Farmers Market Food Navigator Program

What does a Food Navigator do?

Provide Resources
For consumers at markets and experiential nutrition education, including tastings and cooking demonstrations, to help support healthy eating habits.

Community Outreach
Build awareness of farmers markets and increase awareness of food assistance programs available at markets.

Help Consumers
To effectively use their food dollars at markets through tours that can include introductions to vendors, tips, and providing support.

Implement Policies
Work with market managers and vendors to implement policy, systems, and environmental changes supportive of healthy behaviors.

Entering our fourth year, the following markets have participated for at least one season:
- Detroit Eastern
- Flint
- Adrian
- Lapeer
- Kalamazoo
- Downtown Saginaw
- Fulton Street (Grand Rapids)
- Downtown Bay City
- City Market (Bay City)
- Big Rapids

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Year At a Glance

**FOOD NAVIGATORS**
- Operated in 5 markets for an average of 22 market days
- Interacted with an average of 57 consumers each day at each market
- Over 7,500 interactions occurred between Food Navigators and consumers

**CONSUMERS**
- 60% of consumers recalled engaging with a Food Navigator
- Consumers who engaged with Food Navigators intended to:
  - Shop more often at farmers markets (71%)
  - Purchase more fruits and/or vegetables (80%)
  - Eat more fruits and/or vegetables (78%)

**VENDORS**
- 72% of vendors reported engaging with Food Navigators
- Of those who interacted with Food Navigators:
  - 60% agreed Food Navigators helped increase overall sales
  - 54% thought that fruit and vegetable purchases increased

**MANAGERS**
- 100% of managers considered Food Navigator activities worked well for the market:
  - Resources and materials
  - Nutrition education
  - Engagement with consumers about their Food Assistance

A partnership of:

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