

Fair Food Access Campaign

Reflections on achievements and impacts (2013-17)

Over the past five years, Zeitgeist Center for Arts and Community's Fair Food Access campaign (FFA) has used multiple strategies to improve food access in the Lincoln Park neighborhood of Duluth, including:

- Canvassing the neighborhood to learn about resident food access needs
- Increasing the number of community gardens in the area and expanding the Lincoln Park farmers market
- Attracting a small grocery store and additional access to nutritious foods at established stores
- Engaging in policy conversations with organizational partners, the city and local transit authority

This work was funded by the Center for Prevention at Blue Cross and Blue Shield of Minnesota Foundation, as part of its Health Equity in Prevention (HEiP) initiative to implement policy, systems, and environmental (PSE) changes to improve health.

In January 2018, a group of 17 stakeholders attended a Ripple Effect Mapping (REM) conversation about FFA's efforts to improve food access in their community facilitated by Wilder Research staff. Stakeholders in attendance included nonprofit partners, Lincoln Park farmers market visitors and vendors, a transit authority representative, and Zeitgeist canvassers and staff. The conversation centered on stakeholders' perceptions of impacts of the initiative related to changes in the community, connections with others, and how organizations and individuals are working together.

During the discussion, stakeholders were asked to reflect upon FFA's achievements and discuss direct and indirect impacts of its work. Participants and session facilitators grouped impacts into the following types of changes:

- Advancing food systems awareness and change
- Expanding food access through gardens, markets, and transit
- Centering community voices around food access
- Building new connections among community members and partner organizations
- Fostering a sense of community at the farmers market

This is a summary of changes identified during the REM session. The specific impacts identified by stakeholders during the session are provided in the Appendix.

What is Ripple Effect Mapping?

Ripple Effect Mapping (REM) is an evaluation tool used to better understand the intended and unintended impacts of a project. It is particularly helpful when evaluating complex initiatives that both influence, and are impacted by, the community. REM is a facilitated discussion with project staff and local stakeholders that creates a visual "mind map" during the discussion, showing the linkages between program activities and resulting changes in the community.

This approach is intended to help demonstrate the project's impacts more holistically and to describe the degree to which different types of impacts are observed by project staff and community stakeholders.

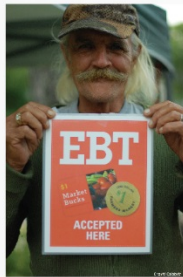
Ripple Effect Mapping: Fair Food Access Campaign

ADVANCING FOOD SYSTEM AWARENESS AND CHANGE

There is increased awareness of the local food system and engagement in environmental and systems changes across the city, schools, and transit.

This campaign has helped people recognize that people want to be healthy but that sometimes where you live impacts what kinds of food you can access and your overall health.

We're changing what it means to exist in the food system. Hearing the stories, and the dialogue and collaboration that has happened throughout the year, talking about food deserts and food systems.



EXPANDING FOOD ACCESS THROUGH GARDENS, MARKETS, AND TRANSIT

There has been an expansion of community gardens, farmers markets, and transit over the past five years.

Other farmers markets are accepting EBT. Lincoln Park was the first one, and all accept them now. Have a more collaborative approach to be able to offer more EBT and matching funds across the markets.

Active lifestyles - there are ways to connect to conversations about bike lanes, and safer, easier walking, and biking is part of this big picture too.

FOSTERING A SENSE OF COMMUNITY AT THE FARMERS MARKET

The Lincoln Park Farmer's Market has fostered an expanded sense of community where residents can engage with one another.

The market created a safe space, and a different perception of Lincoln Park. How many places can you go in the city where you can go and meet for free?

We're recognizing more people and our colleagues have become close friends. The overall campaign in general has helped build friendships.

Fair Food Access Campaign



CENTERING COMMUNITY VOICES AROUND FOOD ACCESS

Canvassing efforts under HEiP centered the community's perspective towards food access.

This community shows up and responds to things that organizations are doing here. The market is only successful because people show up. People voice what they want, and I think that's powerful.

With canvassing, we spoke up, and this happened. So often you go to meetings and show up and it can feel like no one hears you. Now it's neat to see the bus actually happen.



BUILDING NEW CONNECTIONS AMONG COMMUNITY AND PARTNER ORGANIZATIONS

Program initiatives enacted under HEiP encouraged new connections among community members and partner organizations.

Core crew of organizations are seen as experts on food access, serving as intermediaries as there has been a need to connect folks. The comprehensive plan pulled in planners from the transit authority and the city. Thinking about food access, transportation equity, and transit needs.

We have a lot of organizations doing a lot of things in our community, and sometimes you don't know what you don't know. A lot of time people don't know what they're working on. Because of FFA, I know that if there's something that our organization is doing, it might overlap with something that FFA is doing. We can let them know what we're working on so that all of us can use our resources better.

DISCUSSION THEMES

Advancing food systems awareness and change

Over the past five years, there has been an increase in awareness of the local food system and systems and environmental changes through engagement with the local transit authority, city, and schools. Through increased conversations about food access and equity, the community recognized the connection between health and where they live and contributed towards PSE changes. Engagement with the Duluth Transit Authority led to the addition of a new route with stops at grocery stores and the addition of bins on buses where people can store their groceries, which has improved access to fresh foods for riders.

In addition to working with the local transit authority, FFA and its partners have engaged with the City of Duluth on including food access language in comprehensive city planning and have invested in building a greenhouse and food forest. The initial canvassing that took place under HEiP contributed towards the prioritization of food in the city's policies and planning.

School districts are also more mindful of considering health and equity for students in their policies. While farm-to-table initiatives cannot be directly attributed to FFA's work over the past five years, it was noted as a ripple effect that occurred with increased conversations around food access in the community. One partner noted they initially worked with districts to provide locally grown foods—80 pounds of carrots for a field trip, in one example—and schools now have community gardens and provide lunches that feature Minnesota-grown produce. FFA and its partners have been able to participate in local conferences, and continue to raise awareness of food access issues within their community.

This campaign has helped people recognize that people want to be healthy but that sometimes where you live impacts what kinds of food you can access and your overall health.

The community that was built around this has ensured that food access is considered in every area of the city comprehensive plan, housing, sustainability, urban development. Had this community not been built, I don't think there'd be opportunities to do that.

Expanding food access through gardens, markets, and transit

Over the past five years, there has been an expansion of community gardens, farmers markets, and transit. The acceptance of electronic benefits transfer (EBT) to purchase food at the Duluth and Hilltop farmers markets has encouraged other area farmers markets to accept EBT, expanding access to fresh produce. Through FFA's work under HEiP, a deep winter greenhouse is currently being built in collaboration with a partnering agency to provide locally grown produce at the Lincoln Park farmers market year-round. Conversations around how transit contributes to food access have led to changes in the local transit authority offering expanded services to grocery stores and increased communication about bike lanes and pedestrian access.

There's a culture change happening, and there hasn't been as much of an interest in getting out there and in it, including gardening.

You guys were the trailblazers in finding a centralized way to use EBT. People were talking about it but not moving on it.

Centering community voices around food access

Canvassing efforts led by FFA early on under HEiP centered the community's perspective towards food access. Through the canvassing, residents shared their interest in accessing nutritious food for their health and the limitations they experience due to their residence near a food desert. Over the past five years, residents became more familiar with existing resources available within the community, like the farmers market and community gardens. Residents have engaged in the PSE changes that have taken place in their community. A 70-year old resident, for example, rides the bus regularly to ensure that the line continues. Youth are able to purchase produce at the farmers market through the "Power of Produce" program, learning about the growing season and money skills. Residents shared their viewpoints on local organizational efforts through canvassing, and have continued to engage by visiting farmers markets, growing in community gardens, and using the bus system.

Awareness, connection, voice and power among community members involved in FFA. Awareness within the neighborhood that something was going on. People were talking to their neighbors, didn't realize the farmers market existed. More awareness of what food deserts are and what we can do about it. Six years ago, would the Junior League have thought about a winter greenhouse? Probably not.

This campaign has highlighted the fact that people want to be healthy and it recognizes that where people live stops you from that. So it connects that idea that where you live impacts what kind of food you can access impacts your overall health. It really aligns.

Building new connections among community members and partner organizations

Program initiatives enacted under HEiP have encouraged new connections among community members and partner organizations. There is more awareness of partner organizations' programs and activities and FFA is seen as a resource for food access and equity-related work. Through the extended, year-round farmers market, additional community-supported agriculture groups and vendors have been able to connect with community members, organizations, and classes within the dedicated space. It has led to increased entrepreneurship, with some community members starting to grow vegetables or make items to sell at the market. Youth have benefited from engagement with new farmers market programs that involve the partnerships of multiple organizations. New organizations are renting space in the community gardens and engaging with one another. These successful individual and organizational connections have led FFA and their partnering organizations to consider convening a broader network of organizations across northeast Minnesota and northwestern Wisconsin to further progress food security and access initiatives across the region.

For all of the organizations that work at FFA, there are so many opportunities to engage with other organizations and individuals. That may not have happened, or happened as efficiently. To go to the winter farmers market and meet people.

We have a lot of organizations doing a lot of things in our community, and sometimes you don't know what you don't know. A lot of time people don't know what they're working on. Because of FFA, I know that if there's something that our organization is doing that might overlap with something that FFA is doing. We can let them know what we're working on so that all of us can use our resources better.



Fostering a sense of community at the farmers market

The Lincoln Park Farmer's Market, an initiative of FFA, has fostered an expanded sense of community. The market provides a place where residents can interact and engage with one another and the vendors, and participate in the local food system. The market's proximity to a demonstration garden and its offerings of cooking classes reveal the interconnections between growing, purchasing, and consuming foods for residents. The market also builds stronger connections in the community and draws people from other areas in Duluth for the "community feeling." Youth who come to the market are excited to be there, and show up in large numbers.

People that come to that market come from lakeside and other areas because of that community feeling. They could go to that Duluth one, and some do or go to other markets, but some come specifically because they can chat and hang out with people.

From a vendor's viewpoint, getting to know all these guys that are bringing raw produce. I can look at all this produce and think, 'what can I make out of it?' I hear it all the time from people, 'what is this?' They won't even know what an eggplant or whatever is. And we show them you can make this and this, and there's communication with farmers. The whole communication really keeps things going between vendors and farmers and community members.

CHALLENGES

As more attention is brought to increased food access in Lincoln Park, there is a fear of gentrification displacing community and residents. A new craft district and restaurants have appeared in the neighborhood, with much higher prices than longstanding establishments. There is also concern of reducing efforts to expand access to fresh foods and groceries now that fresh foods are available at area convenience stores, as there is still a need for additional increased access to fresh foods in the area. While these changes have had a beneficial impact on the neighborhood, there is also concern that by highlighting health inequity and lack of fresh foods, it may portray a negative depiction of the neighborhood, driving potential residents away. There is also concern that efforts involved to engage residents have included unpaid volunteers' time.

So much attention on Lincoln Park that it's going to get more and more expensive and then where do people live? There's people who have been at these meetings who have been with FFA for years that don't get paid, and care more about expanding this. And really care about attending these meetings and don't get anything.

FOOD FOR THOUGHT

The following questions may be helpful for FFA and its partners to consider as they work to address these challenges and plan their future work:

- How can unpaid volunteers engaged through community initiatives get connected to paid opportunities? Is there a way to compensate community members for their time for attending meetings?
- How can residents continue to engage, and how can they be informed of activities taking place?
- How can future efforts address gentrification in Lincoln Park, ensuring that the community remains accessible for existing residents?
- Is there a way to continue expanding access to nutritious food among established businesses in the area?
- How can FFA and their partners secure funding from organizations outside of Duluth?
- How can the collaborative work that took place under HEiP within the city encompass a food access network across northeastern Minnesota and northwestern Wisconsin?
- Would it be possible to establish a mentorship program at the farmer's market for youth to work with vendors to discuss food with customers and increase their involvement at the market?

APPENDIX: Project impacts identified by discussion participants



ADVANCING FOOD SYSTEM AWARENESS AND CHANGE

We're changing what it means to exist in the food system. Hearing the stories, and the dialogue and collaboration that has happened throughout the year, talking about food deserts and food systems.

This campaign has helped people recognize that people want to be healthy but that sometimes where you live impacts what kinds of food you can access and your overall health.

[We are] trying to advance local food system work, creating infrastructure to improve local food systems. Food hub or food business enterprise—convening around that. No huge actions have happened, we're planning, having conversations, starting to get the city on board.

Five years of earned media around equity. Grocery express generated a ton of media.

Got to tell the story and then attended the Healthy Food Idea Festival.

And then new work emerges from there. Part of this is now just part of our community's general knowledge.

The commitment that the DTA made to the S1 was a big policy change.

Innovation from the perspective of the DTA board. There was a perception of is this really a thing, food deserts, and what's our role and why do we have to do something about this? We dug into the mission more, and what made a big difference, when people showed up at the board. Telling the stories made it real. Once management bought in and found a way to support it, it wasn't seeming to be financially sustainable, and numbers weren't there, but interest in doing some special things. There are now bins on every grocery bus, which is new. The scheduler also took a look and found that we could use a current route to the zoo and extend it to the grocery stores. The grocery express didn't end up where it started, but they started thinking about it in different ways.

The city including us in the comp planning.

Work on the city level is only going to continue, especially with the comp plan. It's only going to continue.

Important to keep in mind how much we've been able to do outside of city policies, just by sheer will and efforts of the FFA.

The community that was built around this has ensured that food access is considered in every area of the comp plan, housing, sustainability, urban development. Had this community not been built, I don't think there'd be opportunities to do that.

Whole Foods Co-op lowering memberships to encourage people to shop there.

Lincoln Park SAP doing an HIA, every policy or land use change, they had to consider how it impacted food access.

The school district is now adopting an equity policy. FFA helped foster that conversation that made this possible.

Are putting together key questions to ask about every decision that's made and how it would impact equity.

School district is now adopting an equity policy/health equity movement taking place on its own.

Did presence of the school markets in the neighborhood contribute to those efforts?

The middle school being a community school asking why aren't kids eating the breakfast? Actually asking the question and looking at solutions. Now doing a breakfast cart and the numbers are way up. Heightening awareness of conversations about food all the way around. Let's get to the why and fix that.

Once a week there's now the Minnesota featured meal across the school district. [It is a] meal made of Minnesota grown foods. Wouldn't be surprised if the work that we're doing has normalized that idea.

We're selling food that we grew this summer to the schools - 80 lbs of carrots for a field trip to UMD.

Week after they're doing a cooking demo with our produce.

Elementary school now has a garden out front.

Big hot topic on the news that schools have their own gardens.

Night where people bring food for a meal.

The city because of FFA was sitting on the flood damaged land. Made a policy decision to invest hundreds of dollars for the greenhouse and food forest. It's in the middle of concrete, so it adds food but also green space, and right next to a school. Wouldn't have done that without FFA.

Important--Before FFA's presence, that wouldn't have been a first though for the city. Have the first thing that came up be food. All of a sudden food was one of the first priorities in the city's mind. Willing to stick it out. Pretty much constructed at this point.

Food summit was held, an environment where a summit like that can happen here and there's a lot of interest. People in this room were panelists.

The city recently designated a specialized improvement area. In that process, we're inventorying every single property, and part of that is looking at vacant lots. Could that be a community garden or a food forest to make that green space? Leverage the clear desire and need for healthy fresh food.

Is there a lot of community involvement with those businesses? It would be interesting to ask how many people in the community go the restaurants or work there.

Building a number of other restaurants that are expensive.

I work at a pizza place and we haven't raised prices yet because we don't want to raise them up where people can't afford it.

There's a lot of discussion, in part from FFA, around accessing food. When all of these SIAs are being put up, they correlate with Imagine Duluth and how food can be involved. Duluth is doing pretty well to consider all aspects, and understanding that it's not something we can do alone. We have to collaborate, and can't be against each other. We all want the same thing to thrive and be safe, etc. I've seen a lot of places where food has been talked about and people's concerns have been listened to because of the canvassing.



EXPANDING FOOD ACCESS THROUGH GARDENS, MARKETS, AND TRANSIT

Morgan Park farms. My boss owns a huge chunk of land. He got de-zoned. Told him he should grow vegetables on it. Residents out there have expressed interest in fresh produce, which would work really well for FFA and community members.

Morgan Park is a food desert--can you get healthy fruit and vegetables?

Morgan Park is the only place I can get healthy fruit and vegetables.

The lizard notices the difference between the regular and organic kale.

The Duluth and Hilltop farmer's markets now accept EBT.

Pressuring other farmer's markets.

You guys were the trailblazers in finding a centralized way to use EBT. People were talking about it but not moving on it.

Matching dollars if you have EBT. A lot of people think they can't afford healthy food, and to be able to even taste it and taste the difference.

Other farmers markets taking EBT.

Other farmers markets are accepting EBT. Lincoln Park was the first one, and all accept them now. Have a more collaborative approach to be able to offer more EBT and matching funds across the markets.

The winter greenhouse is being built right now, they broke ground. It should be done this spring. That will help supply vegetables for the winter market.

Deep winter greenhouse. Seeds of success/Community Action will grow food to provide to market.

Community Action supporting a year-round farmers market. This year we started winter hours first and third Thursday. Next year shooting for every Thursday.

Kim's grandson really enjoys shopping at the farmers market, now really enjoys carrots!

Expanding transit opportunities

Bike resources now, including clinic and a safety rodeo.

There are ads now about the bus service.

Opportunity to get farmers market information on those ads?

Active lifestyles - there are ways to connect to conversations about bike lanes, and safer, easier walking, and biking is part of this big picture too.

There's a culture change happening, and there hasn't been as much of an interest in getting out there and in it, including gardening.

Additional community gardens



CENTERING COMMUNITY VOICES AROUND FOOD ACCESS

Bus service to the grocery stores was big to see a project started, and continue even when funding when does. For us, especially canvassers, it was really astonishing.

Awareness, connection, voice and power among community members involved in FFA. Awareness within the neighborhood that something was going on. People were talking to their neighbors, and didn't realize the farmers market existed. More awareness of what food deserts are and what we can do about it. Six years ago, would the Junior League have thought about a winter greenhouse? Probably not.

The work has helped to realize power and voice that people have.

With canvassing, we spoke up, and this happened. So often you go to meetings and show up and it can feel like no one hears you. Now it's neat to see the bus actually happen.

With the grocery express, there's co-ownership. 70-year-old neighbor rides the bus to make sure the numbers are there.

The kids that go there can buy produce- Power of Produce. My kids get thrilled. The kids are learning money, what they can get with it, what they can't. They get power over money and power of growing.

This community shows up and responds to things that organizations are doing here. The market is only successful because people show up. People voice what they want, and I think that's powerful.



BUILDING NEW CONNECTIONS AMONG COMMUNITY AND PARTNER ORGANIZATIONS

Expansion of the market attracted CSA partners and new vendors, and new people coming to the neighborhood.

Role of farmers market specifically. Many connections are made by having that space and dedicated time to connect people.

A lot of different organizations partner to hold classes and activities at the farmers market. It's a lively space.

Connecting vendors to the winter market.

With the grand opening, every week it's really lively there, there's a musician, drummer, singer, guitarist. It helps with people feeling so invited they can just spread the word. Now even [at] the winter market, I've seen people coming from Saganaw and Carlton as vendors. This is the only place indoors in the winter. Steven and Aimee, I don't know where they get their mailing list, but it's exciting to see.

Two of my neighbors are now growing with the market in mind. Neither can work, so it's a source of income.

Some people find it too difficult to see through CA because of licensing.

Happy to talk to people about licensing.

I sold stuff at markets previously and it was intimidating.

Farmers Market is an initiative of FFA, EBT, Pop Club, strategies of improving access through the farmers market.

For all of the organizations that work at FFA, there are so many opportunities to engage with other organizations and individuals. That may not have happened, or happened as efficiently. To go to the winter farmers market and meet people.

We have a lot of organizations doing a lot of things in our community, and sometimes you don't know what you don't know. A lot of time people don't know what they're working on. Because of FFA, I know that if there's something that our organization is doing, it might overlap with something that FFA is doing. We can let them know what we're working on so that all of us can use our resources better. If I have a dollar and you have a dollar, it makes sense to work together. FFA is a go-to place for food stuff.

Temporary positions within Community Action and other income streams for vendors.

Getting people thinking about the entrepreneurial part of "hey, I can grow salsa," or knowing that the winter market is happening, "what can I grow or sell?" The economic piece.

With economic development, has been an intentional component of Seeds of Success and canvassing. [The] most important part was direct input, but also paid work and work history for a reference. If people can leverage that to move into something longer term.

Getting outside funders to invest in this area and this market. There isn't a lot of outside investment. Essentia coming in and saying do you need extra supplies? Or the pop club - leveraging resources.

Financial literacy - the pop club, which is a middle school, so brings awareness to the school. They know they only have \$4, so what can I get with my four dollar token? I can get two carrots or get this. They really plan it out. I met a kid whose mom who comes every week and gets something to make for the family.

Especially when you're low income, bringing food home and preparing a meal is empowering.

I've seen kids put their tokens together.

You'd be surprised how people in this community want to be healthy.

It's affordable too. Everything there is cheaper than the grocery store or co-op, there's a stigma that they aren't affordable, but can be especially with pop and tokens and EBT.

Community gardens offer other benefits such as meeting other gardeners or getting out of the house and moving around. Giving people a purpose to care for a piece of land. Caring for a piece of land that used to be a vacant lot. Exercise, sunshine. There's a lot that can be wrapped up into the community gardening world.

Pop club--community action, Lincoln Park community schools, and St. Louis County Community Health. Put on at the farmers market. Person who usually tables it runs the Lincoln Park Community School. For kids 2-18.

How much all of the organizations are better at working with community members, and vice versa.

Intern's job was figuring out what kind of waste businesses had, what she came back with was empty grain bags from breweries. How can we beautify the neighborhood? Ended up doing portable gardens. The Esmond ended up having them outside of their building, and now interact with people on the street. We started thinking about it through a different lens, of food access.

Curriculum kits - MN Dept. of Ag wrote a curriculum that's all standardized. This funding helped me put together all the materials like a ph meter to help them do these lessons in conjunction with these gardens.

With other programs, Kids Kitchen, is a drop-in program now rents a plot from us. They grow a ton of food. Lincoln Park Children and Family's Collaboration, Boys and Girls Club has plots. They can do that without having to jump through hoops to get a garden on their land.

NEAC doing potlucks at Harrison, and looking at their programming and what could be useful. Feb. 1st is MN Food. Northern Expressions Arts Collective (NEAC)

Bettering the food system in NE MN/NW Wisconsin, connecting with other cities in the region, and other conversations and projects and networks that have been created.

Starting to build a network. FFA campaign orgs are starting to build a network, seeing a role in the food system. Networking across the NE region. Doesn't happen very often.

The FFA is beyond just the five orgs that signed on to this. Parent Cooperative signed on to get the grant for the Harrison garden. Lincoln Park Children and Families Collaborative. Isn't necessarily just the five orgs signed on to grant. Others feel they are part of that, pursuing the same goals.

Core crew of organizations are seen as experts on food access, serving as intermediaries to connect folks. —The comprehensive plan pulled in planners from the transit authority and the city. Thinking about food access, and transportation equity, and transit needs.

When we're having big conversations about health equity, it can be hard for folks that don't work in it day in and day out to see their role. When we talk about food specifically, it's easier for people to see their food. Food, where you can access food, can impact health, there's all these things that impact food. Being able to build a neighborhood plan around it. What do you need to improve your health in general? We maybe wouldn't have as robust and specific an action plan as what do you need to improve food access? Having one very clear example of health equity.

In Lincoln Park, one of the many churches gets a huge load of food. A lot of times they'll give fresh food. So often when people donate food, it's canned, not fresh, etc. Sometimes [they] even give organic food in the boxes.



FOSTERING A SENSE OF COMMUNITY AT THE FARMERS MARKET

It created a safe space, and a different perception of Lincoln Park.

How many places can you go in the city where you can go and meet for free?

Concrete environments that have been built.

With garden space, with spring workshops, we could go out to the garden. One of the plots was a demonstration garden. On the other side, we had cooking classes. A large proportion of that produce was bought at the farmers market. We got to touch things and talk to people.

From a vendor's viewpoint, getting to know all these guys that are bringing raw produce. I can look at all this produce and think what can I make out of it. I hear it all the time from people, what is this? They won't even know what an eggplant or whatever is. And we show them you can make this and this, and there's communication with farmers. The whole communication really keeps things going between vendors and farmers and community members.

We're recognizing more people and our colleagues have become close friends.

Overall campaign in general has helped build friendships.

Lead canvas team—how has that created a sense of community between those 10-15 folks? Going door to door connected to the community?

People that come to that market come from lakeside and other areas BECAUSE of that community feeling. They could go to that Duluth one, and some do or go to other markets, but some come specifically because they can chat and hang out with people.

I don't even go to other farmers markets other than Harrison, and I live in east end.

Farmers market and gardens; people have their own gardens. Farmers market is valuable as a community gathering and food access space.

Some of the kids are so excited about the market. Kid eating kale ended up in a photo in the newspaper.

Future idea: Mentor some of the kids that do come to the market - maybe have a financial incentive to work with one of the vendors. We took on a girl to work at the market, and she had to talk to the customers, know the food, etc.

There's so many young kids.