

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 –September 29, 2017
Authorized Representative Name:	Helen Zimmerman
Authorized Representative Phone:	812-853-2815
Authorized Representative Email:	helen@historicnewburgh.org
Recipient Organization Name:	Historic Newburgh, Inc.
Project Title as Stated on Grant Agreement:	Warrick County Farmers Market Promotion
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15FMPPIN0071
Year Grant was Awarded:	2015
Project City/State:	Warrick County Indiana
Total Awarded Budget:	\$60,076

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: More Effective Market Management
 - a. Progress Made: In addition to funding additional hours for Market Masters to focus on the Warrick County Markets both Markets have incorporated on line management opportunities with the markets. The Newburgh Market utilizes managemymarket.com to handle vendor applications, scheduling and market layout and has also developed a new consumer website for the Market. The Warrick County Market has a vendor based website to allow them to communicate with the vendors in a more streamlined & efficient manner.
 - b. Impact on Community: The easy access to information, materials & applications has streamlined the processes and made it easy to manage weekly vendors and fill open slots on a weekly basis. This has allowed additional vendors opportunities to participate in the markets.
 - ii. Goal/Objective 2: Increased Market Promotion
 - a. Progress Made: The grant allowed a design of an evergreen Farmers Market Booklet for the Warrick County Markets. This book allows us not only to promote the markets but also to highlight programs such as the Newburgh Farmers Market Power of Produce Kids Club/Activities and the fact that the Warrick Market accepts SNAP payments. Additionally, this guide allows us to educate the public on seasonal selections and why local produce/products are the best options.
 - b. Social Media continued to be a key element in the market promotion for the first time this year. Grant budget allowed the market masters to focus time designated to social media, develop events and to schedule posts. Boosting posts was utilized for appropriate market events to reach a larger audience.
 1. Links for social media pages are:
 - a. Newburgh Farmers Market Facebook Page
<https://www.facebook.com/newburghfarmersmarket/>
 - b. Newburgh Farmers Market Instagram Page
<https://www.instagram.com/newburghfarmersmarket/?hl=en>
 - c. Warrick County Market Facebook Page
<https://www.facebook.com/groups/130603427456/>
 - c. The Newburgh Market also used local media PSA times to promote the market and ongoing events.
 - d. The Warrick County Market utilized a print campaign in the local paper.
 - e. Both Markets generated more efficient websites to share information with consumers and vendors. The websites for the markets can be found at:
 1. Warrick County Farmers Market:
<http://www.ces.purdue.edu/Warrick/.htm>
 2. Newburgh Farmers Market: <http://newburghfarmersmarket.org/>
 - f. Outdoor Billboard & Digital Billboard Campaigns were also used through the window of the grant to promote the markets & market events.

- g. Impact on Community: Both markets had increases in consumer traffic that resulted in higher vendor sales. Additionally, the vendor numbers increased as the market promotion impacted the community.
 - h. The documentary on Agritourism in Warrick County “Live Local in Warrick County” was a result of this grant. This production aired multiple times on WNIN here in SW Indiana. Additionally, the video segments are utilized when representing Warrick County at regional meetings & for speaking engagements to local organizations. For example it was utilized in a session with University of Southern Indiana’s “Connect with Southern Indiana class”. It has also been utilized when presented to the Rotary & Kiwanis Clubs. The video can be seen at: <https://www.youtube.com/watch?v=Kya-iyGPTis&index=2&list=PLGgGHwBKbAGD-a3zzB7vN-XzTclew3w87>
- iii. Goal/Objective 3: Improved Vendor Training
- a. Progress Made: Both markets have home based vendors – the grants allowed these vendors and the market masters to attend ServSafe programs in the area. The budget also incorporated a GAP training session – as GAP was phased out prior to our training. The local Purdue Extension host put together an individualized training session to cover the essential educational details for our growers & producers.
 - b. Impact on Community: The training allowed both vendors and market masters to expand products and offer them in guidance with health department & county restrictions and guidelines. 10 vendors along with both Market Masters participated in the ServSafe certification. These individuals not only were able to increase and grow their individual businesses, we also saw them step into leadership roles at the market. They offered assistance and guidance to other vendors just starting up.
- iv. Goal/Objective 4: Increase Agritourism in Warrick County
- a. Progress Made: The 30 minute documentary of agritourism in Warrick County was finalized. This “Live Local in Warrick County” is an outstanding presentation of many segments of the community. Both markets are highlighted along with selected vendors and community members. Additionally, select community events are featured. A “Visit Warrick County” flyer was also generated and utilized at the American Bus Association meetings to introduce the tour industry to options in Warrick County.
 - b. Impact on the Community: WNIN, the public television station, aired this production a minimum of 20 times from January – March. We also had this documentary broken into segments to be available to be utilized as presentation when talking to organizations and to present to visiting guests. This objective resulted in articles / visits in multiple avenues, ABA tour magazine, Midwest Traveler for example. Additionally bus tours have Warrick County on their radar for visits – one company has booked and executed a tour to the county.
 - c. Additionally – the grant allowed the markets to generate a Visit Warrick County banner

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.
 - i. Number of direct jobs created: 2
 - ii. Number of jobs retained: 2
 - iii. Number of indirect jobs created: n/a
 - iv. Number of markets expanded: 2
 - v. Number of new markets established: 0
 - vi. Market sales increased by approximately 25%
 - vii. Number of farmers/producers that have benefited from the project: 20 vendors directly benefitted from the training programs. All vendors benefitted from the marketing campaign and the growth of the markets. Between the 2 markets this includes over 25 produce/meat/dairy/food vendors and approximately 20 additional craft / community vendors.
 - a. Percent Increase: We estimate that 20% of the vendors participated in the training programs. 100% of the vendors were affected by the increased market exposure in the community.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
 - i. Both Markets saw an increase in 'family' traffic after the Farmers Market Guide booklets were distributed in all Warrick County Elementary Schools. All students 5th grade and below received the booklet to take home and share with their families. This marketing opportunity directly generated and increase in market foot traffic the following weeks.
 - ii. The Newburgh Market saw an increase of repeat youth attendance due to the inclusion of The Power of Produce (POP) Club into the market at the Newburgh Farmers Market. POP Club is designed to educate children on proper choices to make at the market and encourage sampling of products they may not have tried in the past. This program rewards participants, all 10 & under, with Market Tokens to allow them to purchase their own fresh items at the market. The growth and popularity of the Newburgh Farmers Market allowed Historic Newburgh, Inc. to bring in a sponsor for this POP Club to specifically provide funds to generate this token program for the youth in the community.
 - iii. The FMPP grant allowed the Warrick County Market to go thru the process to be a SNAP approved market and be able to accept SNAP payments directly at their weekly market. The inclusion of this program into the market is broadened the footprint of low income shoppers to the market and increased the opportunity to bring fresh produce and items into the home.
 - iv. We additionally saw the introduction of a new business move into the area. Market Wagon – this is an online farmers market. Though not related to either market directly the increase of attention to our summer markets and the development of regular customers it was a natural extension for this business footprint in our community. The

great joy in this arriving and serving the Warrick County area is that many of our market vendors are participating which gives them a year round platform to sell locally sourced produce / products.

4. Discuss your community partnerships.
 - i. Who are your community partners? The 2 Warrick County Markets working together are the core of the partnerships generating results from this grant. Town of Newburgh, Boonville Now and Purdue extension have partnered along the way. Newburgh Market also partnered with some local businesses to incorporate events into the market & provide cooking demonstrations, kids programs & yoga classes for free on select market days.
 - ii. How have they contributed to the results you've already achieved? All partner efforts are focused to either provide a training opportunity for a vendor, promote the market, or offer a service / activity to the market attendees.
 - iii. How will they contribute to future results? The ongoing partnerships will continue to promote the markets, increase the market atmosphere and generate repeat & new consumer traffic to the markets.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Contractors have been utilized to design and develop materials for the markets. Flyers & logo's have been designed. Market Booklets are in progress & the Warrick County Documentary is an ongoing process for the year. Contractors were also utilized to design and develop the websites for the markets. These materials have made a huge impact on getting the market message to the general public.

6. Have you publicized any results yet?*
- i. If yes, how did you publicize the results? Success stories from the markets have been shared in the Historic Newburgh e-newsletter; the monthly TV 23 cable show & through the weekly column in the Warrick Standard. In market season the Newburgh Market also distributes a weekly newsletter
 - ii. To whom did you publicize the results? These success stories were shared with market vendors along with the general public.
 - iii. How many stakeholders (i.e. people, entities) did you reach? The avenues of promotion allowed us to reach over 2,700 e-newsletter subscribers along with all subscribers of both Spectrum Cable and the Warrick Standard subscription holders.

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information? An on-line survey was generated for both vendors & consumers.

- ii. What feedback have you collected thus far (specific comments)? Vendor & Consumer surveys included many positive comments along with suggestions & constructive criticisms. Comments included:
 - a. 31% of the responders visited the market every week
 - b. 31% of the responders visited the market 2 or 3 times a month
 - c. 37.50% spent between \$20-\$30 at each market visit
 - d. 56% of the responders requested to continue to have special events woven into the market on specific weeks.
 - e. Parking issues were mentioned – this has led to conversation about perhaps relocating the market.
 - f. Overcrowding on busy beautiful days was mentioned. This again leads to conversation on should a location change happen.

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income?
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

Our project was not designed to generate funds, however, the Newburgh market has seen an increase in sponsors for the market for 2018. This will allow us to continue the promotional efforts that were designed and implemented as part of the grant. For 2018 pledges are at \$10,000 from market sponsors. The Warrick County Market is working in conjunction with the Boonville Now organization and has experienced a growth in attendance consistently as well. The grant funding that generated this growth has created this opportunity to continue future growth. The FMPP funds were not utilized to generate these partnerships, the funds that created the market stability and growth naturally generated these opportunities that are now available for and desired by community partners.

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 - a. Merging forces to promote the 2 markets in the county proved to be a successful venture for both markets. By combining skills, talents and available resources both markets benefited. i.e.:
 - i. The Warrick Market crew included a representative from Purdue Extension – both markets benefited from included the FoodLink program and the Purdue guidance into the markets.
 - ii. The Newburgh Farmers Market crew included social media experts. By sharing posts that worked, graphics, promotions & ideas between the 2 markets time management and design opportunities the markets were able to effectively market their individual locations successfully.

- iii. The Newburgh Farmers Market / Historic Newburgh, Inc. has relationship with the local paper so was able to represent the markets and generate coverage and articles for both markets.
 - b. Learned to manage expectations / results & hours billed from contractors. We had a few situations where work discussed became much more detailed & expensive than originally planned & budgeted. One of the contractors utilized was dealt health issues while working on the market projects . As we had selected a local freelance graphic artist to keep the project benefiting the local community timelines had to be shifted to adjust for delay in the creative elements.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. We were blessed to have achieved our goals by working together.
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
 - a. Paying attention to details, timelines & deadlines seems to be our key.
 - b. A single budget was maintained for the grant, when working with 2 markets with individual goals & objectives at times it became difficult to track which market was at which stage in completing their grant projects.
 - c. By having one individual as contact for some of the design elements it did streamline the production timeline. By designing both logos, billboards & brochures simultaneously it allowed to assure individuality of each market but to also create a cohesive message for the markets when combining the message to eat local and support the markets.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
 - a. The Newburgh Market has reached its growth potential in its current location. We will survey the downtown merchants, vendors & customers to see if moving and expanding the market should be done or if we should keep in location and let it excel as it is currently.
 - b. Initiatives of expanding the consumers to include families, children educational opportunities and SNAP / WIC purchases will still be a focus of the markets.
 - c. With markets thriving would expect the jobs created to stay consistent. Growth could happen in vendor / producer side of the markets.
 - d. Expanding the opportunities to include local nonprofit organizations into the markets is a constant goal.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
 - a. Agritourism – In the future we would like to meet with local and regional groups and present the agritourism tv show that we made with WNIN. This video is an amazing teaching piece for us to share what Warrick County has to offer as a

day and weekend trip destination. We have already used the video to entice a bus tour to visit our county. We would like to expand on that and bring in more bus tours and day/weekend visitors to Warrick County.

b. Market Promotion – Building on the continued success of marketing efforts made possible by the grant is our ultimate goal. Ideas include:

1. Market murals on walls / street crossing in the historic downtown community.
2. Lamppost banners for market season to promote the market.
3. Continuation of the marketing campaigns to promote the market season:
 - a. Additional Billboards & inclusion of the digital board near the market.
 - b. Growth & frequency of social media coverage for markets.

c. Vendor Training

1. Continued yearly educational training for farmers and vendors at both markets is a goal for both market masters. Future goals include:
 - a. Food safety training for new and returning home based vendors and participating restaurants
 - b. Short refresher classes each year for vendors who have in date ServSafe certifications.
2. We would also like to implement good agricultural practices training for new and returning farmers each year to ensure food safety. We have found that many of our vendors at both markets have requested social media, marketing, and bookkeeping assistance. We would love to be able to offer these types of training classes either online or in person for our vendors at both markets.



FARMERS MARKET
GUIDE

Newburgh
FARMERS MARKET



ON THE NEWBURGH RIVERFRONT





Locally Grown!

Shop Smart at your farmers market. Bring your own bag and basket to the market to reduce bruising of fruits and vegetables. And, don't forget to visit with your local farmers!



HISTORIC NEWBURGH FARMERS MARKET

Overlooking the beautiful Newburgh, Indiana riverfront in the Edgewater Grille parking lot, the market includes many local vendors all from within a 60-mile radius of Newburgh. You can enjoy browsing a variety of vendors including pasture raised meats, produce, baked goods, fresh pressed juices, jewelry, handwoven rungs, flowers, herbs and much more.

The Newburgh Farmers Market is every Saturday morning starting Memorial Day Weekend thru September from 8-12 with live music each week from 9-12. The Historic Newburgh Farmers Market is not just a market... it's a happening!



WARRICK COUNTY FARMERS MARKET

Located in downtown Boonville at the Harold Gunn Pavilion, at the corner of 2nd and Main Streets. The market offers a variety of fresh local grown vegetables & fruits. Home baked pies, breads, sweet rolls plus confections & jellies are also showcased at the market. Handmade crafts include pottery, yarn goods, quilts, unique clothing items & jewelry. Various community events are scheduled to be held in conjunction with the market throughout the season. Visit our one-of-a-kind friendly small town market. There's something new every Saturday and ample parking is available right at the market place. The market is open every Saturday beginning in June continuing through October. Hours of the market are 7:30 AM – Noon.





Fresher!

FoodLinkSM is the resource for anyone who has ever stood in front of produce and wondered, “What is that?” or “What do I do with that?” Scan the FoodLink QR codes on fresh fruits and vegetables to learn more about them, including how to select, prepare, and care for them. You don’t have to be a seasonal produce expert, but now you can get information fast from the experts at Purdue Extension.



Purdue Extension – Food Link

www.purdue.edu/FoodLink

Seasonal Chart for Indiana Fresh Produce

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
VEGETABLES												
asparagus		■	■	■								
beet			■	■	■	■	■	■	■	■		
broccoli			■	■	■	■	■					
Brussel sprouts				■	■	■	■	■				
cabbage			■	■	■	■	■	■				
carrot			■	■	■	■	■	■				
cauliflower			■	■	■	■	■	■				
cucumber		■	■	■	■	■	■	■				
eggplant				■	■	■	■	■				
green pea			■	■	■	■	■	■				
kale, collard greens	■	■	■	■	■	■	■	■	■	■		■
kohlrabi			■	■	■	■	■	■				
lettuce (leaf)	■	■	■	■	■	■	■	■	■	■		
onion (bulb)	■	■	■	■	■	■	■	■	■	■	■	■
onion (green)			■	■	■	■	■	■				
peppers (hot and sweet)			■	■	■	■	■	■				
potato	■	■	■	■	■	■	■	■	■	■	■	■
pumpkin				■	■	■	■	■	■	■		
radish	■	■	■	■	■	■	■	■	■	■	■	■
snap bean			■	■	■	■	■	■				
spinach	■	■	■	■	■	■	■	■	■	■	■	■
summer squash		■	■	■	■	■	■	■	■			
sweet corn			■	■	■	■	■	■				
sweet potato				■	■	■	■	■	■	■	■	■
tomato		■	■	■	■	■	■	■	■	■		
turnip and turnip greens			■	■	■	■	■	■	■	■	■	■
winter squash	■	■	■	■	■	■	■	■	■	■	■	■
FRUIT												
apple			■	■	■	■	■	■	■	■	■	■
blackberry			■	■	■	■	■	■				
blueberry			■	■	■	■	■	■				
cherry			■	■	■	■	■	■				
grape			■	■	■	■	■	■				
melons (cantaloupe, watermelon)			■	■	■	■	■	■				
peach			■	■	■	■	■	■	■	■	■	■
pear			■	■	■	■	■	■	■	■	■	■
raspberry		■	■	■	■	■	■	■	■	■	■	■
strawberry		■	■	■	■	■	■	■	■	■	■	■

harvest season
 extended season
 storage season

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Better for You!

Talk to your local farmer. And, ask questions! They will tell you which fruits and vegetables are in season.



WARRICK COUNTY FARMERS MARKET

A rich agricultural area of Indiana surrounds the town of Boonville in Warrick County. The Warrick County farmers market held in Boonville every Saturday offers the best from our local growers. Tomatoes, green beans, and of course INDIANA sweet corn are the best around. Produce changes as the southern Indiana growing season progresses, so each Saturday brings on a cornucopia of a wide variety of produce and fruits.

Along with the local produce, satisfy your sweet tooth with a variety of fresh home baked pies, sweet rolls, cookies, breads and jars of jams and jellies. The market offers one of kind crafts including hand thrown pottery, unique jewelry, bath and body items, wreaths and hand crafted clothing pieces. Various events are held at the market on Saturdays, these will be advertised on our billboard at the market, or check out our Facebook page – Warrick County Farmers Market.

The market this year will participate in the acceptance of SNAP for all eligible SNAP items from all market vendors.





Tastier!

Freeze for later. When you find a good price or perfect in-season fruits or vegetables, buy extra and freeze for the winter.

Newburgh
FARMERS MARKET



ON THE NEWBURGH RIVERFRONT

HISTORIC NEWBURGH FARMERS MARKET

The Newburgh Farmers' Market is a program of Historic Newburgh, Inc. The market is open every Saturday, Memorial Day through September, from 8 a.m. until 12 noon. The Newburgh Farmers is located at 1 E. Water Street, in the Edgewater Grill Parking lot on the riverfront in downtown Newburgh.

We feature locally grown produce, annual and perennial plants, meats, cheeses, spices, gourmet popcorn, baked goods & handmade items. Purchase your food directly from farmers and ask them questions about their products.

There are also several different eateries that have many food options, which allows the customer the convenience to grab a quick bite to eat and drink while shopping. Local entertainment adds to the shopping as well as a fun socializing experience. Tantalizing scents and the inviting atmosphere may cause you to make the market a weekend tradition.

EVENTS INFORMATION

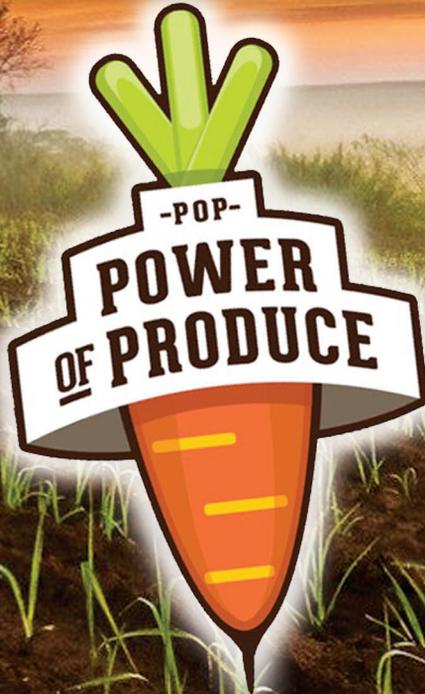
In addition to live market music every week, the Historic Newburgh Farmers Market hosts a variety of fun, family-friendly events at the market throughout the summer. You can participate in free yoga classes on the riverfront once a month or try tasty samples of food prepared during cooking demos by our market chef. The market includes the arts with knit day and a chalk art contest.

Other events include kids day, tomato tasting, watermelon tasting and a lot more.





Come and share in the weekly summer healthy and fun-filled family event that has become an area tradition!



NEWBURGH FARMERS MARKET POP CLUB INFORMATION

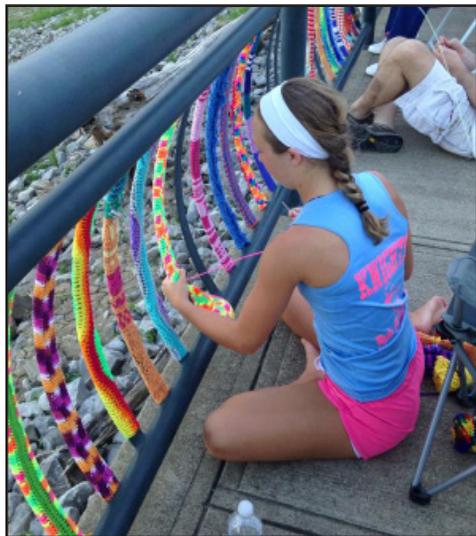
Children can participate in value-creating activities. POP CLUB FUN, based around food, nutrition and food growing, is a highlight. At every summer Saturday market you can find activities such as seed planting, salad-making, jam-making, smoothie making, wormy fun with worm bins, scavenger hunts and much more!

Join the club at the market. It's free to sign up! Stop by the POP Club tent and sign a "Passport to Health" to get started with weekly activities.

Each POP Club kid gets a POP Passport book, a POP Club bag, and a "Two Bite Club" button to track lessons learned, and document new foods tasted and activities completed. Children of all ages are welcome to sign up, but lessons and activities will be geared towards children from age 5-10. After completing each POP Club activity, kids receive a \$2 POP Club token to spend on fresh fruits and vegetables.

Donations can be made to support this program: Historic Newburgh Farmers Market POP Club. Checks can be made out to Historic Newburgh Farmers Market with POP Club in the memo line. All donations are tax deductible.

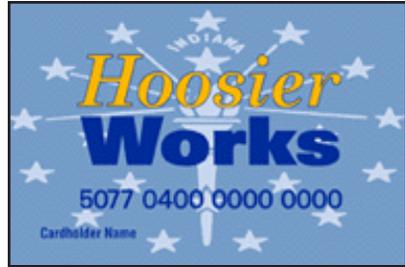
Please mail checks to Historic Newburgh Farmers Market,
517 W Main St, Newburgh, IN, 47630.





Options!





WARRICK COUNTY FARMERS MARKET SNAP PARTICIPATION

Once you have received your monthly allocation on your Hoosier Works card, visit participating farmers' markets or produce stands. Find the information booth. Tell them how much you plan to spend on SNAP eligible products, and then swipe your Hoosier Works EBT card. You will be given market tokens that can be spent on Indiana-grown fruits, vegetables, eggs, meat, and other SNAP eligible products. If you are ever unsure, ask a vendor!





The Best!

Listen for the sound of freshness. Beans should snap when they break. And, look for the crisp crunch of freshness.





BUY FRESH, EAT LOCAL

We are lucky in Southwestern Indiana to be able to enjoy such a variety of colorful produce from our markets. Take time during market season to enjoy these locally grown fruits & vegetables.

Why Should you buy locally grown fruits and vegetables?

- 1) **Flavor: THEY TASTE BETTER.** You can't beat the taste of locally grown food, picked at the peak of ripeness.
- 2) **Health:** Locally grown foods often arrive at the market within 24 hours of harvest and are full of nutrients.
- 3) **Support Local Farmers:** Supporting family farms ensures the future of local farming and healthy, flavorful food.
- 4) **Enhance Your Local Economy:** Spending your money on locally grown food means the local economy benefits too.



Newburgh

FARMERS MARKET



ON THE NEWBURGH RIVERFRONT

Edgewater Grille parking lot
Memorial Day through September, Saturdays, 8AM-Noon
newburghfarmersmarket.org
facebook.com/newburghfarmersmarket



2nd and Main Streets, Harold Gunn Pavillion, Boonville, IN
Saturdays June thru October, 7:30-Noon
warrickcountyfarmersmarket.com
facebook.com/warrickcountyfarmersmarket

