

SUPPORTING INCLUSIVE COMMUNITY ENGAGEMENT AT THE LARIMER COUNTY FARMERS' MARKET LARIMER COUNTY

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The Larimer County Farmers' Market – Sustainability in action

The Larimer County Farmers' Market (LCFM) hosts over 130 local vendors in Old Town Fort Collins from May through October. Starting in 1976, the market has created a strong community centered around fresh, local food and other goods. It connects customers and local producers which strengthens the local economy, reduces emissions associated with shipping food, and builds social bonds.

Supported by market staff, volunteers, and vendors, the LCFM accepts several different nutritional assistance currencies – including SNAP, WIC, and Market Days vouchers. This helps to reduce food insecurity and make local food more accessible in Larimer County.

The LCFM also hosts several special events throughout the summer, including Pride, Fun in the Sun, and National Farmers' Market Week. Each of these events offers opportunities to draw in new audiences and give a platform to non-profits and community organizations.



Goals of the internship

Expand the audience of the market by providing accessible, comprehensive engagement materials and opportunities.

Collaborate with non-profits, government agencies, and marketgoers to improve the market experience for all, particularly those who utilize nutritional assistance programs.

My impact

Nutritional Assistance Program Administration

- Created informational materials to inform customers of a new SNAP program piloted at our market and how to take advantage of our offerings.
 - Figure 1 is informational material I made to inform SNAP customers on how a USDA pilot program, CO SNAP Bonus, will work.
- Helped run the Market Days for Older Adults booth on the first Saturday of each month.
 - Figure 2 is a flyer I made for our Market Days participants, who can purchase plant starts with their vouchers. We wanted to give them ideas on gardening in small spaces.
- Supported market staff in the accounting of nutritional assistance vouchers and spoke with customers on how we can meet their needs at the market.

Community Building and Outreach

- Worked with non-profits and other organizations to create mutually beneficial promotions of their work and our market.
- Handed out informational materials on CO SNAP Bonus at Food Bank Lunch Launch events.
- Distributed flyers at hotels and coffee shops to promote the market during CSU move-in.
- Connected Market Days for Older Adults Participants to Senior Access Point resources.

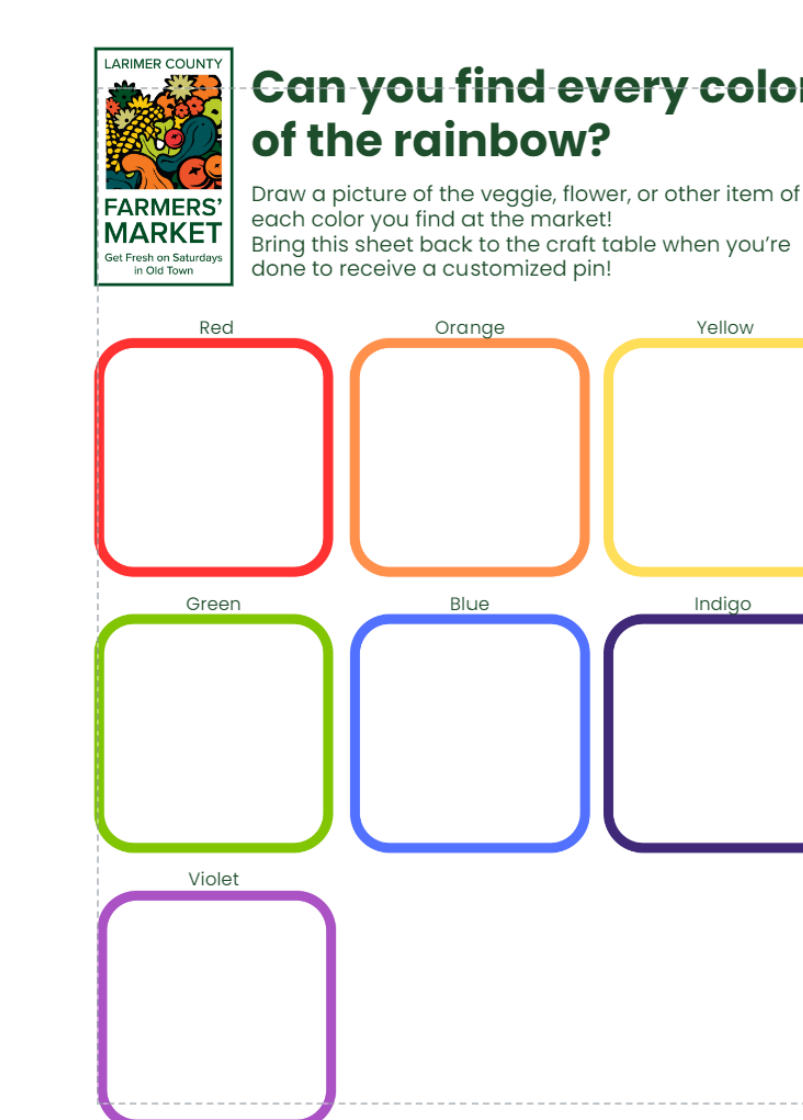
Figure 1. Figure 2.



Event Planning

- Recruited non-profits to table at the market.
 - Six groups attended our Pride event to promote inclusivity and provide important resources.
- Created activities to include all age groups at our various events including Pride, Fun in the Sun, and National Farmers' Market Week.
 - Figure 3. Pride scavenger hunt for kids, including them appropriately in our celebration.
 - Figure 4. The local BBQ menu for Fun in the Sun demonstrates how customers can do all their shopping at our market!
 - Figure 5. The LCFM Team zucchini used in our celebratory zucchini races for National Farmers' Market week.

Figure 3. Figure 4. Figure 5.



My learning experiences

This experience helped expand my communication skills by learning to appropriately cater activities and educational materials to many audiences and age groups. I also learned about different nutritional assistance programs, and how they can be used in farmers' markets. I hope to apply this knowledge to help foster a more sustainable, community-centered food system for all.

