

HOSPITALS SOW SEEDS FOR HEALTHIER COMMUNITIES

GROWING FARM STANDS AND FARMERS MARKETS IN MICHIGAN

The consumption of unhealthy diets and the lack of healthy food access significantly contribute to the progression of diet-related diseases in Michigan. Fortunately, hospitals are uniquely poised to treat diet-related diseases while simultaneously addressing their root causes through health promotion and disease prevention efforts.

Health care institutions and clinicians are essential to the promotion of healthier lifestyles and have begun to show their support by working to create a healthier food system. Many hospitals are now hosting farmers' markets and Community Supported Agriculture (CSA) pickups for their staff and patients, and they are taking extra steps to improve the health and sustainability of their food service programs. Some have even begun on-site gardens or farms that supply food directly to their cafeterias. By providing food that promotes the health of patients, staff, and the environment, hospitals support a model for community health and wellness that goes far beyond their own walls.

Michigan's Governor recognizes that consistent access to fruits and vegetables plays an important role in maintaining healthy lifestyles and that government support for initiatives that improve healthy food access is important for their success. His support is demonstrated by encouraging the Michigan Department of Agriculture (MDARD) to "focus on ways that Michigan farmers can help alleviate Michigan's obesity problem."¹ Farmers' markets can play a key role in these efforts. Between 1994 and 2011, the number of markets in the United States



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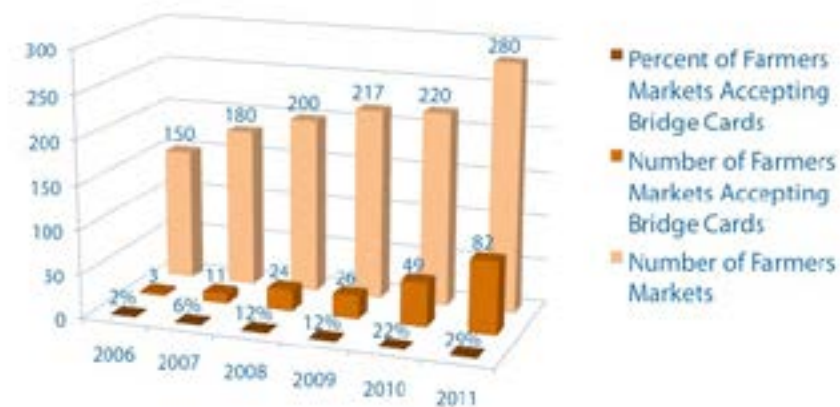


Metro Health Hospital

increased by approximately 6,400 to a total of 7,200 farmers' markets.² In addition, offering government-sponsored Nutrition Assistance Programs at farmers' markets is invaluable in increasing healthy food access.

Looking towards the future, it is clear that health care institutions can help to address public health issues by providing direct access to fresh, local foods and can enhance the economic well-being of local producers and their communities.

DIGGING DEEPER: HOSPITAL AND COMMUNITY BENEFITS



Michigan Farmers' Market Association

Improved Corporate Wellness Strategy:

Supporting local food and on-site farmers' markets can fit well into the corporate wellness strategy of health care institutions. Emphasizing nutrition and exercise can begin to reduce the long-term health costs of the employee workforce, but many leaders in the health care sector are going above and beyond with their current wellness promotion efforts. One such example is Kaiser Permanente, a health system that encourages healthy eating for patients and employees as an integral part of their mission to prevent illness and promote health^{3,4} This health system offers fifty on-site farmers' markets throughout their health system and CSA and farm box distribution programs for employees at seven facilities and offices. An on-site farmers' market or CSA food box program as ways to encourage healthy eating would be beneficial additions to your wellness strategy.



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Increased Publicity:

Farmers' markets have also brought many ancillary benefits to health care sites. The largest benefit seen by institutions is often increases in publicity or media coverage. Hospital markets offer a fun, new way to engage neighbors and the surrounding community, and positive publicity often comes in return. Gaining this reputation



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Henry Ford Health System

may bode well for hospitals by changing the public perception of the hospital from a place of sick-care to one of overall health and wellness.

Economic Health:

Farmers' markets and farm stands also may improve local farmers' profit margins because less money must be spent on distribution. They also help to sustain more businesses and civic institutions and create jobs for local residents. A study of local food systems estimated that the economic impact of direct-to-consumer markets amounted to nearly one billion dollars in 2008.⁵ Additionally, a study in 2008 of the Seattle food system found that for every 100 dollars spent at a farmers' market about 62 dollars is re-spent locally.⁶ Part of this extra benefit comes from eliminating the middleman and promoting sales directly between the producer and consumer.

Accepting food assistance programs at farmers' markets can be a win-win-win situation for food assistance recipients, the farmers and vendors, and the market itself. Food assistance recipients will have increased access to fresh, healthy food and the opportunity to interact with the farmers who grow it. The farmers and vendors who sell at the market will benefit from increased sales and a wider customer base, and in turn, the market will benefit. When your market facilitates a program that helps the economic stability of farmers and vendors, it becomes a valuable tool for vendor recruitment and retention.

Non-Profit Status:

Hosting a farmers' market can also fit into a hospital's community outreach and benefit programming; non-profit hospitals may be able to report staffing and some expenses under their IRS- Schedule H Community

Benefit activities. Examples of activities provided in communities that can be reported as community health improvement include increasing access to and the affordability of fresh produce for populations at risk for nutrition-related health problems. Another approach is demonstrated by Backus Hospital, Connecticut, which has subsidized the travel costs to farmers' markets for patients and families who are overweight or obese.⁷ Programs like these can be mutually beneficial to the hospital and the community.

STEPS TO STARTING A HOSPITAL-BASED MARKET OR FARM STAND

The process of initiating a hospital farmers' market varies based on location, size and goals of the market. It is important to check with city ordinances or property managers long before starting the market. It's also recommended to research what markets are already available in the area and consider complementing them by hosting the market on a different day of the week and/or time of day. Other steps and resources are outlined below; these are just a starting point.

1. Secure internal support from all levels of hospital operations including, administration, operations management, legal services, community and government relations, facilities and housekeeping, food service, and patient services. Broad support from hospital staff is key to successful farmers' market implementation.

2. Determine the goal(s) you want to achieve by hosting the market (e.g. employee wellness, improved community access to fresh produce) and the guidelines for what is allowed to be sold by vendors (e.g. location within a certain geographic area, produce from one grower, pesticide-free or certified organic produce). If healthy food access is a priority, you may want to explore what is needed to accept the different nutrition assistance programs.

3. Choose the market type (internal, external, or dual-purpose) that will best help you to achieve goals.

4. Identify a site. Key factors in identifying an appropriate site include: unrestricted



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access by the population to be served, parking and public transportation availability, expected foot traffic, room for expansion, long-term site availability, capacity for number of vendors participating, accessibility to restrooms and trash bins, and ease of loading and unloading for vendors. Do not finalize location until step 5 is completed.

5. Investigate insurance and permit requirements. A hospital's umbrella insurance policy should be sufficient, but sometimes a rider is needed. Farmers and farmers' market associations usually have their own insurance policies, but this needs to be confirmed. Local and/or state officials may require a health permit and/or zoning permit. Costs for these items tend to vary depending on the jurisdiction. Permits are often free, but hospitals have been known to pay as much as \$1,300, so it is important to find out early in the process. (Click here to see the Michigan Market Self-Inspection Guide)

6. Identify potential day(s), time(s) and seasonal duration for operation of the market.

7. Identify growers/vendors. A local or state farmers' market managing association can often assist in market planning and farmer outreach. These groups are also knowledgeable about insurance and permit requirements; communicating any vendor

standards you have up front. It is recommended to start with a few to several vendors, pending on food traffic, with additional vendors prepared to join in response to consumer demand. Note: Some markets charge the grower/vendor a fee to participate and others do not. Each hospital should assess their need for vendor fees depending on the costs associated with starting and running the market and how much the hospital and other potential partners are willing to contribute to costs such as setup and cleanup, tents and tables, internal and external advertising, and market management.

8. Address logistical issues such as setup, cleanup and signage needed on market day.

9. Advertise the new market and conduct outreach to desired customers. Consider using an internal employee newsletter and/or email communication system to advertise the

market.”⁸ Join the Michigan Farmers’ Market Association (MIFMA) to access the Association’s resource network and will increase your market visibility. Consider joining free local food networking websites like Local Harvest or Real Time Farms to spread the word about your new market.



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Additional Resources:

- Farmers’ Markets and CSAs on Hospital Grounds
- Public Health Potential of Farmers’ Markets on Medical Center Campuses
- Michigan Farmers’ Market Licensing Requirements
- USDA Guide to accepting SNAP Dollars
- Sample Farmers’ Market Rules

IMPROVING HEALTHY FOOD ACCESS

While roughly 20% of Michigan residents are dependent upon food stamps, a 40% increase since the beginning of the recession, and nearly 67% of the population is overweight or obese, Michigan will spend nearly 3 billion dollars in medical costs associated with these conditions.^{2,9} Nutrition assistance programs have begun to play a vital role in addressing health and healthcare cost concerns. With the rapid growth of health care supported farm stands, markets and produce carts, nutrition assistance programs are also on the rise. See below for more information regarding the types of programs that are currently offered in Michigan.

SNAP/EBT/BRIDGE CARD:

Who is eligible: Income-qualified, as determined by MI Dept of Human Services (DHS)



How it works: A cashier at a main booth at the farmers’ market will swipe bridge cards for the amount needed and

will distribute wooden tokens for that market. Tokens don’t have to be spent the same day.

Contact: Department of Human Services

The Michigan Farmers Markets Food Assistance Partnership offers a five part Resource Binder entitled Accepting Bridge Cards at Michigan Farmers Markets to help farmers’ market managers with accepting SNAP benefits. The binder includes the following information:

1. Completing the USDA Food and Nutrition Service Application
2. Obtaining a point of sale device
3. Alternative redemption systems
4. Record keeping
5. Promotion and outreach

The Partnership has also recorded a webinar to complement the resource binder.

WIC PROJECT FRESH:

Who is eligible: WIC participants

How it works: WIC participants must contact the WIC office on or after June 1st to sign up (first come, first serve). Paper coupons are distributed at markets with accompanying nutrition education; coupons can be used for fresh Michigan produce with participating farmers.

Available: June 1st- Oct 31st¹⁰

Contact: Brittany Hiner, (517) 335-8625
<http://www.projectfresh.msu.edu/>;
 hinerb@michigan.gov



DOUBLE UP FOOD BUCKS (DUFBS):

Who is eligible: Anyone with a SNAP/EBT Bridge Card

How it works: When bridge cards are swiped, participants will receive an equivalent dollar amount in tokens worth \$2 each,

up to \$20 per market day. Tokens can be used for fresh MI produce.



Available: June 1st-Nov 31st

Contact: Rachel Chadderdon Bair,

Fair Food Network
 (734) 213-3999 x206
www.doubleupfoodbucks.org;
 rbair@fairfoodnetwork.org

SENIOR PROJECT FRESH/MARKET FRESH:

Who is eligible: Income-qualified adults age 60 years or older

How it works: Eligible will receive a minimum of 10 \$2 coupons that can be used as authorized farmers markets and farm stands.

Available: June 1st- Oct 31st

Contact: Sherri King at (517) 373-4064

MARKET NAME	LOCATION	CONTACT	PHONE NUMBER/EMAIL	TIME/DATE	WEBSITE	FOOD ASSISTANCE PROGRAMS
Henry Ford Hospital Farm Stand	2799 West Grand Blvd., Detroit, MI 48192	Fiona Ruddy	313-833-9300, fruddy@detroiteasternmarket.com	Wednesdays 11:00am-2:00pm mid-June-October	Detroit Eastern Market Farm Stand	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards
Henry Ford West Bloomfield Hospital Farmers Market	6777 W. Maple Road, West Bloomfield, MI 48332	Michelle Lutz	248-325-1000, mlutz2@hfhns.org	Wednesdays 10:00am-3:00pm, year round	Farmers' Market at Henry Ford West Bloomfield Hospital	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards when Eastern Market Farm Stand is present
One Ford Place - Henry Ford Health System Administration Offices	1 Ford Place Detroit, MI 48202	Fiona Ruddy	313-833-9300, fruddy@detroiteasternmarket.com	Every other Wednesdays 11:00am-2:00pm mid-June-October	Detroit Eastern Market Farm Stand	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards
The Market at Grand Traverse Commons supported by Munson Medical Center	1200 W. 11th Street, Traverse City, MI 49684	Laura McCain	231-935-7513, lmccain@mhmc.net	Mondays 2:00pm-6:00pm (warmer months), Saturday mornings, from 10:00am-2:00pm (colder months)	The Village Farmers' Market	No
Detroit Medical Center Farm Stand	Brush Mall at Mack Ave. and Brush, Detroit, MI	Craig Deleon	313-745-9748, Cdeleon2@DMC.org	Fridays 11:00am-2:00pm, June-October	Detroit Eastern Market Farm Stand	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards
Detroit Medical Center Sinai-Grace Hospital Farm Stand	6071 West Outer Drive, Detroit, MI	Craig Deleon	313-745-9748, Cdeleon2@DMC.org	Fridays 9:30am-12:00pm June-October	Detroit Eastern Market Farm Stand	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards
University of Michigan Hospital MHealthy Produce Cart	Taubman Health Center 1500 E. Medical Center Dr. Ann Arbor, MI 48109		734-647-7888, mhealthy@umich.edu	Mondays 11:00am-1:00pm June-October	The Produce Cart	No
Sweetwater Local Foods Market supported by Mercy Health Partners/Hackley Health at the Lakes	6401 Harvey Street, Muskegon, MI.		(231)292-1152, dijaani@charter.net	Summer Market Saturdays 9:00am - 1:00pm, July - November, Winter Market (Lobby of Lakes Campus) every other Saturday (January - May)	Sweetwater Local Foods Market	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards
Community Health And Social Services Center (CHASS Southwest Center)	5635 West Fort Street, Detroit, MI 48209	Fiona Ruddy	313-833-9300, fruddy@detroiteasternmarket.com	Thursdays 8:30am - 10:30am, July - October	Detroit Eastern Market Farm Stand	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards

MARKET NAME	LOCATION	CONTACT	PHONE NUMBER/EMAIL	TIME/DATE	WEBSITE	FOOD ASSISTANCE PROGRAMS
Bronson Methodist Hospital Winter Farmers' Market	601 John Street, Kalamazoo Michigan, 49007	Michael Rowe	269-341-6307, rowem@bronsonhg.org	Every other Friday 10:30am- 2:00 pm December-April	Bronson Winter Farmers' Market	No
Farmers' Market at Borgess Medical Center	1521 Gull Road, Kalamazoo, MI 49048	Jennifer Bradley	269-226-8258	Every other Thursday 11:00 am-2:00 pm year round	Borgess Farmer's Market	No
Spectrum Health Farmers' Market	Crescent Street Park is near the Spectrum Health Medical Center (100 Michigan Street NE) at the junction of Crescent Street and Bostwick Avenue.	Sarah Chartier	616-391-2443, Sarah.Chartier@spectrum-health.org	Tuesdays 11:30-1:00pm through September	Spectrum Health Farmers' Market	No
The Farm at St. Joe's (St. Joseph Mercy Ann Arbor Hospital)	5301 McAuley Dr., Ypsilanti, MI 48197	Daniel Bair	734-712-4667, bairdz@trinity-health.org	Wednesdays 11:00am-1:00pm year round	St. Joseph Mercy Hospital Farmers' Market	No
Allegiance Health's Green Market	1201 East Michigan Ave. Jackson, Michigan, 49201	Travis Fojtasek	517-788-7378,	Thursdays 9:00am-2:00pm May-October	The Green Market at Allegiance Health	Accepts WIC Project FRESH, Senior Project FRESH/Market FRESH, EBT/Bridge Cards, Double Up Food Bucks
Metro Health Farmers' Market	5900 Byron Center Ave SW @ M-6, Wyoming, MI 49509	Lindsay Burkowski	616-252-5031, Lindsay.Burkowski@metrogr.org	Thursdays 9:00am-2:00pm May-September	Metro Health Farm Market	Accepts WIC Project FRESH, Senior Project FRESH/Market FRESH, EBT/Bridge Cards, Double Up Food Bucks
The Wealthy Street Farmers' Market- A collaborative effort between Saint Mary's Health Care, Mary Free Bed Rehabilitation Hospital and Advantage Health Physician Network	431 Cass Ave. SE, Grand Rapids, MI	Sheryl Lozicki	616-684-6300, lozicks@trinity-health.org	Thursdays 11:00am-5:00pm May-August		No
VA Hospital Farmers' Market	5500 Armstrong Road, Battle Creek, MI, 49014	Brigitte Leach or Jan Lawson	269-966-4189, AFIG@ctismail.net	Mondays 11:00am-1:00pm June-September	Battle Creek Farmers Market	Accepts Double Up Food Bucks, Project FRESH and EBT/Bridge Cards
Sparrow Hospital St. Lawrence Campus	Off MLK between Saginaw and Oakland	Michele Nicolai	517-364-2364, Michele.Nicolai@sparrow.org	Mondays 4:00pm-7:00pm June-September		Accepts EBT/Bridge Cards
Allen Street Satellite Farmers Market at Sparrow Hospital	1215 E. Michigan Ave., Lansing, MI 48912	Michele Nicolai	517-364-2364, Michele.Nicolai@sparrow.org	Wednesdays 2:00pm-7:00pm June-September	Allen Street Satellite Farmers' Market at Sparrow Hospital	Accepts EBT/Bridge Cards
Eaton Rapids Medical Center Farmers Market	1500 South Main, Eaton Rapids, MI 48827	Leslie Neubecker-Czubko	517-663-9453, lneubecker@ermhealth.org	Fridays 11:00am-3:00pm Mid-May-August	ERM Center Farmers Market	Project FRESH and EBT/Bridge Cards
Beaumont Hospital Royal Oak Farmers Market	3601 West Thirteen Mile Rd.	Eileen Mi-skiewicz	248-898-3031, EMiskiewicz@beaumont.edu	Thursdays 8:00-2:00pm through October	Home Town Harvest Farmers' Market	No



Hillary Bisnett and Amanda Gallaher
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<http://www.ecocenter.org/healthy-food>

¹ "Snyder - A Special Message from Governor Rick Snyder: Health and Wellness." SOM - State of Michigan. 14 Sept. 2011. Web. 13 Feb. 2012. <<http://www.michigan.gov/snyder/O,4668,7-277--262254--,OO.html>>.

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³ PolicyLink. "Kaiser Permanente Farmers' Markets: Encouraging Healthy Eating for Members, Staff, and the Neighborhood." Web. 4 Nov. 2012. <http://www.policylink.org/site/c.lkIXLbMNJrE/b.7633859/k.7DOB/Case_Studies.htm>.

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⁵ Johnson, Renee, Tadlock Cowan, and Randy A. Aussenberg. The Role of Local Food Systems in U.S. Farm Policy. Rep. Congressional Research Service, 20 Jan. 2012. Web. 13 Feb. 2012. <http://www.iatp.org/files/CRS_LocalFood_FarmPolicy12Jan20.aspx.pdf>.

⁶ Sonntag, Viki. Why Local Linkages Matter: Findings from the Local Food Economy Study. Rep. Sustainable Seattle, Apr. 2008. Web. 13 Feb. 2012. <<http://www.sustainableseattle.org/images/Programs/LocalFoodEconomyStudyLFE%20REPORT%20FINAL-2.pdf>>.

⁷ Backus Community Services Annual Report 2011. Rep. Backus Hospital. Web. 13 Feb. 2012. <<http://www.backushospital.org/2011/pdfs/CommunityServicesAR2011.pdf>>.

⁸ Farmers' Markets and CSAs on Hospital Grounds. Rep. Health Care Without Harm. Web. 13 Feb. 2012. <http://www.noharm.org/lib/downloads/food/Farmers_Markets_CSAs_Hosp.pdf>

⁹ Diamond, Marie. "Got A Car? Michigan GOP Thinks You're Too Rich To Qualify For Food Stamps." ThinkProgress. 23 Sept. 2011. Web. 13 Feb. 2012. <<http://thinkprogress.org/economy/2011/09/23/327291/car-michigan-food-stamps/?mobile=nc>>.

¹⁰ Edmonds, Amanda. Washtenaw County Healthy Farmers' Market Access Guide. Rep. Ypsilanti: Growing Hope, 2011. Print.