



# Farmers Market Food Navigator Program



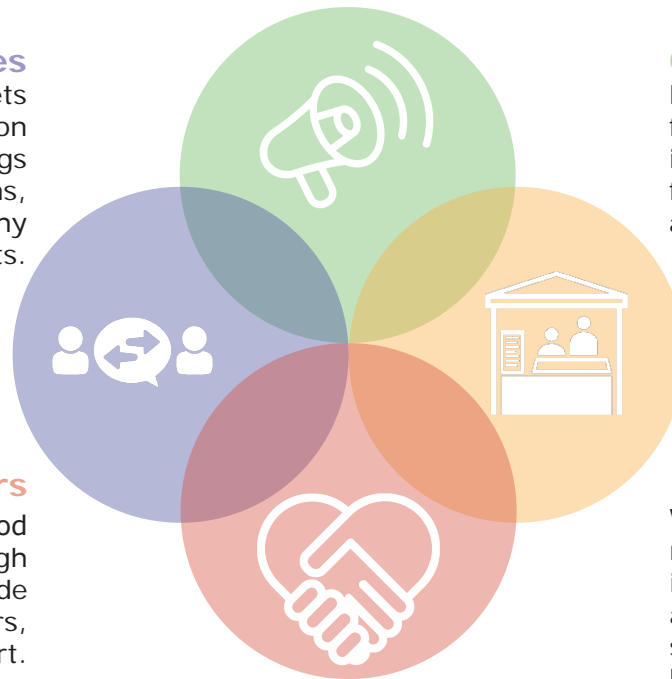
## What does a Food Navigator do?

### Provide Resources

For consumers at markets and experiential nutrition education, including tastings and cooking demonstrations, to help support healthy eating habits.

### Help Consumers

To effectively use their food dollars at markets through tours that can include introductions to vendors, tips, and providing support.

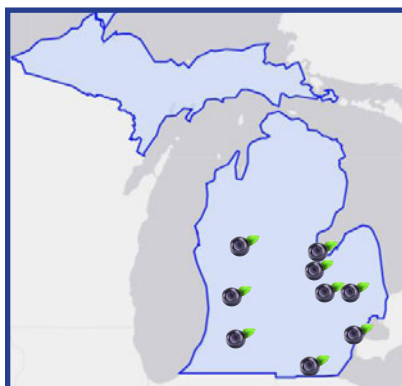


### Community Outreach

Build awareness of farmers markets and increase awareness of food assistance programs available at markets.

### Implement Policies

Work with market managers and vendors to implement policy, systems, and environmental changes supportive of healthy behaviors.



Entering our fourth year, the following markets have participated for at least one season:

- Detroit Eastern
- Flint
- Adrian
- Lapeer
- Kalamazoo
- Downtown Saginaw
- Fulton Street (Grand Rapids)
- Downtown Bay City
- City Market (Bay City)
- Big Rapids



# Year At a Glance



## FOOD NAVIGATORS



Operated in **5** markets for an average of **22** market days



Interacted with an average of **57** consumers each day at each market



Over **7,500** interactions occurred between Food Navigators and consumers



## CONSUMERS



**60%** of consumers recalled engaging with a Food Navigator

Consumers who engaged with Food Navigators intended to:



Shop more often at farmers markets (**71%**)



Purchase more fruits and/or vegetables (**80%**)



Eat more fruits and/or vegetables (**78%**)

## VENDORS



**72%** of vendors reported engaging with Food Navigators

Of those who interacted with Food Navigators:



**60%** agreed Food Navigators helped increase overall sales



**54%** thought that fruit and vegetable purchases increased



## MANAGERS

**100%** of managers considered Food Navigator activities worked well for the market:



Resources and materials



Nutrition education



Engagement with consumers about their Food Assistance

A partnership of:

