

# GROW

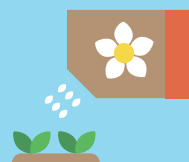


**GROWing Healthy:**  
Health & Wellness Education

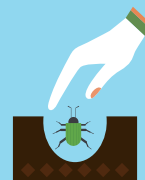
## Looking to the Future

In 2016 TNP received a grant from the United States Department of Agriculture's Community Food Projects Competitive Grants Program to support a year-long Community Food Security Assessment which allows TNP to use established methodologies to further explore issues around food access, food insecurity, and the efforts of food deserts in Warren. The outcomes of this study will inform TNP's programming and partnership decisions regarding the organization's continued role in increasing

food access, mitigating the impact of food deserts, and helping build a robust local food economy. This effort will be completed in September 2017; if you would like to participate please contact GROW Staff.



Provided general gardening supplies including tools and soil additives to seven urban agriculture sites.



Hosted four classes on community gardening techniques and practices including topics such as building raised beds, pest identification and removal, square foot gardening for small spaces, and composting.



Twenty GROWing Garden Leadership participants learned about community organizing techniques and were given Garden Leader Resource Binders that included information from that day's sessions, tools for starting new community gardens, and building capacity tools for existing gardens.



Provided over 1,800 starter plants used at GROW community garden sites to offset the expense of starting and maintaining a community garden plot.

# GROW

Hosted a total of **6 classes** and **15 cooking demonstrations** with over **460 participants**.



Provided **free** weekly transportation to and from the market throughout the City of Warren with a **special focus** on previously identified **food deserts** in the city.



## CUSTOMER SURVEYS



## Impact of the Market

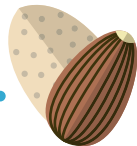
- ▶ **68%** of respondents attend the market at least once per month.
- ▶ **44%** of customers spent between \$11-\$20 per visit.
- ▶ **86%** of all customers surveyed were satisfied with the variety of products offered.
- ▶ **45%** of all customers surveyed attended educational cooking demonstrations at the market.

## SURROUNDING BUSINESSES



- ▶ **0-30 MILES** vendors are local, traveling around 30 miles to attend.
- ▶ **85%** vendors feel there is a strong sense of community.
- ▶ **86%** of vendors indicated they have repeat customers.

## VENDOR SURVEYS

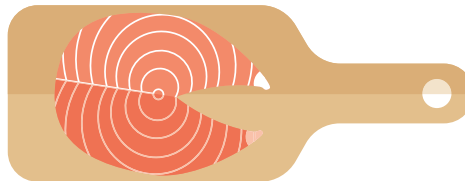


## INCENTIVES



- ▶ **YSU** Youngstown State University Regional Economic Development Initiative completed surveys of market customers, vendors, and local businesses to determine the impact of the market on the local community.
- ▶ **2017** Release of the Warren Farmers Market Strategic Plan 2017-2019 that outlines the markets, vision, mission, history, and goals.

## HIGHLIGHTS



There were **\$3,384** in sales by **SNAP EBT** users and **\$4,802** in sales from the **Mercy Health Fruit and Vegetable Prescription Voucher Program**.

Hosted a **free** weekly yoga class from June until October, taught by **certified instructors** from local yoga studios.

