

## Ottawa County Food Policy Council Subcommittee #4 Meeting Minutes

Chair: Gordie Moeller	Meeting Date: 1-30-2014
Priority: IV. Expand access to farmers' markets	
Present: Lisa, Barry, Gordie	

<b>Goal: #13 Educate Ottawa County residents regarding farmers' markets' locations, days/hours of operation, and services</b>	
<b>Action Step</b>	<b>Strategies/Person Responsible/Date Strategy to be completed</b>
a. Work with schools and libraries to educate children and adults  Action Step Target Completion Date: Ongoing, re-do each spring <input type="checkbox"/> Check box when complete	
b. Provide promotional materials to churches and pantries about Farmers' Markets accepting EBT, Double Up Bucks, WIC Project Fresh and Senior Market Fresh.  Action Step Target Completion Date: Annually, through 2015 <input type="checkbox"/> Check box when complete	Gordie shared resource ideas and script to help agencies inform and get families to use Bridge Cards and DUFEB at farmers markets.
c. Expand farmers' markets' weekday hours.  Action Step Target Completion Date:	Gordie presented at the Great Lakes Farm Expo in Grand Rapids in December on accept SNAP and Make More Money and at least one more farm marker is planning on accepting Bridge Cards in 2014.

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June 2013 <input type="checkbox"/> Check box when complete	
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**Goal: #14 Increase availability of farmers' markets to persons with transportation limitations.**

Action Step	Strategies/Person Responsible/Date Strategy to be completed
a. Work with existing transportation system to develop free/reduced transportation program to/from farmers' markets.  Action Step Target Completion Date: December 31, 2015 <input type="checkbox"/> Check box when complete	Discussed checking into low income housing complexes need for transportation for shopping (Lisa) and if needed approach companies like Walmart for funding.
b. Bring a mobile farmers' market to other locations (such as TEFAP distribution) to offer food for sale.  Action Step Target Completion Date: December 31, 2015 <input type="checkbox"/> Check box when complete	Lisa announced that the Grand Rapids YMCA got a BC/BS grant and will be bringing their Veggie Van to Muskegon and Holland starting in May.

**Goal: #15 Expand Farmers' Markets incentive program**

Action Step	Strategies/Person Responsible/Date Strategy to be completed
a. Encourage farmers' markets to accept Bridge cards.  Action Step Target Completion Date:	Lisa and Gordie will be meeting with Courtney Geurink of the Grand Haven Chamber who operates the Grand Haven Community Farmers Market to explore their accepting Bridge Cards.

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July 31, 2014 <input type="checkbox"/> Check box when complete	
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<b>Goal: #16. Develop welcoming atmosphere at farmers' markets for Bridge Card holders</b>	
Action Step	Strategies/Person Responsible/Date Strategy to be completed
a. Incorporate nutrition education at farmers' markets regarding storing, selecting, and preparing fruits and vegetables.  Action Step Target Completion Date: September 30, 2012 <input type="checkbox"/> Check box when complete	
b. Develop and offer Farmers' Market orientation at markets across the county  Action Step Target Completion Date: Spring of 2014 <input type="checkbox"/> Check box when complete	

<b>Goal: #17. Develop donations program from farmers' markets to specified area churches for food distribution.</b>	
Action Step	Strategies/Person Responsible/Date Strategy to be completed
a. Determine whether farmers' markets have a donation program/are interested in developing such a program.  Action Step Target Completion Date: Spring 2014 <input type="checkbox"/> Check box when complete	

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Meeting notes: 1-30-2014 Eighth Day Farm and Macatawa Resource Center working on installing their High Tunnels funded by USDA NCRS grants installed. High Tunnel grants are available again and some farmers in Ottawa County may be applying. Holland Farmers Market Bridge Card sales were 50% higher than their DUFEB sales showing families are buying at the market even when the DUFEB incentive is not available which is the long run goal.