

# Frankenmuth Farmers Market

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## **FFM Begins Wednesday Markets, Announcing Free Kids' Produce Program Funded by 100+ Women Who Care June 8**

FRANKENMUTH, MI – This Wednesday, June 8 begins the Frankenmuth Farmers Market's weekday Market, running 3-7pm Wednesdays through October 12. Featuring a different mix of vendors than the 8am-2pm Saturday Markets, the Wednesday Markets are a quick, convenient after work stop to stock up on local produce and value-added items, particularly for those not in town on Saturdays. At Wednesday's debut, the Market will celebrate a new upcoming program with a special check presentation at 5:30pm by the Mid-Michigan 100+ Women Who Care. This charitable-giving group is funding this opportunity for registered children to receive free produce coupled with educational outreach. All are invited to attend the brief ceremony at the Market, 534 N. Main St.

Inspired by the national Farmers Market Coalition, "The Power of Produce" (PoP) program engages children in their local food system by connecting with farmers, participating in games and demonstrations, and being exposed to buying and cooking fresh fruits and vegetables. The Mid-Michigan 100+ Women Who Care are contributing \$10,000 to provide 200 children ages 5-12 a weekly \$2 token, educational activity, t-shirt and re-usable shopping totebag. The \$2 token is redeemable only for fresh fruits or vegetables by participating children, not accompanying adults. The program runs Wednesdays July 6 through September 21. Benefiting the entire region, PoP will serve the 200 first students to apply from Birch Run, Bridgeport, Frankenmuth, Frankentrost, Reese, Richville and Vassar school districts. To register, email the child's name, age, school, t-shirt size and parent name to [ffmpresident@gmail.com](mailto:ffmpresident@gmail.com), or sign up in person at the 3-7pm Wednesday Markets. Currently, 100 students are registered.

The FFM is a 501(c)(3) nonprofit organization dedicated to education and providing and promoting the values of local food and products in an effort to strengthen and preserve our economy, agriculture, and sustainability. The PoP will harness the Market's summer intern for developing the educational component of the program spearheaded by the Market's Board of Directors Chair Michele Bernreuter, bringing her MS degree in health leadership and experience as a registered dietitian, certified diabetes educator and Hurley Diabetes Center Manager. Funding for correlating website development is included in the donation. The program will utilize the Market's new Gathering Barn, Artisans Kitchen, Pavilion, and other permanent facilities of the recently constructed building for activities such as learning to prepare simple healthy snacks in the on-site incubator kitchen.

Organized in 2012, the Mid-Michigan 100+ Women Who Care are a group of over 100 women from Frankenmuth and the surrounding area who quarterly select a cause for charitable giving with each member donating \$100. Proceeds of \$120,600 have been given to date. They were the first community group to financially support the Market's capital campaign, providing monies for the initial site work of its \$2.2 million campus, building and pavilion.

The Frankenmuth Farmers Market's mission is to promote and provide locally grown food and products, education, and entrepreneurial opportunities to benefit the community and foster sustainability. The Market accepts credit/debit/SNAP Bridge Card redemption along with Double Up Food Bucks. A founding member of the Michigan Farmers Market Association, the Market was just listed as one of the top ten must-visit farmers markets in Michigan by the website OnlyInYourState.com and was also named

one of ten “must see” farmers markets in Michigan by *Michigan Travel Ideas*. To learn more, please visit [www.frankenmuthfarmersmarket.org](http://www.frankenmuthfarmersmarket.org) or the Market’s Facebook page.

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