

We Are What We Eat

Howard County



Red Dirt
Master
Gardeners

Howard County
Health Improvement



Discover the Rewards!

**Veggie Swap
Committee**



Howard County

- 15, 000-County Population / 4,862-Nashville
- **Medically Underserved**
- 71% White, 22% Black, & 6% Hispanic
- **68% Overweight Adults**
- 58% Diagnosed Hypertensive or HBP
- **42% Report no leisure time physical activity**

2003 County BRFSS

Presentation Topics

- Veggie Swap Program
- Plant An Extra Row Program
- Demonstration Garden
- Farmers' Market

HCHI Coalition

Howard County Health Improvement Coalition began in 2003

- Executive Committee
- Wellness Committee
- Anti-ATOD Committee
- Veggie Swap Committee



Veggie Swap Committee

**Committee
Goal: Improve
the nutrition of
low income
county
residents**



Veggie Swap - Objectives

- **Provide healthy foods to needy county residents**
- **Expand availability of affordable fresh produce & healthy foods**
- **Partner with existing community programs to access target population**
- **Generate community support for program sustainability**

Veggie Swap Projects

Committee Projects

- Veggie Swap Shop
- Plant An Extra Row
- Demonstration Garden



How It Began...

April 2005 - Veggie Swap idea began from a conversation at a Coalition meeting. After 10 minutes of discussion, it was settled.....

Weekly Veggie Swap Shop 2005

New Light CME Church

- Served as a hub for produce donations
- Coupled the produce with existing food pantry items for Seniors

A free market of fresh fruits and vegetables for the area residents that are 55 and older.

Market hours: **Saturdays 8:00-12:00**

Howard County Health Improvement
New Light C.M.E. Church
1301 Mill Street
Nashville, AR

VEGGIE SWAP SHOP

We are asking community members to donate all excess fresh fruits and vegetables to help our seniors who may be on a fixed income or physically unable to plant a garden. Donations will be accepted Monday—Friday at New Light C.M.E. Church or the Senior Citizen Center. The church will be open each Saturday from 8:00a-12:00p for our Seniors to come shop for free.

We will have a kickoff at New Light C.M.E. Church, on Saturday, June 18th

**Spread the word-
Let all seniors you
know in on this and
don't be shy to leave
your donations!**

For more information contact:
Bonnie Haislip
845-2282 Home
200-1085 Cell
or
Jennifer Wilkerson
Senior Citizen Center
845-2859

Made possible by a partnership with New Light C.M.E. Church, Howard County Hometown Health Coalition (HCHC), Seniors in Poverty, and the Senior Citizen Center

Veggie Swap Shop Summer 2005



- **Program expanded to include the local Senior Citizen Center and the Senior Outreach Program**
- **Produce not distributed through the church was taken to the Senior Center for distribution during the week or the Senior Outreach Program delivered to homebound Seniors**

2006: Plant An Extra Row

Media campaign began in February to encourage gardeners to plant extra for donation to the Veggie Swap Shop

We are asking all community members to support

PLANT AN EXTRA ROW

The "Plant An Extra Row" program started from the wonderful success of last summer's Veggie Swap Shop. Community gardeners and farmers have been asked to donate all excess fresh produce to the Veggie Swap Shop to be distributed to local seniors who may be on a fixed income or unable to plant a garden.

SO, PLANT AN EXTRA ROW THIS SEASON FOR DONATION TO OUR LOCAL SENIORS!!!

For more information, contact:

Bonale Habelip
845- 2282 Home
200-1085 Cell

Jo Williams
Senior Citizen Center
845-2859

Vivian Wright
845-1697

Howard County Health Improvement
Discover the Rewards!

Made possible by a partnership with New Light C.M.E. Church, Howard County Health Improvement (HCHI) Coalition, Seniors in Poverty, Howard County Abundance Service, Farmers Association and the Senior Citizen Center

2006: Plant An Extra Row

Local seed retailers got on board to donate any seed that was supporting the project.



PLANT AN EXTRA ROW

SIGN UP SHEET
















The "Plant An Extra Row" program started from the wonderful success of last summer's Veggie Swap Shop. Community gardeners and farmers were asked to donate all excess fresh produce to the Veggie Swap Shop for local Seniors. The free produce was distributed to local Seniors who may be on a fixed income or unable to plant a garden to support their nutritional needs.

We are asking each gardener or farmer to "Plant An Extra Row" this season for donation to the Veggie Swap Shop for our local Seniors. This store is willing to donate enough seed to plant that extra row with regular seed purchases.

Name _____

Address _____

Phone _____













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2006: First “Program” Garden

Plan to enhance the Veggie Swap Program

- **Small garden**
- **City/county land adjacent to the senior citizen center**
- **Maintained by volunteers**
- **Harvest to be donated to Veggie Swap targeting area Seniors**

Who's on Board?

The Veggie Swap
Committee
hosted a
Community
Coffee to
gain support
for a Program
Garden



2007: Program Gardens??

There was so much community support for the idea, 3 locations committed to provide space, supplies and volunteers for gardens in the county.

- Senior Citizen Center in Nashville**
- Stepping Stones Day Care in Nashville**
- Dierks Nursing and Rehab Center**

Lets plant the seeds

- Local 4-H groups were utilized as volunteers to plant the gardens.
- It was a great educational opportunity for the youth.



Senior Center Garden

The garden was definitely a success.

Would you believe local kids came to work the garden with the 4-H just for fun!



Senior Center Garden

Local Seniors were provided nutrition education sessions by the Extension Office with help from 4-H youth



Stepping Stones Daycare Garden

This was a wonderful experience for the after-school & summer kids



What for 2008?

The Veggie Swap Committee will focus on one extraordinary program garden, but who is the expert on this???



Well...

**Master
Gardeners
living in the
Nashville
area were
asked to help
develop the
garden**



Red Dirt Master Gardeners

- Master Gardeners are volunteers that work through the University of Arkansas, Cooperative Extension Service.
- Master Gardeners must perform community service and meet educational requirements to maintain certification as Master Gardeners



Master Gardener Commitment

Local Master Gardeners took on this project as a means of meeting their community service requirements.



The Partnership

Master Gardeners Role:

- Construct, operate and maintain a demonstration garden
- Offer workshops and classes to educate the public on organic gardening



Veggie Swap Committee Role:

- Collect donations
- Arrange for distribution of vegetables
- Provide general oversight



Veggie Swap - Primary Purpose

**Fresh
organic
produce for
senior
citizens and
others in
need**



**With the
help of
partners...**



**Project for Master
Gardeners living in
the Nashville area**

Provided by the Master Gardeners



Demonstration garden for organic home garden vegetable production

Demonstration Garden 2008

- **Demonstration Garden construction began early 2008**
- **Raised beds, irrigation system, and fencing were completed**
- **Crops were grown in the garden and donated through the Veggie Swap Committee.**

Build Raised Beds . . .



With a Lot of Help! . . .



And Soil



Install Fencing



FIRST PICKINS !



Community Garden 2009

- Spring crops: onions, kahl rabi, swiss chard, broccoli, brussel sprouts, turnip greens, & mustard greens
- Quarterly Educational Workshops
- Summer crops: zucchini, yellow squash, sweet & hot peppers, cucumbers, tomatoes, green beans, okra, eggplant, potatoes
- Arbors, workbenches, and decorative features

NASHVILLE DEMONSTRATION ORGANIC GARDEN WORKDAYS AND WORKSHOPS 2009

WED JAN 7 – Workday 9am - 11am

SAT JAN 10 – Workday 9am - 11am

WED FEB 11 – Workday 9am - 11am

SAT FEB 14 – Workday 9am - 11am

WED MAR 11 – COMPOSTING WORKSHOP*

SAT MAR 14 – Workday 9am - 11am

WED APR 15 – Workday 9am - 11am

SAT APR 18 – Workday 9am - 11am

WED MAY 13 – DRIP IRRIGATION WORKSHOP*

SAT MAY 16 – Workday 9am - 11am

WED JUN 10 – HERB WORKSHOP*

SAT JUN 13 – Workday 9am - 11am

WED JUL 15 – HOME ORGANIC GARDENING*

SAT JUL 18 – Workday 9am - 11am

WED AUG 12 – Workday 9am - 11am

SAT AUG 15 – Workday 9am - 11am

WED SEP 16 – ARBOR-BUILDING WORKSHOP*

SAT SEP 19 – Workday 9am - 11am

WED OCT 14 – Workday 9am - 11am

SAT OCT 17 – Workday 9am - 11am

WED NOV 11 – Workday 9am - 11am

SAT NOV 14 – Workday 9am - 11am

WED DEC 16 – Workday 9am - 11am

SAT DEC 19 – Workday 9am - 11am

* WORKSHOP TIMES TBA; DATES SUBJECT TO
CHANGE DEPENDING ON WEATHER AND OTHER
FACTORS



For more information contact Debra Bolding at 845-1032 or Sherry Beaty at Howard County's Cooperative Extension Office, 845-7517.



Veggie Swap Committee Summary:

- 1. Demonstration Garden**
- 2. Veggie Swap Project**
- 3. Plant An Extra Row Campaign**

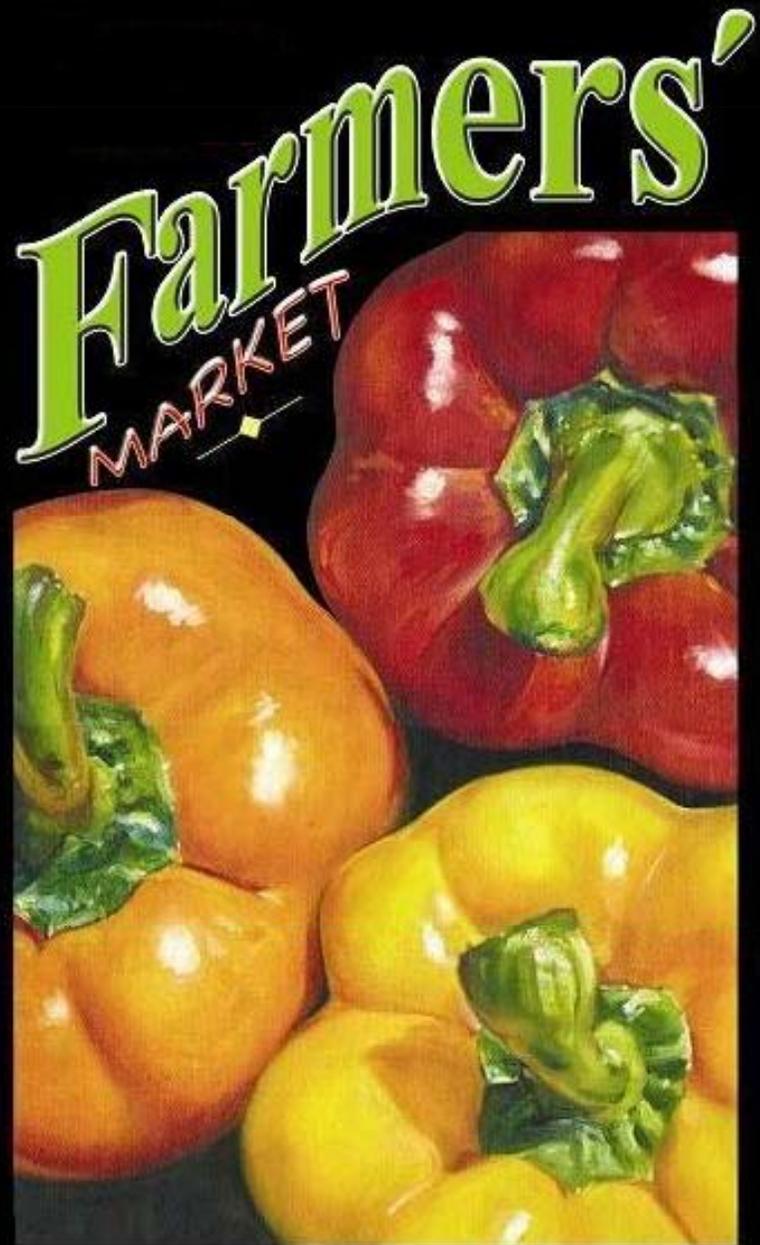
Outcomes

- Free, healthy produce for those in need**
- Outlet for local gardeners to donate produce**
- Public workshops focusing on organic, low maintenance gardening**

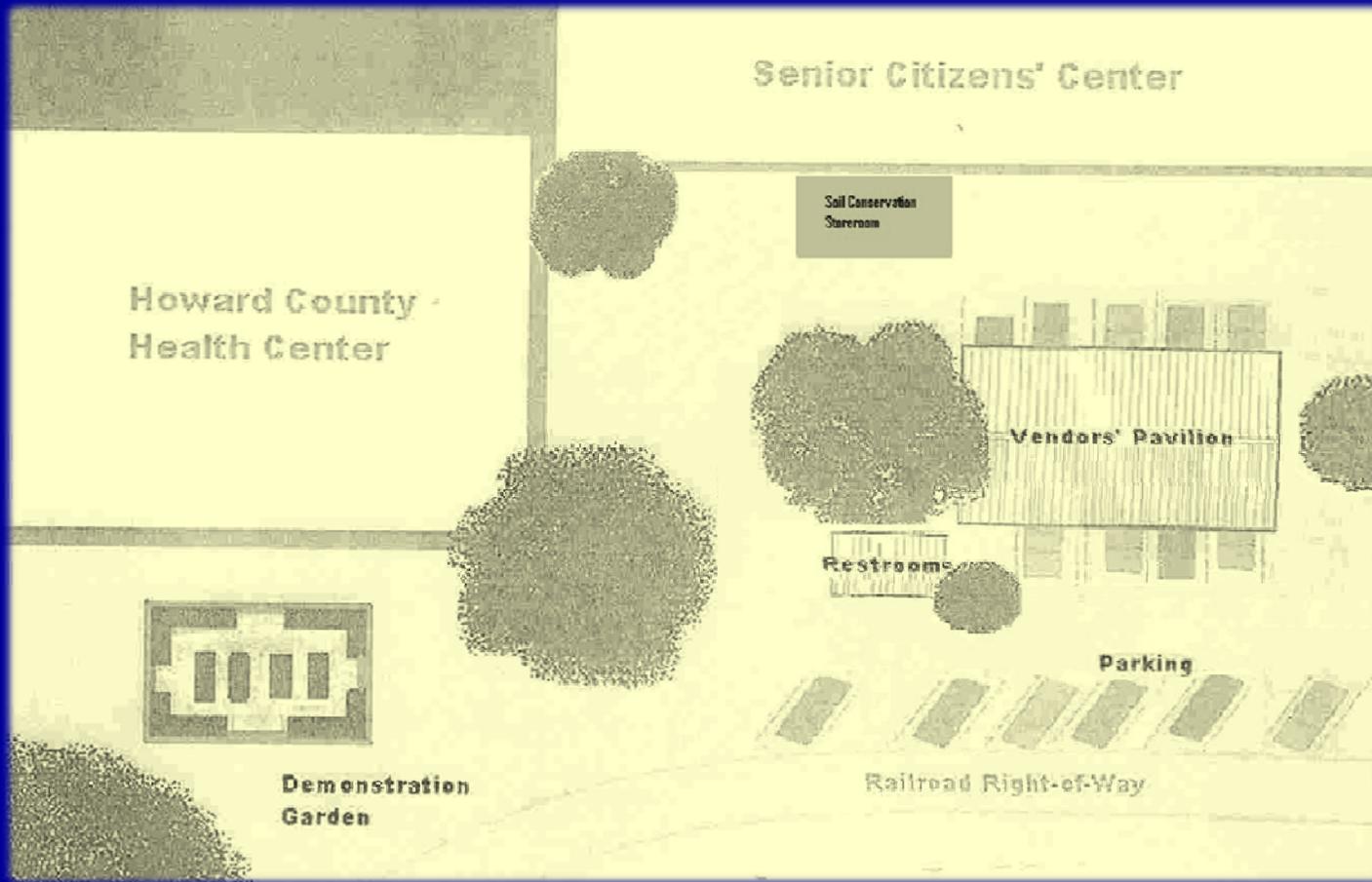


Next Project

As the Veggie Swap and Demonstration Garden projects matured, the community also began planning a Farmers' Market in 2007.



Garden/Market Site



Plans were to locate the Market on the same site as the demonstration garden

Farmers' Market Grant Application

February 2008

Howard County applied for a GIF-1 Community Enhancement Grant offering the Demonstration Gardens as a portion of the matching funds



HCFM Purpose

Means for area residents to acquire fresh locally-grown produce



HCFM Purpose

**Centralized
location for
local farmers
and gardeners
to sell their
produce**



Also...

**Location for
Workshops,
Health Fairs,
Public Social
Activities
and other
Events**



Funding and Resources

- **Grant funds** - \$29,750 construction costs
- **Howard County** - land, grading and dirt work, maintenance of pavilion & parking areas
- **City of Nashville** - grass mowing
- **Chamber of Commerce** - administrative costs

Funding and Resources

- **Howard County Health Improvement Coalition / Red Dirt Master Gardeners** - raised beds demonstration garden and activities held there
- **Red Dirt Master Gardeners** - on-site management during hours market is open
- **Vendor rental fees** - operational funds for the Market (utilities, advertising, etc.)

Organization - June 2008

- Workgroup formalized
- Board of Directors created and Bylaws adopted
- Market Rules and Regulations established
- Application made to Arkansas Farmers' Market Association
- Request made to Arkansas Department of Health to be included in WIC Farmer's Market Nutrition Program



Trial Market

June - August 2008



Planning Phase

September 2008

Sep 2008

Based on “lessons learned” in trial market, Overseers’ Committee made minor modifications in Market Rules and Regulations and began specific construction plans

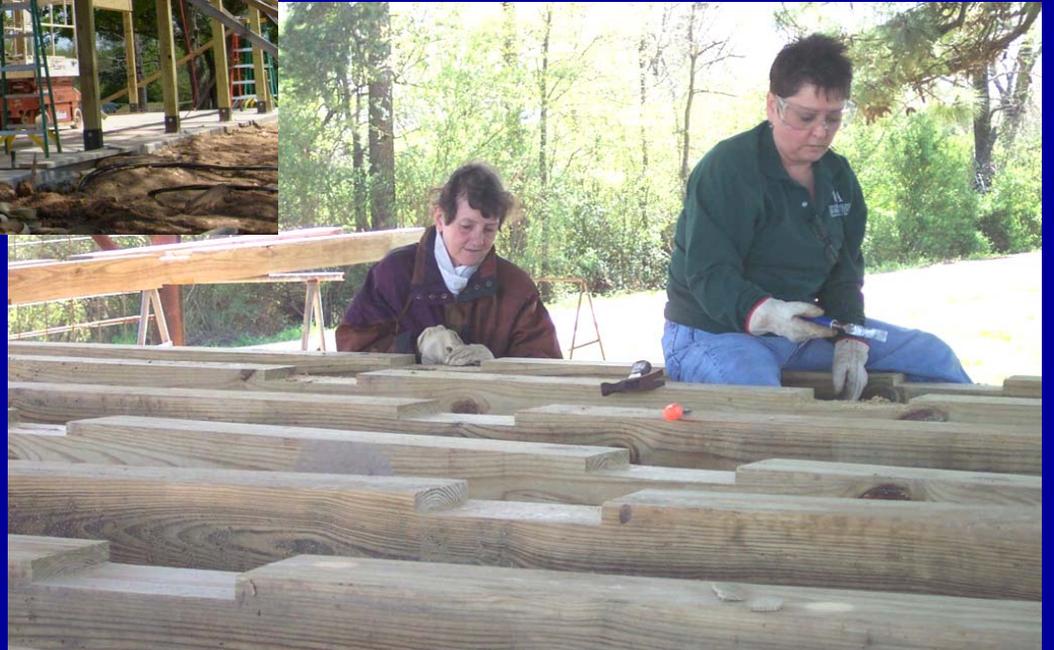
Volunteer Construction



Volunteer Construction



Volunteer Construction



Volunteer Construction



May Market Days



May 2009



Women, Infants & Children Program (WIC)

Be located in counties where participants are issued WIC FMNP checks.

Must include Arkansas/local farmers selling their own produce.

Must have or develop some formal organizational structure, i.e., a market manager or manager elected to represent other farmers.

Must be able and willing to supply information required by the Program for purpose of determining eligibility, monitoring and reporting.

Must be willing to comply with terms of the agreement between the market and WIC FMNP.

Must have regular and sufficient hours of business, days of operation and a consistent and sufficient number of farmers providing produce available for sale.

WIC Commendations

Elbert Strong, Arkansas WIC program stated the reason Howard County's Farmers' Market was approved to participate in the WIC program was primarily due to their outstanding organization and by-laws.

Farmer's Market Pavilion



Farmers' Market Summary

- Outlet to purchase fresh produce
- Outlet to sell produce locally
- Structure with aesthetic and functional value
- WIC program participation
- Food Stamp program – future goal

Presentation Summary

- **The Veggie Swap Committee is able to offer fresh produce to area residents in need through partnerships with local groups and the Demonstration Garden.**
- **The Farmers' Market provides an outlet for locally grown fresh produce for area residents.**
- **These 2 projects facilitate each other**

Cooperative Project



- Red Dirt Master Gardeners
- Howard County Health Improvement
- Howard County
- City of Nashville
- Howard County Health Department
- Senior Outreach Program
- Howard County Cooperative Extension Service and 4H
- Howard County Sheriff's Office
- Area Businesses
- Individuals

Informational Resources

For more information, please feel free to contact me:

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Rural Health Specialist, ADH

Cell: 903-733-2936

Sarah.powell@arkansas.gov