



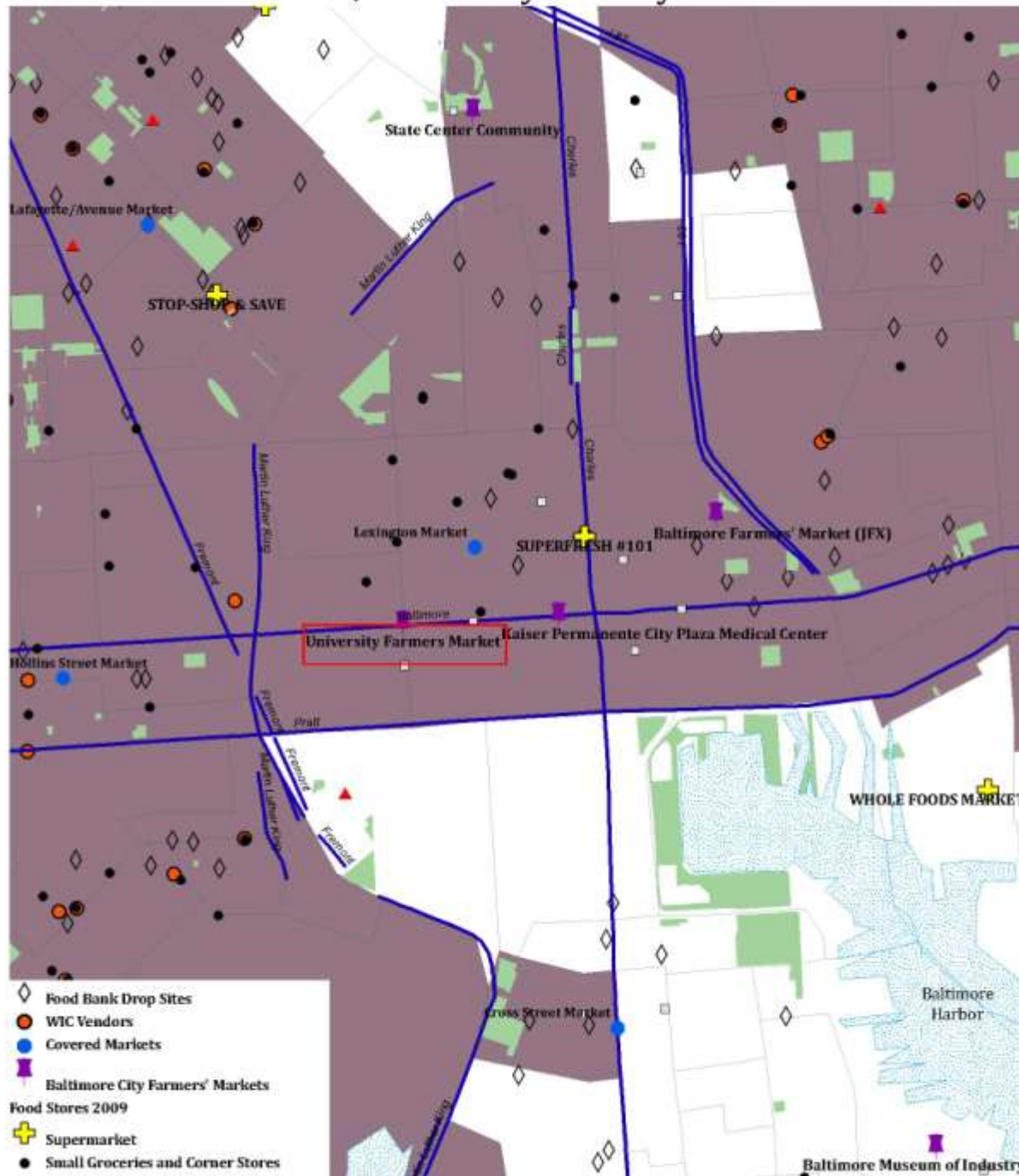
University Farmers Market – Strategies for Success

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October 18, 2011

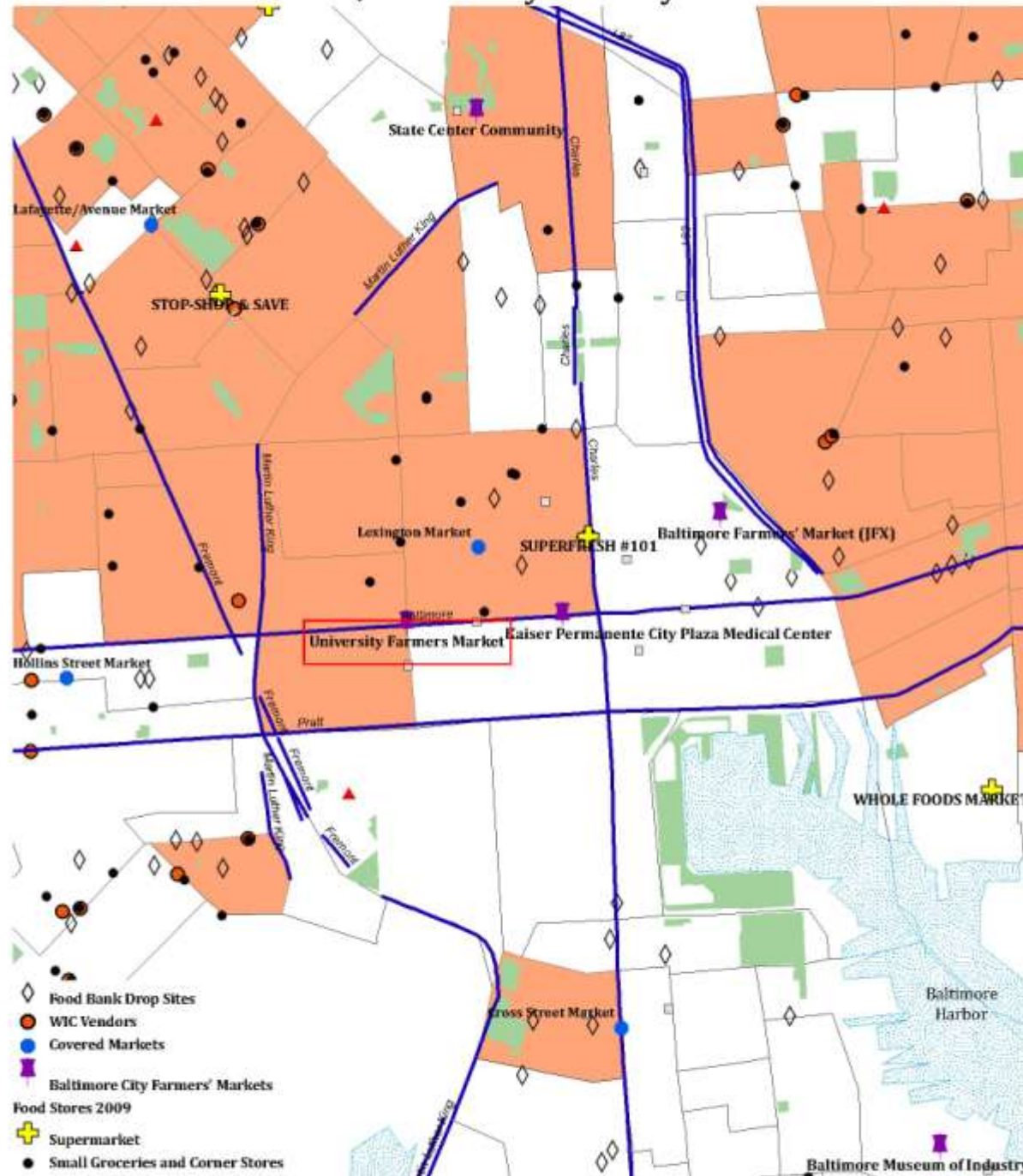
UMMC



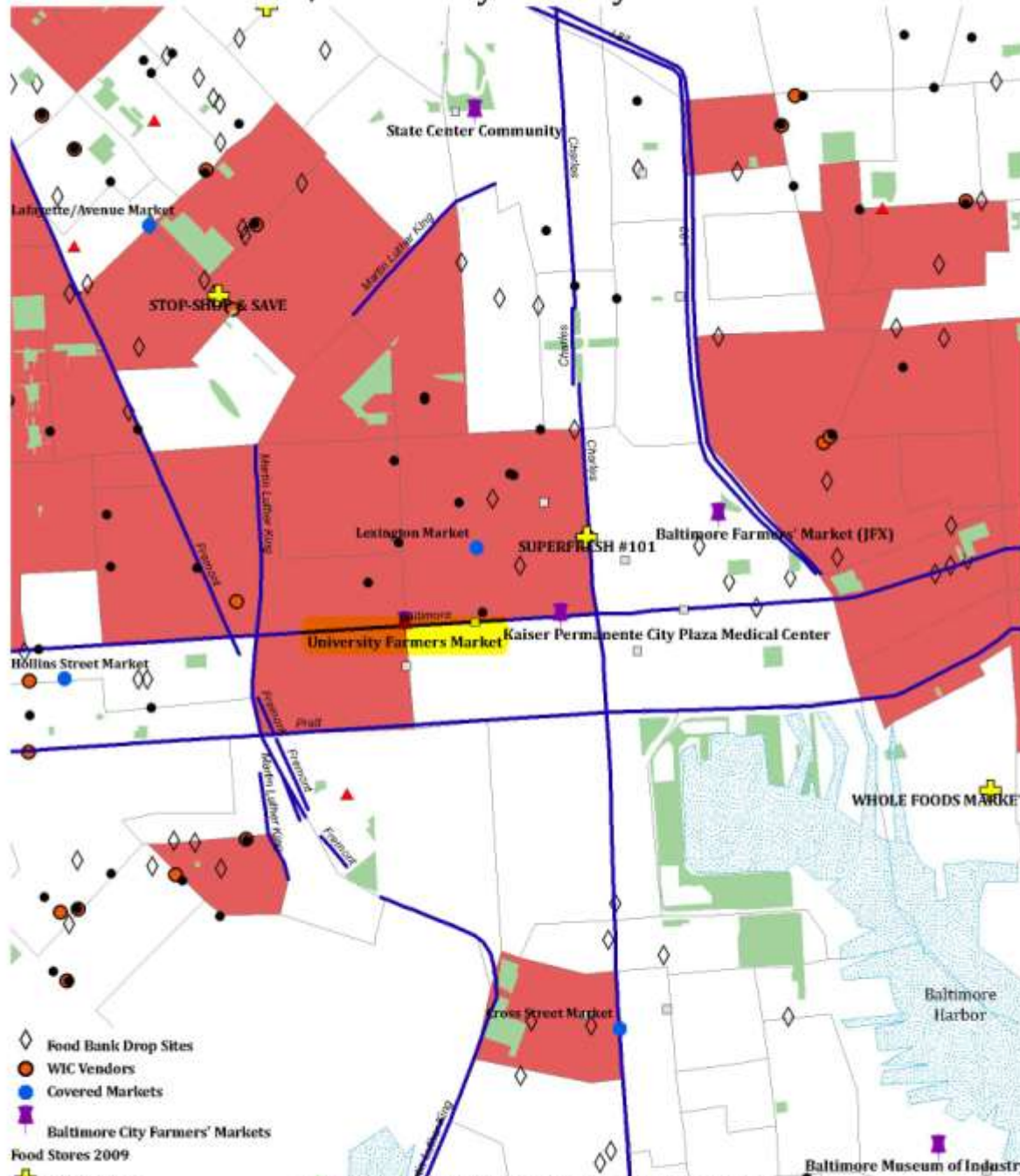
Food Environment, University of Maryland Medical Center



Food Environment, University of Maryland Medical Center



Food Deserts, University of Maryland Medical Center



* Food Deserts are defined as block groups that are more than 1/4





Definitions

- **Food Desert** - Defined as block groups that are more than $\frac{1}{4}$ mile from a major supermarket AND 40% or more of their population's household income is below \$25,000 (roughly 125% of the Federal Poverty Level for a family of four).
- **Supermarkets** – large chain stores with 5 registers or more, and offer fresh as well as processed foods.
- **Small groceries & Corner Stores** – independently owned stores, usually not bigger than a single housing unit and on the corner (hence, corner store) that carry mostly processed foods.
- **Behind Glass** – corner stores with plexiglass between customers and cashier/products.
- **Convenience Stores** – chain stores like 7-11 that offer individually packaged processed foods, sometimes fresh foods, and prepared foods.



Planning

- Green Team Initiative
- 1.5 year process
- Partners
 - UMB
 - Downtown Market Center
- Recruiting Vendors
 - Buyer Grower Meetings
 - Word of Mouth
- Marketing
 - Logo
 - Newsletter Articles
 - UMMC
 - Green Team website
 - UMB
 - Downtown Market Center



University Farmers Market Opens May 2009





Initial Response



Marketing the Market



- Green Team
- Dieticians
 - Education
 - Recipes
- Café
 - First Monday of the Month Feature “Local Meal”
- Newsletters
- Emails
 - Market Reminder
 - Introduce New Vendors
- Signage
 - Plasma Screens
 - Day of Market
- MD Dept of Ag



Engagement

- Recipe contest
- Customer Appreciation Raffle
- Book Signing
- Community Outreach tables





Engagement – UMMC Dieticians





Successes

- Engagement
- Partnership with UMB
- Recognition





Successes



- 15 vendors
- WIC and Senior Coupons
- Baltimore City Food Collaborative
- Community Benefits Report
- Community Outreach



Challenges



- Space
 - Cannot see from the hospital
 - Limited flow and capacity
 - Not UMMC property
- Parking
 - Limited
 - Unable to sell out of truck
- Security



Challenges

- Marketing the Market
- Patronage
 - Coming for lunch
- Food Stamps
 - EBT System
- Time
 - Enforcing the rules
 - Finding vendors
 - Permits
- Weather





Words of Advice

- Do an assessment
 - What are the needs of the community
 - Competing markets
- Determine the goal of the market
 - Local
 - Sustainable
 - Prepared foods
 - Non-food items
- Allot enough time to the project
- Have fun!



Thank You

