmers market.
- \$1,385 in SNAP benefits were redeemed at the market over the grant period. Because there was no market prior to the grant period, there is no baseline comparison.
- Plant Chicago was able to leverage USDA funds to receive a grant to double SNAP benefits and Senior Farmers Market Nutrition program benefits at the market through a Double Value Coupon program. \$1,443 in Double Value coupons were redeemed over the grant period.

**Planned Activity: Manage EBT payments and accounting**

- Paid transaction fees when consumers used EBT capability at the market.
- Processed checks for vendors when consumers used EBT capability.
- Kept track of receipts, “market money”, and incentive programs when consumers used EBT capability.

### Goal/Objective #3

#### Planned Activity: Promote Farmers Market and CSA program, including EBT capability to Back of the Yards communities

- Developed print and digital marketing material for farmers market, including Facebook advertisements, printed banners, and flyers.
  - Located three market banners at strategic partner locations throughout our neighborhood.
  - Ran ten small Facebook advertisements over the course of the grant period to get market event RSVPs and raise general awareness of Plant Chicago’s farmers market and agritourism programming.
- Hosted five public events engaging Back of the Yards community in Plant Chicago activities and food products. The most successful community events were focused around creating a safe gathering space and enjoying time with neighbors, with optional educational activities like healthy eating activities and tours of *The Plant*.
- Received positive press around farmers market launch in *The Gate*, the newspaper for Back of the Yards and surrounding communities.
- Hired Outreach Associate in May 2016, and extended this position to full-time in September 2016. Outreach Associate grew community participation in the Plant Chicago Farmers Market by over 20% and helped increase the amount of SNAP recipients attending and redeeming benefits at the market.

#### Planned Activity: Promote food producers participating in the Farmers Market and CSA through social media and web

- Launched new website ([plantchicago.org](http://plantchicago.org)) and Facebook page to promote Plant Chicago’s work at *The Plant* including our projects focused on developing local circular economies. Website includes [highlights on farmers market vendors](#), small food producers at *The Plant*, and stories about sustainable food production and food waste experiments conducted by Plant Chicago.
- Distributed web and social media outreach campaign through [plantchicago.org](http://plantchicago.org), and on Plant Chicago’s Facebook page, Twitter account, and Instagram feed.
- Coordinated with producers at *The Plant* to obtain marketing information on the business and products offered.
- Highlighted over 10 individual producers at *The Plant* and at the farmers market through monthly email campaigns, using Plant Chicago's network of over 6,000 subscribers.
- Dietetic Interns from Dominican University created a [market cookbook](#) featuring information on seasonal eating and products from the farmers market. Plant Chicago’s Outreach Associate translated each recipe into Spanish making the final product a bilingual cookbook that can be printed and distributed via web and at the market as a hard copy.
- Created and released a farmers market promotional [video](#) (short and long versions), which is currently circulating on social media and through our e-newsletter and YouTube channel.

#### Planned Activity: Create permanent printed materials to be posted in *The Plant* educating the public about producers and local food systems

- Developed standard design template, in partnership with Firebelly Design and the Grant for Good program, to be used for informational boards about producers at *The Plant*.
- Purchased Adobe Creative Suite software to facilitate the creation of promotional materials.
- Coordinated with producers at *The Plant* to obtain marketing and product information for newsletter, social media, and print outreach.

#### Planned Activity: Develop public tour program specific to producers at *The Plant*

- Created tour script and program specific to producers at *The Plant*.
- Promoted tour program through [plantchicago.org](http://plantchicago.org), social media, community presentations, and Plant Chicago's monthly email newsletter.
- Created new partnerships with community organizations and schools in Back of the Yards and surrounding communities to bring neighborhood residents to *The Plant* for tours and farmers markets.
- Provided tours to the public at scheduled times.

#### 4. Accomplishments

Measure	Baseline (October 2013 - September 2014)	October 2014 - September 2016	% increase
SNAP benefits redeemed	N/A (0)	\$1,385	N/A
Double Value Coupons redeemed	N/A (0)	\$1,443	N/A
# of unique SNAP users	N/A (0)	55	N/A
Total farmers market attendance	N/A (0)	5,732	N/A
% of market attendees from Back of the Yards (60609 ZIP code)	N/A	25% average	N/A
# of producers at market and farmstand (producer beneficiaries)	3	25	<b>525%</b>
Plant Chicago farmstand sales - representing 6 different producers	\$957	\$9,760 (average/yr from 2-year span)	<b>920%</b>
Direct part-time jobs created	N/A	2	N/A
Direct full-time jobs created	N/A	1	N/A
Average monthly social media reach	729	7500	<b>929%</b>
# people reached through social media campaign - Facebook ads (Facebook ads ran intermittently from December 2015 through July 2016)	N/A	75,000 users reached 2,000 took action (liked Plant Chicago's page or RSVP'd to come to a farmers market)	N/A

# individuals touring The Plant (per year)	3,000	6,500 (average/yr from 2-year span)	117%
# individuals participating in community tour program	0	484	N/A
# special events held specifically to engage Back of the Yards residents	0	5	N/A
# educational events focused on preparing local produce	0	16 (total of ~200 participants)	N/A
Indirect part-time jobs created	N/A	4	N/A
# farmers market volunteers	0	40	N/A

## 5. Beneficiaries

- a. **Over 1,200** Back of the Yards community members participated in Plant Chicago local food and agritourism programs, including educational tours of *The Plant*, community events such as Plant Chicago's annual Community BBQ, and shopped at the Plant Chicago Farmers Market. Back of the Yards is a low-income, low-access community characterized by economic hardship, low employment, limited availability of healthy food, and a lack of affordable fresh and local food options. According to Illinois Youth Survey (IYS) data for 2008-2010, nearly 98% of the school age population in New City qualifies for Free and Reduced Cost school lunches, indicating a high poverty index. The median household income is \$32,333, and 77% of 6th graders, 88% of 8th graders, 78% of 10th graders, and 56% of 12th graders in the Back of the Yards are Hispanic, with a majority of residents being first and second generation immigrants. Plant Chicago has received overwhelmingly positive feedback from community members who have visited for a tour or other events.
- b. **26 local farmers and food producers** gained new or expanded markets for their locally grown/produced goods. 56% of vendors are women/minority owned:

Vendor Name	Description	Minority/Women-Owned?
Anarchy Organic	<b>Guest</b> /first-year organic farm in Chicago	Y
Arize Kombucha	<b>Plant Tenant</b> / Kombucha brewer	N
Belli's	<b>Guest</b> /Chicago juice bar using produce from local farms	Y
Bike a Bee	<b>Plant Tenant</b> /Beekeeping by bicycle	Y
Bravo Vegan Tamales	<b>Guest</b> /Vegan tamales using locally grown vegetables	Y
Chicago Native Farm Yard	<b>Guest</b> /Back of the Yards-based urban farm	Y
Faith's Farm	<b>Guest</b> /Livestock farm from central Illinois	Y
Fruiting Mushrooms	<b>Plant Tenant</b> /Gourmet mushrooms	N
Great American Cheese Collection	<b>Plant Tenant</b> /American-made cheese distributor	N

John Bailey Honey	<b>Guest/Beekeeper</b> and small fruit & vegetable farm in central Illinois	N
MightyVine	<b>Guest/hydroponic</b> tomato farm located in Chicago suburbs	N
Mycofloral Farm	<b>Plant Tenant/urban</b> flower farm	Y
Nick Greens	<b>Plant Tenant/Microgreens</b> grower	Y
Patchwork Farms	<b>Plant Tenant/Outdoor</b> produce farm	Y
Pleasant Farms	<b>Plant Tenant/outdoor</b> produce farm	N
Pleasant House Bakery	<b>Plant Tenant/ Baker</b> of savory pies and pastries, using local grains, milled on-site	N
Quarter Mile Hot Sauce	<b>Guest/hot peppers</b> and hot sauce locally grown and made in central Illinois	Y
Six Generations Farmin' Local	<b>Guest/Family</b> farm in southern Illinois	N
Su Casa	<b>Guest/Back of the Yards</b> neighborhood shelter for women & children-- Mom's Co-Op sells homemade baked goods using garden produce and aguas frescas	Y
Syrup & Provisions	<b>Guest/Wisconsin</b> maple farm	N
Temo's Tamales	<b>Guest/Tamale</b> producer from Back of the Yards area	Y
The Chunky Scones	<b>Guest/Vegan</b> baked goods featuring local produce	Y
The Salty Prawn	<b>Plant Tenant/ Recirculating</b> aquaculture saltwater shrimp	Y
The Urban Canopy	<b>Plant Tenant/Chicago</b> small vegetable farm & Midwest produce distributor	N
West Side Bee Boyz	<b>Guest/Chicago</b> honey and honey-based products	Y

Plant Chicago's farmers market was the very first market opportunity for eleven of these producers. Through the market, these vendors learned how to market local food products and collaborated with other vendors by sharing resources, ideas, and by incorporating more local produce into their products. For example, The Chunky Scones bakery began purchasing garlic and preserves from John Bailey Honey, and occasionally using local fruit from The Urban Canopy, and Temo's Tamales incorporated tomatillos from Anarchy Organic farms into his salsas during the growing season.

- c. **Low-income seniors:** 50 individuals (64% from 60609 ZIP code) redeemed \$650 in Senior Farmers Market Nutrition Program (SFMNP) coupons at the farmers market over the 2016 summer season. These low-income seniors were also able to double their purchasing power at the market through our Double Value coupon program. This program provided a dollar for dollar match on SFMNP coupons up to \$25 per customer.
- d. **SNAP customers:** Prior to our first market day on June 27, 2015, there was never a farmers market in the Back of the Yards/New City Community Area that accepted SNAP benefits. Nearly 98% of the school age population in Back of the Yards qualifies for Free and Reduced Cost school lunches, indicating a high poverty index and high

proportion of residents receiving SNAP benefits. **55 individuals redeemed over \$1,385 in SNAP benefits at the farmers market over the grant period.** With our Double Value coupon program, these customers were able to double their purchasing power through a dollar for dollar match up to \$25 per customer per market day. This allowed these customers to buy more fresh produce than they would be able to at other food outlets in the neighborhood.

- e. 9 Plant Chicago interns received training on various aspects of farmers market management, including outreach, coordinating with vendors, setting up a market stand and selling fresh produce, data collection, writing recipes using seasonal local produce, and conducting educational cooking demonstrations. Three of these interns are from Back of the Yards.

## 6. Lessons Learned

- a. Market day offerings
  - i. Holding a bigger event and/or scheduling some sort of extra entertainment on market days helps bring in more people and encourages attendees to stay, shop, and eat.
  - ii. Prepared food vendors are important; this is a huge part of what brings people in and makes them stick around the market. Prepared foods help to make the market a true community event. Inviting prepared food vendors also allowed us to involve more vendors from Back of the Yards.
  - iii. One issue we encountered was the lack of Spanish language support in terms of signage and Spanish-speaking vendors at the market. While we involved more Spanish speaking vendors during the market's second season, hiring a bilingual Outreach Associate whose first language is Spanish was the best way we found to solve this issue at the market and make customers from Back of the Yards feel welcome at the market.
- b. Because we worked with many new farms and food businesses for our market, the time and monetary resources required to obtain insurance, proper licensing, and market materials (tents, tables, signage, etc.) were major barriers. Markets working with new farmers and food businesses should be prepared to provide materials, advice, and connections that will help vendors overcome these barriers.
- c. Outreach
  - i. While non-paid social media posts and articles in local publications (print and online) were helpful to bring people in from all over Chicago and beyond, word of mouth is the best way to get the word out in our specific neighborhood.
    1. Facebook ads were effective in increasing overall attendance, especially during our indoor market season.
    2. Reaching SNAP users in Back of the Yards/New City and SNAP-specific outreach have been more challenging than anticipated. A big reason for this challenge is that there is no database we can access that gives us information about who and where SNAP users are in our area. Though we found some through community focus groups, and

through going to our local Department of Human Services office in person, a database would save a huge amount of staff time and effort.

- ii. Tours of *The Plant* were a great way to bring people from all over the city to the market, which is important since building a regular neighborhood following took more work and time than expected in our case.
  - iii. A physical presence of staff and volunteers in the neighborhood, talking to people on market days, increased attendance by Back of the Yards residents.
  - iv. Outreach for agritourism and farmers market activities in our community requires a consistent, year-round presence in the community. One-time presentations, meetings, and/or visits was not enough. Being able to hire an Outreach Associate earlier in the project would have ensured that this consistent presence was maintained throughout the project period.
  - v. One especially effective outreach technique to reach families in the neighborhood was to combine agritourism with farmers market outreach by scheduling school group tours in the 2-3 days leading up to the next farmers market date. We did this in September with a nearby elementary school. At least five families returned from the tour, and 100% used SNAP benefits that day at the market.
- d. We've found that there is a huge learning curve for both staff (Farmers Market Manager and Outreach Associate) and community members around farmers markets. This learning curve did not stop us from accomplishing our project goals, but we could have been even more effective given more time.
- i. Because farmers market management is not a standardized "profession", and many market managers come in with little to no experience managing a farmers market, the learning curve to the basic management is steep. This is true even with our market manager, who worked with farmers markets as a volunteer and intern for three years prior to starting work with Plant Chicago. Learning the nuances of market management takes at least two market seasons, and then the real work of community-based, in-depth outreach, capacity building, and program development begins.
  - ii. For an Outreach Associate, even one who is already somewhat familiar with the community, this learning curve is similarly steep. It took at least six months to build relationships in the community, and usually at least three "touches" to get an individual to actually show up at a farmers market or educational program. For example, a family that our market manager met during her first month of work (April 2015) just came to the market for the first time in late 2016, after talking with Plant Chicago staff and volunteers during at least three community events over that year and a half. Thus, although community outreach activities were happening on a daily basis throughout the project period, these did not necessarily generate immediate results.
  - iii. Learning curve for *Back of the Yards community members* around farmers markets and the benefits markets can bring to a community

1. For example, many people told us during outreach events that they had seen our banner or flyers, but were skeptical of the fact that we accept (and double) SNAP benefits at our market until they heard it from staff or volunteers directly.
2. Shopping at markets also requires people to understand seasonal eating – for example, many customers came looking for items at the market before they were in season, or came looking for peaches when they were in season, but finding other fruits instead. This was a great educational opportunity to give people the Illinois seasonality chart and tell them about why seasonal eating is part of supporting local farmers and making sure food is at its peak in terms of nutrition and taste. However, this did disappoint some first-time customers from the community, who are used to finding a massive variety of produce year-round at the grocery store.
3. We also had to educate many new customers about having a dialogue with vendors, and let people know that it is okay to ask for a product you don't see on the table. Halfway through the season our main produce vendor realized that people were looking for more fruits, so they started bringing a greater number and variety. After doing so, SNAP spending at this vendor increased substantially. However, there were likely many customers who did not ask for a specific product and did not come back after not seeing it there the first week they attended.

## 7. **Specific and significant impact**

Due to the funding provided under FMPP:

- a. 26 local farm and food producers gained a new or expanded market opportunity through the launch of Plant Chicago's year-round farmers market.
- b. Sales increased over 900% at Plant Chicago's farmstand.
- c. Over 12,000 people took tours of *The Plant* and learned about the importance of local farming and food production.
- d. Over 5,700 customers attended the farmers market over the project period, compared to 0 customers before our FMPP grant.
- e. Over 1,200 Back of the Yards community members participated in educational tours of *The Plant*, community events such as Plant Chicago's annual Community BBQ, and shopped at the Plant Chicago Farmers Market.
- f. \$3,478 in SNAP, Senior Farmers Market Nutrition Program Coupons, and Double Value Coupons (given as a match for SNAP and Senior Coupons) redeemed over project period at the farmers market.

## Summer season outreach postcards

# PLANT CHICAGO FARMERS MARKET

at *The Plant* 1400 W 46th St.



## SATURDAYS

June 4 - September 10

10am - 2pm

Link and Senior Coupons accepted ~ Link doubled up to \$25 per market



## SUMMER 2016 WITH PLANT CHICAGO

### Farmers Market

Fresh and healthy foods for your family, all grown or made in the Midwest!

Locally and sustainably grown produce, fresh-baked breads, honey, maple syrup, vegan goodies, and more.

Every Saturday  
June 4 - September 10  
10am - 2pm with market cooking demonstration at 12:30pm

Link card accepted & Link dollars doubled up to \$25 per market.

### Tours of *The Plant*

Closed loop food production at work!

Tour stops include several reuse-focused food businesses including an aquaponics farm, a mushroom farm, a brewery, a bakery, a coffee roaster, and outdoor farms.

Public tours are every Saturday at 11:30am and 2pm.

Free tours for Back of the Yards residents & groups.

### Workshops

Learn about aquaponic farming, mushroom growing, and more this summer at *The Plant*!

Updated workshop schedule will be posted on our website, [plantchicago.org](http://plantchicago.org)



1400 W 46th St. Chicago, IL 60609 | [plantchicago.org](http://plantchicago.org) | 773-847-5523

# PLANT CHICAGO MERCADO

en *The Plant* 1400 W Calle 46



**SABADO**  
4 de Junio -  
10 de Septiembre  
10am - 2pm

Aceptamos Link y cupones de mayores de edad ~ Si usa Link, le damos doble su dinero hasta un máximo de \$25 durante cada mercado



## VERANO 2016 CON PLANT CHICAGO

### Mercado

Comidas frescas y saludables para su familia, completamente cultivadas o hechas en el medio oeste de los EE.UU.

¡Productos cultivados localmente y sosteniblemente, panes recién hechos, miel de abeja, jarabe de arce, comida vegana (hecha sin lácteo o productos de animal), y mucho más!

Cada Sábado  
4 de Junio - 10 de Septiembre  
10 am - 2 pm con  
una demostración de cocina a  
las 12:30 pm.

Aceptamos Link y le damos  
doble su dinero hasta un  
máximo de \$25 durante cada  
mercado.

### Recorridos de *The Plant*

¡Círculo cerrado de producción  
de comida!

Paradas durante un recorrido  
incluyen varios negocios  
enfocados en el re-uso de  
materiales e incluyen un cultivo  
acuaponico, un cultivo de  
hongos, una cervecería, una  
panadería, un tostador de café,  
y cultivos de la tierra.

Tenemos recorridos para el  
público cada sábado a las 11:30  
am y las 2:00 pm.

Ofrecemos recorridos gratis  
para grupos y residentes de  
Back of the Yards.

### Talleres

¡Aprenda sobre cultivos  
acuaponicos, la  
cultivación de hongos, y  
mucho mas este verano  
en *The Plant*!

Un horario de talleres  
actual será ofrecido en  
nuestro sitio de web,  
[plantchicago.org](http://plantchicago.org)



**PLANT  
CHICAGO**



1400 W 46th St. Chicago, IL 60609 | [plantchicago.org](http://plantchicago.org) | 773-847-5523

Summer season market banner hanging outside our market location



Indoor season outreach postcards

## PLANT CHICAGO FARMERS MARKET MOVES INDOORS!



**Link card purchases  
matched up to \$25.**

Saturdays 11am-3pm  
at 1400 W 46th St.

October 1	February 4
November 5	March 4
December 3	April 1
January 7	May 6

Find out more at [plantchicago.org](http://plantchicago.org) or by calling (773) 847-5523.



# ¡EL PLANT CHICAGO MERCADO CONTINUARÁ AL DENTRO!



Sábados 11am - 3pm  
a 1400 W 46th St.

1 Octubre	4 Febrero
5 Noviembre	4 Marzo
3 Diciembre	1 Abril
7 Enero	6 Mayo

Aceptamos Link y doble  
valoramos 25\$.

Más información a [plantchicago.org](http://plantchicago.org) o (773) 847-5523.



## Link (SNAP) market money



Market & tour photos

