



The Red Wing Farmers Market is a non-profit organization with a passionate board who share this vision:

Ten years ago, a group of passionate citizens started the Market with the goal of supporting our local farmers while making it easy for our community to eat & shop sustainably. Since our first year, we've transitioned into a 501(c)3 nonprofit and continue to innovate and improve upon our market offerings. Many thanks go to our community partners, volunteers, friends, and sponsors. We couldn't do this without you.

Since we began, we have added innovative programs and offerings including accepting debit cards, credit cards and EBT (food stamps) at the market. We implemented the Power of Produce Program which empowers children to make healthy eating choices from a young age by giving them a FREE \$2 token to purchase produce each time they come to the market, this not only drives the kids to the market but also young families. We have added FMNP vouchers, which are WIC vouchers and SFMNP vouchers for the elderly to come shop at the market. In 2020, we added an online storefront to the market to be able to support more customers, those that cannot make it to the market, for a drive through or delivery option.

This year, 2022, we would like to add yet another innovative offering, Veggie Rx. "Veggie Rx" is a fruit and vegetable prescription program to increase consumption of local, nutrient-dense fruits and vegetables. The program empowers health care and social services providers to 'prescribe' vouchers to community members who screen positive for food insecurity, health concerns such as pre-diabetes, hypertension or obesity or can be used simply to improve the health and wellness of a community by increasing that consumption of local, nutrient-dense fruits and vegetables.

Chronic disease and obesity are overwhelming health concerns in our community, and their cost to health care and quality of life have never been more obvious than in the last couple of years. Access to and education on nutrition are not easily addressed in the clinic setting. The community needs us to step up and provide this in an accessible and engaging way in order to empower health and wellness.

This is an amazing opportunity for the Red Wing Community to get behind an initiative that not only supports local families and farmers, but has a direct impact on health and wellness. Locally grown, nutrient dense food is going directly to people who need it. The rising grocery store prices put an even larger disadvantage on healthy eating initiatives. If we can enable people to recognize the bounty we have in our community, that it can be done affordably, and how that impacts how they feel every day, we have created an avenue for true, systemic change.

The _____ Farmers Market has teamed up with The Mayo Clinic, a local physician, xxxxx and the Statewide Health Improvement Partnership (SHIP) to collaborate in unison on this project and make it successful.

Veggie Rx aims to increase access to fruits and vegetables for members of the Red Wing and community and surrounding areas by partnering with the Red Wing Farmer's Market. The program gives participants \$20 per week over the course of 10 weeks to spend on produce at the farmers' market. Over the course of 10 weeks, participants will have a kickoff meeting to be introduced to the program, a midpoint meeting and a final meeting to gather feedback on the program.

All meetings will be conducted virtually with an in-person option. There will be an educational newsletter and private Facebook group containing healthy recipes and cooking tips of how to use the produce participants receive from the Farmer's Market. The Red Wing Farmers' Market has an online platform that allows participants to easily and safely pick their produce and will provide support to participants that may not have internet access or technology literacy concerns. Our goal is to recruit 50 participants/families.

We are reflecting on a successful model done through an online platform in Wabasha, MN that was featured in the Statewide Spotlight seen here:

<https://content.govdelivery.com/accounts/MNMDH/bulletins/3033293> We are working with both Sara George, Farmers Market Manager of Red Wing Market, previously Wabasha, and with Amy Sapola who kicked this off in Wabasha. There is lots of support in the community to make this successful.

Our local farmers are a direct connection to health in our communities and the Farmer's Market serves as a place not only of commerce, but of education and well-being. This initiative helps our farmers be recognized for their work. In other communities that have utilized this program, the participants have continued to purchase from the market far after the program is completed and often purchase extra food staples each week as well, putting money directly back into the community and the hard workers herein.

We will use and have already began identifying volunteers in the community to help make this possible here in Red Wing. At the moment we have 3 volunteers willing to help us each week, we will need more as this program kicks off. Here is the [volunteer SOP's](#) for market day as to what they are going to be doing and how to make this work.

Red Wing Farmers Market is written into a current [Local Food Promotion Program \(LFPP\)](#) with 9 other [Farmers market Hubs statewide](#) where we are building community around local foods. There is a lot of support provided from being a part of this LFPP team from many channels. However, the funding for the programmatic work, such as Veggie Rx is not a piece of that support system. We need to develop those channels within our own communities. That is what our ask is.

To successfully implement Veggie Rx in the community we have a need for educational materials, bags to sort orders into, recipes to be shared and an iPad for ordering for those in the community who do not have access to internet at home. We will need tables, a tent, refrigerated cooler for the product and more. Those items SHIP has agreed to fund as a one-time start up.

At the mid-point meeting, we would like to provide samples of unusual products such as ground cherries, kohlrabi, okra, heirloom cherry tomatoes and dragon's tongue beans for participants to taste. We also would like to provide some fresh herbs to sample. Then share how they can substitute fresh

herbs into their cooking instead of salt. Cost: Approx \$500 The final meeting of the season, we would like to share favorite fruits or vegetables they tried along with favorite recipes. This could be electronic or printed. If printed, there would be a cost associated with that.

The Mayo Clinic is considering ongoing support at \$1000 for families to participate annually. However, to fund 50 families for this program at \$20/week for 10 weeks would be \$10,000. We are asking if you can help us kick this off in the Red Wing Community in the amount of \$10,000. Plus the cost of the samples and the cook book at the end of the season.

Funding Sourced to support this thus far:

LFPP funding for manager and marketing materials: \$28,000 over the course of 3 years

SHIP Funding for refrigerated trailer & Veggie Rx start up: \$8,000

Mayo Clinic approved funding for support to implement this: \$1,000

3 Volunteers weekly for 4 hours each for 10 weeks to help at market @ the Federal Volunteer Rate of \$30.98. \$3,717.60

Funding Needed:

- \$10,000 for 50 families to receive \$20 vouchers weekly for 10 weeks
- \$500 for samples at mid-point meeting

We are grateful for you taking the time to look over this application and are more than happy to answer questions you have about this project or feedback you can provide in regards to this application. We are so thankful for your support in making Red Wing a healthy, more vibrant community to work, live and play.



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Market Manager

Red Wing Farmers Market

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