Farmers’ Market Resource Guide

This resource was a live document when you downloaded it which means it may be updated with new resources periodically. Check back to download a new version in the future for additional resources and guidance.

How to Start

1. **Farmers’ Market Video Introduction**: Start with visiting the Farmers’ Market page on the Center for Healthy Communities website. This provides a brief overview of how to partner with your local Farmers’ Market and how it can benefit your campus.

2. **Resource Guide**: It will show you what resources are available and how to use them.

Resources for Connecting the Farmers’ Market to Campus

1. **Farmers’ Market Overview**: Start with the Farmers’ Market Overview resource, which will walk you through goals and objectives for a successful Farmers’ Market partnership.

2. **EBT at Farmers’ Market Guide**: This is a great guide to share with a farmers’ market if they do not have EBT available or if you have an on campus market interested in getting EBT set up.

3. **Cilantro Lime Rice Ingredients Recipe Social Media**: The Cilantro Lime Rice Recipe is a simple and fun way to promote how a student could use what they get at the Farmers’ Market at home. Perfect for sharing on social media like Facebook. Consider using this simple and delicious recipe for a market or campus tasting as part of a nutrition education program.

4. **Shredded Carrot & Lettuce Wrap Social Media**: Another simple and delicious recipe to use to promote your local Farmers’ Market, Nutrition Education, and CalFresh Outreach. You can use this for a social media post and use for an upcoming event as a tasting recipe for nutrition education.
5. **Farmers’ Market Food Demo Sample Preference Form**: This resource is ideal for gaining feedback on your nutrition education food demos and tastings. Hand these out on campus or at the farmers’ market after you give out samples. Use the feedback to determine how your team can improve and what recipes or foods students like.

**Resources to Print and Support Implementation**

1. **Example Market Match Flyer**: The Market Match Example Flyer gives a brief explanation of how the program works and lists which markets have Market Match.

2. **Customizable Farmers’ Market Flyer for Print and Social Media**: This simple template can be used to create print or social media flyers to promote your local Farmers’ Market.

3. **CalFresh Benefits at the Farmers’ Market Flyer Template**: This full page flyer template allows you to add in details about available benefits at each farmers’ market and include Campus CalFresh Outreach information.

**Resources for Elevating Farm to Campus**

1. **CalFresh SNAP EBT Farm CSA Guide**: Does your campus have a farm or do you have a strong local farm partnership? If so, there is an opportunity to benefit your farm or farmer and your students and staff. Community Supported Agriculture (CSA) farms market direct to the consumer. Typically, CSA farms sell vegetables, fruit, meat, dairy and or other food products. Customers purchase a share (also known as a "membership" or a "subscription") and in return receive a box (bag, basket, etc.) of food grown by the farm each week. This guide will help your campus farm or local farmer accept SNAP (Known as CalFresh in California) EBT transactions to support a CSA model.

2. **Farmer CalFresh/SNAP Training**: The Farmer CalFresh SNAP Training is a resource that can be used for farmers’ markets and campus farms or individual farmers. This resource helps explain how CalFresh works, what eligible items are, how to get a license to accept CalFresh, how getting paid works, and how to get a free EBT Machine.