

## 2011 Program Summary

# Senior Project FRESH/ Market FRESH

## BACKGROUND

The Senior Farmers Market Nutrition Program, known as Senior Project FRESH/Market FRESH in Michigan, provides low income older adults with unprocessed, Michigan-grown products from authorized farmers markets and roadside stands throughout Michigan.

Senior Project FRESH/Market FRESH funding comes from the U.S. Department of Agriculture (USDA) through the Michigan Offices of Services to the Aging. The program was designed to benefit both farmers and seniors.



Downtown Ypsilanti Farmers' Market

To qualify, an older adult must:

- Be 60 years of age or older (exceptions can be made for disabled adults age 50+)
- Have a total household income of 185% of poverty or less
- Live in the county where the coupons are issued

Eligible adults receive a coupon booklet of 10 \$2.00 coupons that can be used as cash for fresh produce from June 1 - October 31. Visit [www.michigan.gov/marketfresh](http://www.michigan.gov/marketfresh) for more info.

## WASHTENAW COUNTY PARTICIPATION

In 2011, Washtenaw County Public Health (WCPH) administered Senior Project FRESH/Market FRESH in this county. Staff in the Health Promotion/Disease Prevention Division distributed the coupons in conjunction with their “**Easy And Tasty on a Budget**” program for food stamp-eligible residents. Participants received a brief nutrition education session and information about other food access programs. Five markets in Ann Arbor, Ypsilanti and Saline were registered to accept the coupons.

In addition to the initial allocation of 150 coupon booklets from the Offices of Services to the Aging, WCPH used grant funds to purchase additional coupons for a total of 225 booklets. Staff distributed the coupons at four senior housing facilities in Ann Arbor and Ypsilanti and at the Saline Senior Center. Demand was very high for the coupons, and if funding had allowed us to take the program to other areas of the county, we would have done so.

The average participant age was 73 and 70% were female. Participants were racially diverse: 46% Asian American, 31% White, 17% African American, 2% American Indian and 1% Hispanic. WCPH was fortunate to have a graduate student intern who spoke Mandarin Chinese, providing us the opportunity to serve a larger population of Asian Americans.

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