

Congratulations!

Your school has been chosen to participate in the most fun & educational school food event ever: the mini Farmers Market!

There are a few things you need to do to pull this off, so this brochure is your "User's Guide" to the event.

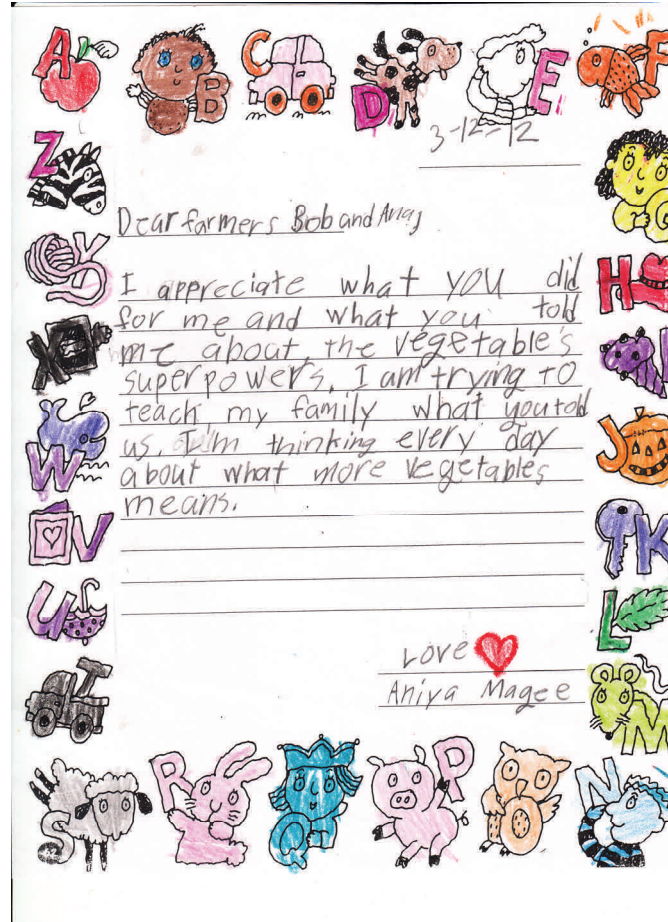
What is this?

We bring a mini Farmers Market right to the school, so kids can learn about

- Fruit & Veggie nutrition superpowers
- Who is growing their food
- What their farmer looks like
- Where they can find fruits & vegetables outside of school
- How farmers' markets work
- How to shop for nutritional *and* monetary value

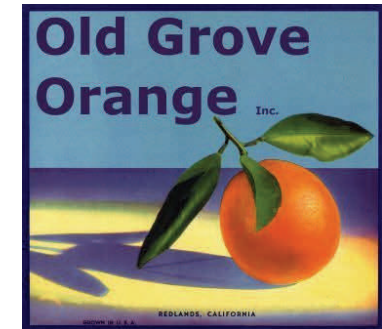


Dig Your Farmer!



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YOUR USER'S MANUAL

MINI FARMERS MARKET EVENT

What You Need To Know and Do To Get Ready!

How it Works

- The Farmer arrives early in the morning to set-up our “Mini Farmers’ Market” in an empty classroom. Kids sit on the floor in front of the market.



- In order to include the whole school, the day is broken into 20-minute sessions, with 2 classes per session.
- The farmer introduces the six fruits & veggies available at the market that day, and describes each one’s nutritional “superpowers”.
- Students are given Farmers’ Market “Bucks” that they use to buy fruits and vegetables of their choice to capture the superpowers they have just learned about.

What You Need to Do:

- Set the Schedule:** You know the timing details of your school better than anyone else so you decide when to start, when to end, and which classes come when. The only constraints: 1. Each session lasts 20 minutes, 2. Each session can handle up to 72 kids (some flexibility here!), 3. You need at least 5 minutes between sessions for classes to leave and new classes to get settled, and 4. The farmers need at least 30 minutes break for lunch!
- Find the Location:** The market is set up in an empty classroom instead of outside. This way we can be sure of no distractions and not worry about the wind blowing the market away! It’s helpful if the classroom is accessible by the farmer’s pick-up truck. She’s bringing in lots of heavy boxes full of fruits and veggies, so hand-trucking those boxes would mean fewer sessions and kids thinking that all farmers have red, sweaty faces! The site needs an outlet accessible by extension cord, and a garbage can nearby will definitely be later appreciated by your custodian!
- Find the Helpers:** The market needs at least two, ideally three, adult helper positions staffed at all times. These volunteers direct the kids to their box seats, hand out shopping bags and bucks, act as the vendors in the market—it’s a lot of fun for them.
- Show the DVD:** This is an 8-minute DVD that sets the mini Farmers Market experience up for the kids by showing the farms, harvesting fruits and veggies for the market, and telling the students “see you in a couple days at your school!” If possible, show this a couple days before the event so the kids get the full picture.
- Make the Connections:** Coordinate your schedule & location with your district coordinator and with Farmer Bob (contact info on reverse). Inform your custodian to open up any gates & guide the farmers to the location—they will arrive one hour before start time.
- Collect & Send the Evaluation:** At the end of each session, the teachers will receive an evaluation form. Please arrange for their collection and forward to the address on the reverse.