

News – EASTERN INGHAM FARMERS MARKET INTRODUCES POP CLUB



By August of summer vacation from school, many parents are looking for fun activities to engage their children's energy and curiosity. In August, farmers markets are brimming with an increasing diversity of fresh produce. What better time, then, for the Eastern Ingham Farmers Market in Williamston's McCormick Park to introduce a new program at the Market called the POP Club!

The "POP" of POP Club stands for the "Power of Produce." Specially designed for children, the POP Club provides a fun opportunity for children to engage in the local food system through conversations directly with farmers, educational games and demonstrations, and exposure to new fruits and vegetables. Examples of POP activities include identifying fruits and vegetables by sight, feel, or taste; scavenger hunts (finding produce in vendor displays); and learning simple recipes using Market produce. In addition to participating in educational activities, children enrolled in the POP Club kids receive vouchers to spend at the Market, allowing them to make their own shopping decisions at the Market.

The POP Club will be offered at the Eastern Ingham Farmers Market to children ages 4-8 and will meet each Sunday in August. Children will explore:

August 4th – What produce is

August 11th – When fruits and vegetables are ready to come to the Farmers Market

August 18th – How to expand appreciation for produce

August 25th – How to prepare produce for eating

Parents who enroll their children in the POP Club will have the choice of a morning (10:20 a.m.) or afternoon (12:45 p.m.) Club meeting time. It is expected that the POP Club meeting will run around 30 minutes, depending on the day's adult assisted activity. On the first meeting date, the children will receive a Market shopping bag, their POP Passbook, and a token bag.

Each week, the children will receive \$2 in POP Club tokens to shop for produce of their choice at the Market. On the last meeting date, the children will receive a recipe to make at home.

Enrollment forms for the POP Club are available at <https://www.easterninghamfarmersmarket.org/wp-content/uploads/2019/08/Enroll.pdf>. Readers may also contact Market Manager, Tom Cary at 517-525-5293 for additional information on the POP Club or enrollment questions.

The Eastern Ingham Farmers Market is operated by Sowing Growth, a 501(3)(c) nonprofit organization.