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Expanding Access To (EAT) Farm Fresh Pennsylvania

A Toolkit for Replicating a Pop-Up Farm Market Program
2026 Edition



How to Use This Toolkit

Throughout this toolkit, the Expanding Access To (EAT) Farm Fresh PA program is presented as one working example of a pop-up farm market model. It is not the only way to build such a program, and it is not meant to be copied step for step.

Adagio Health operated this program as a five-county Women, Infants, and Children (WIC) agency in western Pennsylvania, with grant funding that allowed it to reimburse farmers for unsold produce. Your organization may differ in size, mission, funding, staffing, partner mix, and the benefit programs it works with. The model that worked for Adagio Health may not be the model that works for you.

This toolkit is designed to be adapted, not replicated wholesale. As you read, you will find recurring callout boxes labeled Adaptation Notes. These highlight the points where organizations most often need to make different choices, and they offer alternative approaches so you can shape a program that fits your own context.

ADAPTATION NOTE

Look for these boxes throughout the toolkit. Each one marks a decision point where the Adagio Health approach is one option among several, and describes alternatives suited to different funding levels, staffing structures, and community partners.

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Introduction

According to the USDA's 2022 Census of Agriculture, Pennsylvania is home to more than 49,000 farms, the vast majority of which are family owned. Farmers across the Commonwealth produce a wide variety of meat and dairy products, as well as fresh fruits and vegetables. Despite this abundance, many families continue to face barriers to including fresh produce in their diets. Economic challenges, limited transportation, food access, time constraints, and lack of nutrition knowledge can all make accessing healthy foods difficult—particularly for older adults and families with low incomes.

Adagio Health is a local WIC agency serving five counties in western Pennsylvania. For numerous years, Adagio Health's WIC program participated in the Farmers Market Nutrition Program (FMNP), a USDA program that provides vouchers for fresh, local produce for WIC families and eligible seniors. Adagio Health, like many other WIC agencies across the state, observed low redemption rates annually. This led Adagio Health to explore the barriers to program redemption and develop a project to improve it.



Adagio Health developed the Expanding Access to (EAT) Farm Fresh Pennsylvania program. The project brought pop-up farm markets directly to WIC offices and senior centers, allowing participants to receive and redeem their FMNP vouchers during regularly scheduled appointments or alongside events and activities.

For each market, Adagio Health staff partnered with local farmers to order and pick up fresh produce, typically sourcing from one farmer per event. Staff then distributed the produce at the pop-up markets while also providing food tastings, nutrition education, and other supportive resources.

⇒ ADAPTATION NOTE — The EAT Farm Fresh model is one example

Adagio Health's model reflects its identity as a WIC agency working with FMNP vouchers. A replicating organization does not need to be a WIC agency, work with FMNP, or use any single benefit program.

- Not FMNP-authorized? The same market model works with SNAP/EBT, produce prescription programs, Double Up Food Bucks, or subsidized and free produce distribution.
- No voucher program at all? Some organizations run pop-up markets purely as low-cost or free distribution funded by grants, sponsorships, or in-kind produce donations.

Key partners and programs supporting the project included:

- Local farmers
- WIC agencies
- Senior centers
- PA Department of Agriculture
- SNAP-Ed (Supplemental Nutrition Assistance Program Education)
- WIC (Special Supplemental Nutrition Program for Women, Infants, and Children)
- S/FMNP (Senior Farmers' Market Nutrition Program)

Through the EAT Farm Fresh PA program, families and older adults increased access to fresh, locally grown produce by utilizing FMNP vouchers and WIC food pantry resources. At the same time, local farmers benefited from expanded market opportunities and a more predictable revenue stream through voucher redemption and grant-supported reimbursement for unsold produce.

Adagio Health developed this toolkit to support organizations interested in replicating or adapting this model within their own communities. The information and resources provided are designed to help organizations:

- assess whether a similar project is a good fit for their organization and community,
- plan, launch, and fully implement a successful program, and monitor and evaluate project outcomes.



Assessing Organizational Readiness for a Pop-Up Farm Market

To determine whether a project similar to EAT Farm Fresh PA would be practical and sustainable for your organization and community, several key areas should be explored.

Check Mission Alignment

Numerous diverse organizations—including human service agencies, public housing authorities, community-based organizations, and others—may find value in implementing a project like this. A similar project would require dedicated staff time, coordination, and resources; therefore, organizational leadership should carefully consider how the project aligns with their mission, strategic goals, the needs of the populations they serve, and project sustainability.

Key questions to consider include:

- How would this project advance our mission?
- Would it improve outcomes for the individuals and families we serve?
- Do we have the capacity and partnerships necessary to support implementation and long-term sustainability?

Assess the Community Need

A successful project begins with a clear understanding of the community's needs and existing resources. This assessment should include a review of multiple data sources and community conditions.

Identify Areas with Limited Access to Fresh Produce

Clearly define your target geographic location to determine which neighborhoods or communities:

- Have limited access to grocery stores or fresh produce retailers
- Include a high concentration of low-income or otherwise vulnerable individuals and families
- Are at increased risk for food insecurity

One valuable resource is the [USDA Food Access Research Atlas](#), which allows users to map census tracts based on grocery store access and identify low-income areas with limited food access.

Evaluate Existing Food Access Resources

After identifying areas with limited produce access, check whether those communities are already served by farmers markets or other fresh food programs. Helpful tools include:

[PA FMNP/SFMNP Participating Farm Markets](#)

— An interactive tool identifying farm markets and farm stands that accept FMNP and SFMNP vouchers.

[Search PA Farm Markets \(Penn State Extension\)](#)

— A searchable database that allows users to locate farmers markets, farm stands, and public markets by geographic area.

[USDA Local Food Directory](#)

— A national, searchable platform that helps organizations identify and map existing local food resources, including farmers markets, community-supported agriculture (CSA) programs, food hubs, on-farm markets, and agritourism operations.



Use Mapping and Technology Tools

During the development of the EAT Farm Fresh PA program, the Adagio Health team used GIS mapping tools to overlay:

- Fresh produce retail locations
- Concentrations of low-income populations
- Areas where residents were eligible for SNAP or S/FMNP benefits

The goal was to identify communities where pop-up produce markets could have the greatest impact. Today, AI-powered tools can make this process significantly faster and more accessible. For example, organizations might use a query such as:

“Please identify areas in [county, city, or neighborhood] where there are concentrations of low-income residents and very limited options for accessing fresh produce. Please also include the locations of nearby WIC offices or Senior Centers.”

Additional community partners—such as schools, housing communities, healthcare providers, libraries, or community centers—can also be included depending on the project design. As with any AI-generated information, results should be reviewed critically and verified for accuracy. However, these tools can provide a strong starting point for identifying potential service areas and partnership opportunities.

See [Appendix 1](#) for a sample map.

Identify Potential Key Partners

Once one or more communities have been identified as potential locations for a pop-up farm market project, the next step is to assess the interest and commitment of key partners,

participants, and farmers. Building strong partnerships early will help determine whether the project is both feasible and sustainable.

Assess Interest from Community Partners

Organizations that serve your target population—such as WIC offices, senior centers, veteran-serving organizations, housing agencies, healthcare providers, schools, or Head Start centers—can play a critical role in supporting implementation. Important questions to explore include:

- Are community organizations interested in hosting pop-up markets for their participants?
- Are they willing to assist with coordination, outreach, and logistics?
- Do they view food access as an important need among the populations they serve?

Outreach efforts may include emails, phone calls, virtual meetings, and in-person visits to introduce the project, share key information, and gather stakeholder feedback. These efforts can also help build statewide leadership buy-in, ensuring alignment, support, and coordinated engagement across key decision-makers. Providing a concise project overview along with an interest survey can help organizations better understand project goals, expectations, and opportunities for collaboration.

See [Appendix 2](#) for a sample overview document for community partner outreach.

A sample WIC & Senior Center Director Interest Survey is available [here](#).

Assess Participant Interest and Needs

Feedback from potential participants is equally important. Understanding the level of interest among community members can help strengthen partner engagement and shape market planning. Questions to explore include:

- Would participants use a pop-up market if it were offered at their location?
- What barriers currently limit their access to fresh produce?
- Which fruits and vegetables are most desired or culturally preferred?
- What days and times would be most convenient?

Participant surveys can also help demonstrate community demand to potential funders and organizational leadership. These survey tools can often be adapted for different populations, including families with young children, seniors, veterans, or public housing residents.

A sample WIC & Senior Participant Interest Survey is available [here](#).

Assess Farmer Interest and Capacity

Local farmers are essential partners in a pop-up market model. Early outreach can help determine whether farmers are interested and able to participate. Key questions include:

- Are farmers willing to provide a consistent variety of fresh produce?
- Can they supply some of the most requested fruits and vegetables?
- Are they willing and eligible to redeem FMNP/SFMNP vouchers?
- Do they have the staffing and transportation capacity needed to support market operations, or does the organization need to assist with staffing?

As with community partners, providing farmers with a brief overview document and interest survey can support recruitment and planning efforts.

See [Appendix 3](#) for an overview document that can be used for outreach to farmers.

A sample Farmer Interest Survey is available [here](#).

Assess Project Staffing Needs and Available Resources

Staffing needs will vary based on the scope of the project, including the number of communities served, participating partner organizations, length of project implementation, and frequency of pop-up markets. Organizations should carefully evaluate both current staff capacity and additional staffing needs.

Administrative Staff

Administrative staff may be responsible for:

- Managing grants, contracts, and project budgets
- Hiring, training, and supervising market staff
- Developing data collection and reporting systems
- Coordinating outreach and marketing efforts
- Maintaining communication with community partners and stakeholders



Pop-Up Market Staff

Market staff oversee day-to-day market operations, including:

- Coordinating produce pick-up and transportation
- Setting up and managing market displays
- Conducting food tastings or nutrition education activities
- Managing vouchers, cash sales, and sales tracking
- Building relationships with farmers and partner organizations

Adagio Health found success utilizing interns—particularly students studying nutrition, public health, or related fields—to support market operations. Organizations interested in this approach should research local internship programs early, as students often select placements well in advance.

⇒ **ADAPTATION NOTE — Staffing does not have to rely on interns**

Interns worked well for Adagio Health, but they require supervision capacity and align to an academic calendar that may not match your market season. Alternatives include:

- Existing staff whose roles are expanded seasonally, or cross-trained across several positions.
- Trained volunteers from partner organizations, faith communities, or Master Gardener and Extension programs.
- AmeriCorps or VISTA members, where available, for a longer service commitment.
- Partner-provided staff, where a host site contributes personnel as part of the MOU.

See [Appendix 4](#) for a sample job description for interns.

When evaluating staffing needs, organizations should consider existing staff workloads and expertise, transportation and scheduling demands, required training and supervision, and seasonal fluctuations in market activity.

Funding and Budget Considerations

Project costs will vary depending on project design and scale. In addition to staffing, organizations should anticipate expenses such as:

- Produce costs, particularly if the organization plans to reimburse farmers for unsold produce or supplement voucher purchases
- Transportation expenses, including vehicle use, mileage reimbursement, or fuel
- Marketing and outreach materials such as flyers, posters, and social media promotion
- Participant incentives, including reusable shopping bags or promotional items
- Equipment and storage supplies such as coolers, refrigerators, tents, or tables

A diversified funding strategy can improve both feasibility and long-term sustainability. Potential funding sources may include grants and foundation funding, corporate sponsorships, healthcare or community benefit investments, contributions from project partners, and in-kind support such as staffing, transportation, or storage space. Organizations should also consider sustainability early in the planning process and explore how the project might continue once initial grant funding ends.

⇒ **ADAPTATION NOTE — Your funding structure shapes what is possible**

Several features of the Adagio Health model—most notably reimbursing farmers for unsold produce—depended on flexible grant funding. If your funding is more restricted,

revisit those features early rather than assuming they carry over. The reconciliation section later in this toolkit describes lower-cost alternatives to the guaranteed-payment approach.

Are Pop-Up Farm Markets a Good Fit for Your Organization?

After reviewing mission alignment, community needs, partner interest, staffing capacity, and financial considerations, your organization will be better positioned to determine whether a pop-up farm market project is a good fit. If the decision is to move forward, the following sections can help guide implementation planning and operations.

If this model is not feasible for your organization at this time, consider opportunities to support food access efforts through partnerships with organizations already serving your target population. Even small collaborations can help strengthen community food security and improve access to healthy foods, such as volunteering at a local farm, farmers market, or food pantry.



See [Appendix 10](#) for a *Replication Readiness Checklist* to support this decision.

Developing and Implementing Your Pop-Up Farm Market Program

Once it is determined to move forward with project implementation, the following steps can help guide the successful development and implementation of a pop-up farm market program. Careful planning, clear communication, and consistent operational procedures will help ensure a smooth and sustainable process for staff, partners, farmers, and participants.

1. Determine Pop-Up Market Sites

Select market locations based on:

- Community needs assessment findings
- Commitment and capacity of community partners
- Interest and availability of participating farmers
- Staffing capacity and geographic reach of your organization

When selecting sites, consider factors such as accessibility, parking availability, participant traffic, transportation barriers, and proximity to populations experiencing food insecurity.

⇒ **ADAPTATION NOTE — Sites are not limited to WIC offices and senior centers**

Adagio Health anchored its markets at WIC offices and senior centers because it is a WIC agency. A replicating organization may have no WIC affiliation at all. Trusted, high-traffic sites that have worked for pop-up markets include community health clinics and healthcare facilities, food banks and pantries, community centers, libraries, public and senior housing, schools and Head Start centers, and places of worship.

2. Secure Memoranda of Understanding (MOUs) with Community Partners

Develop MOUs with participating community organizations to clearly define roles, responsibilities, and expectations. At a minimum, these agreements should outline:

- Responsibilities of both organizations
- Expectations for outreach and participant recruitment
- Site preparation needs (e.g., reserved parking spaces, tables, electricity, or indoor backup space)
- Procedures for handling and storing unsold produce
- Dates and times of pop-up markets
- Communication and coordination expectations
- Funding commitments, including payment schedules (if applicable)

A clear MOU helps ensure that all partners understand their responsibilities and supports stronger collaboration throughout the project.

3. Secure Agreements with Local Farmers

Agreements should also be developed with participating farmers to clarify expectations and operational procedures. Farmer agreements may include:

- Required and optional produce items
- Produce quality expectations
- Voucher redemption procedures
- Reimbursement policies for unsold produce (if applicable)
- Produce delivery or pick-up schedules
- Communication expectations and cancellation procedures

Strong farmer partnerships are essential to maintaining a reliable and appealing market experience for participants.

⇒ ADAPTATION NOTE — Choose the agreement format that fits your relationship

Choose an agreement format that fits the partnership structure, payment arrangements, and organizational requirements. Formal agreements may be appropriate when specific obligations or legal terms apply, while simpler collaboration agreements may work for shared commitments and expectations. Adapt language to your needs and seek legal review as appropriate.

See [Appendix 5](#) for a sample farmer agreement.

4. Clearly Define Staffing Plan

Outline roles for existing staff, or recruit and onboard the staff needed to support market coordination and operations. Depending on project size, staffing may include program coordinators, market managers, interns, volunteers, and outreach and education staff. As noted previously, relationships with colleges and universities should be developed early if interns will be utilized. Students in nutrition, public health, community health, or related fields may be strong candidates for these positions.



5. Create Standard Operating Procedures (SOPs)

Develop written SOPs for all market activities to support consistency, accountability, data management, and staff implementation procedures. At a minimum, SOPs should include guidance for:

- Produce pick-up and transportation
- Pricing and signage
- Produce preparation and display
- Market setup and teardown
- Food tastings and nutrition education activities
- Distribution of incentives or merchandise
- Sales tracking and data collection
- Handling vouchers and cash
- Storage or redistribution of leftover produce

Clearly documented procedures help ensure smooth implementation and make it easier to outline expectations for current staff while supporting the training of new staff and volunteers.

6. Develop Data Collection and Tracking Systems

Project success relies heavily on accurate data collection, management, and evaluation. Establish systems to track market operations and evaluate program outcomes. Data collection may include:

- Sales totals
- Voucher and cash usage
- Produce inventory and distribution
- Participant counts
- Types and quantities of produce sold or retained
- Farmer reimbursements

Sample tools may include order and inventory tracking sheets, pop-up market packing lists, daily sales tracking forms, and payment tracking sheets. Accurate and consistent data collection supports program evaluation, reporting requirements, and future funding opportunities.

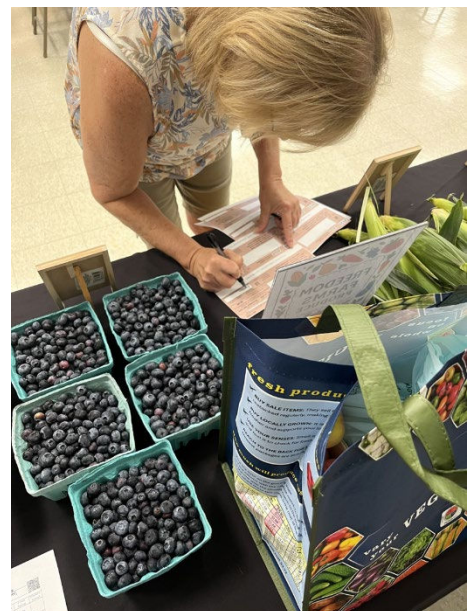
See [Appendix 6](#) for a sample packing checklist and [Appendix 7](#) for a sample sales sheet.

7. Establish Procedures for Voucher and Payment Reconciliation

At the conclusion of each pop-up market, all vouchers and cash collected should be returned to participating farmers according to established procedures.

Organizations should also:

- Calculate any reimbursement owed to farmers for produce not covered through voucher or cash sales
- Document reimbursements using standardized invoice templates
- Maintain secure procedures for recording, handling, storing, and transporting vouchers and cash



For EAT Farm Fresh PA, grant funds allowed Adagio Health to reimburse farmers for any unsold produce. Farmers frequently shared through surveys that this guaranteed-payment model provided valuable financial stability and reduced concerns about product loss. Careful planning helped ensure that produce orders closely matched anticipated demand. Any unsold produce was redistributed to food pantries located within WIC clinics or used for future food tastings and educational activities. Partner farmers received all vouchers redeemed at the market, and grant funding covered reimbursement for any produce that went unsold, ensuring farmers received predictable payment regardless of sales volume.

⇒ **ADAPTATION NOTE — The guaranteed-payment model is optional, not required**

Reimbursing farmers for unsold produce was possible because of flexible grant funding, and it was a major reason farmers valued the partnership. Organizations without this funding flexibility can still build strong farmer relationships using lower-cost approaches:

- Consignment: farmers are paid only for what sells, and reclaim or repurpose the rest.
- Farmer take-back: unsold produce returns with the farmer, who may sell it elsewhere.
- Pre-sale or pre-order: match orders to confirmed demand so little or nothing is left over.
- Food-bank purchase: partner with a food bank or pantry to buy surplus at or near cost.

Whichever approach you choose, state it plainly in the farmer agreement so expectations are clear from the start.

Voucher redemption and reimbursement procedures should be clearly outlined in the program's Standard Operating Procedures to ensure financial accountability and consistency across all market sites.

See [Appendix 8](#) for a sample invoice template.

Monitoring and Evaluating Your Program for Continuous Improvement

Ongoing monitoring and evaluation are essential to maintaining a successful pop-up farm market program and identifying opportunities for continuous improvement. Evaluation efforts should include both process evaluation and outcome evaluation measures to assess how the program is operating and the impact it is having on participants and communities.

Process Evaluation

A process evaluation focuses on documenting and assessing the services and activities provided through the program. This information can help organizations understand program reach, operational strengths, and areas needing adjustment. Key measures to track may include:

- Number of pop-up markets offered
- Market locations and sites served
- Neighborhoods and communities reached
- Community partners engaged
- Participating farmers providing produce

Collecting operational data consistently throughout the project can support reporting requirements, strengthen future funding applications, and guide program planning.

Gather Feedback from Participants, Staff, and Farmers

Regular feedback from participants, staff, community partners, and farmers is an important component of continuous quality improvement. Surveys, interviews, and informal conversations can help identify what participants and staff liked most, challenges experienced during implementation, suggestions for improving operations, and ideas for increasing participation and engagement.

Farmer feedback is particularly important and can often be gathered informally when vouchers and payments are returned following each market. These conversations can help strengthen farmer relationships and improve operational efficiency over time.

Sample feedback surveys available [here](#).



Outcome Evaluation

An outcome evaluation measures the changes that occur as a result of the program. Outcomes may be assessed through participant surveys, short onsite interviews, or observations conducted during pop-up markets. Potential outcomes to measure include changes in:

- Knowledge — understanding of how to prepare or use fresh produce, awareness of healthy eating practices and recipes, and familiarity with new fruits and vegetables
- Skills — improved confidence and ability to prepare fresh produce after attending demonstrations or tastings
- Attitudes and behaviors — greater willingness to try unfamiliar foods, increased interest in purchasing fresh produce, and improved healthy eating habits overall
- Access to healthy foods — increased access to affordable fresh produce that participants may not otherwise have been able to obtain

Common Challenges and Mitigation Strategies

Pop-up farm markets are flexible and adaptable, but they operate in real-world conditions where staffing, weather, farmer supply, and participant engagement can vary significantly.

Appendix 9 outlines common challenges encountered during implementation of EAT Farm Fresh PA and practical strategies to reduce risk and maintain program continuity.

Additional Program Metrics

Organizations may also benefit from tracking operational and marketing data over time to inform future planning and purchasing decisions. Examples include the number of vouchers or checks redeemed at each market, types and quantities of produce purchased, most popular produce items by season or location, attendance trends across market sites, and the impact of advertising and social media promotion on participation. Tracking these data points can help organizations improve produce ordering and inventory management, tailor marketing strategies, better understand participant preferences, and strengthen future funding proposals and sustainability planning.

Conclusion and Lessons Learned

Pop-up farm markets can be an effective strategy for improving access to fresh, healthy foods in communities experiencing food insecurity and limited produce access. By bringing locally grown produce directly to trusted community locations, organizations can help reduce barriers related to transportation, affordability, and convenience while also strengthening relationships between community members, service providers, and local farmers.

The experience of developing and implementing programs such as EAT Farm Fresh PA demonstrates that successful pop-up farm market projects require thoughtful planning, strong partnerships, consistent communication, and ongoing evaluation. Organizations considering this model should carefully assess mission alignment, community need, staffing capacity, funding sustainability, and partner readiness before moving forward. Throughout implementation, several important lessons emerged.

Strong Partnerships Are Essential

Community partners play a critical role in participant engagement, outreach, logistics, and trust-building. Programs are most successful when partners clearly understand their responsibilities and remain actively involved. Formal agreements and ongoing communication help strengthen collaboration and reduce confusion.

Community Input Improves Program Design

Participant surveys, conversations, and feedback are valuable in identifying preferred produce items, convenient market times, and barriers to participation. Programs that incorporate participant voices are better positioned to meet community needs and maintain engagement over time.

Farmer Relationships Require Ongoing Attention

Farmers are key stakeholders whose participation depends on clear expectations, reliable communication, and fair reimbursement practices. Flexible problem-solving and consistent support help maintain strong farmer partnerships and improve long-term sustainability.



Staffing and Operations Require Significant Coordination

Even smaller pop-up market programs require substantial planning and operational oversight, including transportation coordination, inventory management, setup and teardown, participant engagement, financial tracking, and reporting. Standard operating procedures and staff training are essential for consistency and efficiency.

Data Collection Supports Sustainability

Tracking participation, sales, produce distribution, and program outcomes provides important information for decision-making, reporting, and future funding. Both process and outcome evaluations help organizations identify strengths, address challenges, and demonstrate community impact.

Flexibility Is Critical

Community needs, produce availability, weather, staffing challenges, and participant attendance can vary significantly. Organizations that remain adaptable and responsive are better able to sustain successful programs.

Nutrition Education Enhances Impact

Food tastings, recipes, demonstrations, and educational materials help participants feel more confident preparing and using fresh produce, increasing willingness to try new foods and supporting healthier eating behaviors.

Sustainability Planning Should Begin Early

Programs supported by grant funding should consider long-term sustainability from the beginning. Diversified funding sources, in-kind contributions, strong community partnerships, and integration into existing services can help support continuation beyond initial funding periods.

Final Thoughts

Pop-up farm markets are more than produce distribution events—they are opportunities to improve food access, support local agriculture, strengthen community partnerships, and promote healthier lifestyles. While implementation requires careful coordination and sustained effort, the potential benefits for participants and communities can be significant.

Organizations that approach this work with strong planning, collaboration, and a commitment to continuous improvement can create programs that not only increase access to healthy foods, but also foster greater community connection, dignity, and wellness. Although every community is unique, the principles and practices described in this toolkit can be adapted to create effective, community-centered strategies that increase access to fresh produce, strengthen local food systems, and support healthier communities across Pennsylvania and beyond.

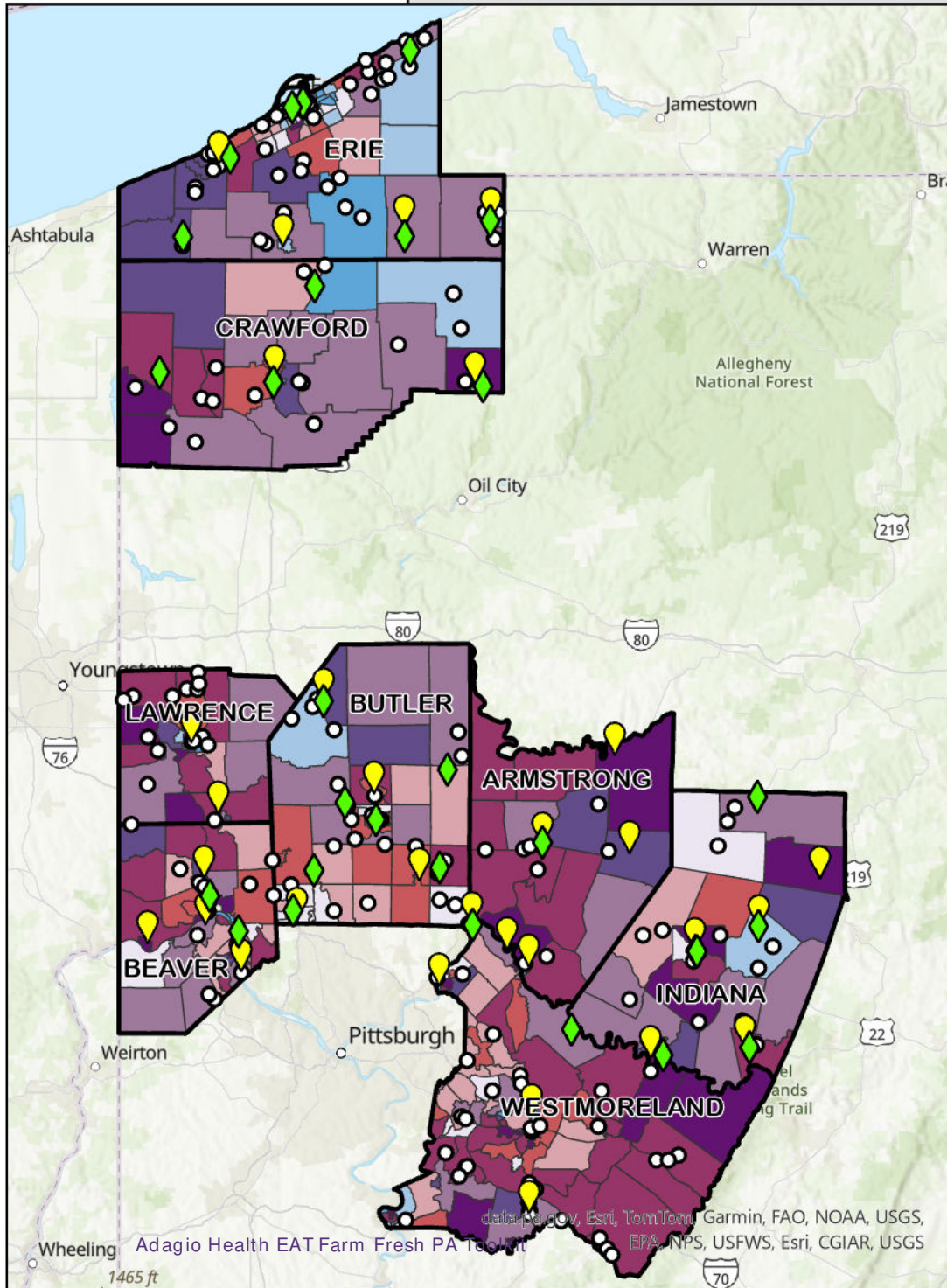
Appendix

The following templates, sample documents, and planning tools are provided to support adaptation and implementation. Each is designed to be modified to fit your organization's context.

- [Appendix 1](#): Sample mapping
- [Appendix 2](#): Sample outreach to community partners
- [Appendix 3](#): Sample outreach to farmers
- [Appendix 4](#): Sample job description for interns
- [Appendix 5](#): Sample farmer agreement
- [Appendix 6](#): Sample packing checklist
- [Appendix 7](#): Sample sales sheet
- [Appendix 8](#): Sample invoice template
- [Appendix 9](#): Common challenges and mitigation strategies
- [Appendix 10](#): Sample replication readiness checklist
- [Appendix 11](#): Sample program timeline
- [Appendix 12](#): Sample program logic model

APPENDIX

Adagio Health Farm Fresh

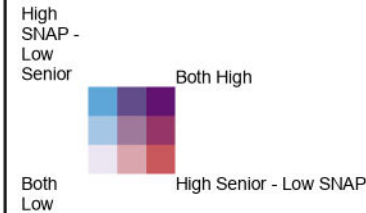


Farm Fresh Locations

- Green Diamond: Farm Fresh Senior Pop-Up Markets
- Yellow Diamond: Farm Fresh WIC Pop-Up Markets
- White Circle: Existing FMNP Farm Markets/ Stands

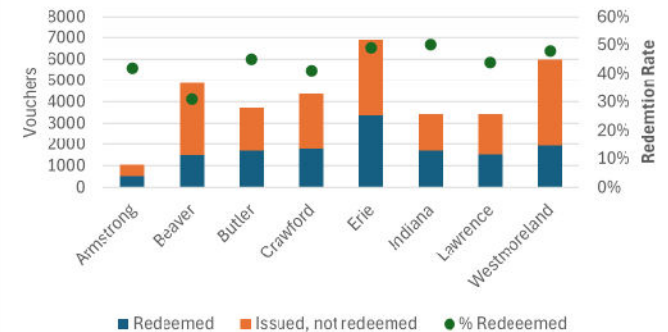
Food Access Research Atlas SNAP/ Senior Matrix

- Light Blue: Percent Population SNAP and Low Access
- Light Red: Percent Population Senior and Low Access

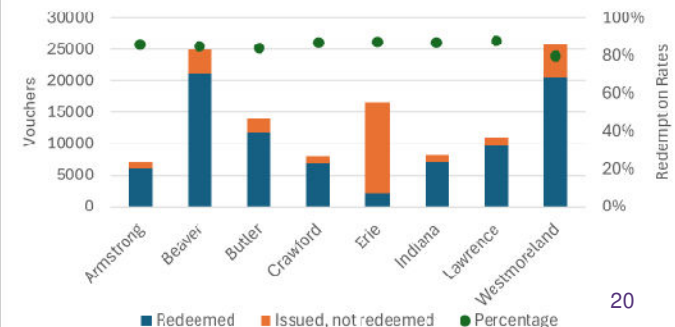


Food Atlas Research Atlas Matrix Explanation: Darker shades indicate higher percentages of housing units receiving SNAP benefits and/or of tract population who are age 65 or older located more than one-half mile from the nearest supermarket, supercenter, or large grocery store by census tract. Purple shades indicate high levels of both populations in these tracts.

In 2023 across 8 counties, WIC redemption rates ranged between 31 % and 50%.



In 2023, across 8 counties, Senior redemption rates ranged between 80% and 87%.



Appendix 2: Community Partner Outreach Example

We're excited to share that Adagio Health is partnering with local farmers to enhance the Farmers Market Nutrition Program (FMNP) and Senior Farmers Market Nutrition Program (SFMNP) this summer. These initiatives extend checks to WIC participants and low-income seniors, enabling them to purchase locally grown fresh fruits and vegetables from June 1 to November 30 at nearby farmers' markets.

At Adagio Health, our goal is to increase redemption rates, benefiting both program participants and farmers. By collaborating with approved local farmers, we're ensuring that eligible WIC participants and seniors in Pennsylvania have access to nutritious, unprepared produce, thereby promoting healthy eating habits and supporting our local agriculture industry.

In addition to our ongoing efforts, we're pleased to announce the continuation of our pop-up farmers markets at our five WIC offices and local senior centers. These markets serve as a solution to common barriers such as lack of time and transportation. Each month, these markets will highlight a different farm, offering a diverse selection of produce to our community.

We invite you to join us in our efforts to promote healthy eating and sustain our local agriculture industry.

Appendix 3: Farmer Outreach Example

We're excited to invite you to be a part of our Farm Fresh Program this summer! Our goal is to continue our efforts to boost the redemption of Farmer Market Nutrition Project (FMNP) and Senior Farmers Market Nutrition Program (SFMNP) checks used by WIC participants and seniors to purchase fresh, local produce from June to November.

Here's the plan: each of our WIC offices is organizing office-based markets where local produce will be available for participants. We'll be featuring a different farm as the provider of produce at these pop-up markets every month.

We'd love for your farm to be one of our featured providers!

To make things even more convenient for you, Adagio Health will be there to assist by picking up produce from your farm to stock these pop-up markets. And any produce that remains unsold will be bought by us for distribution to co-located food pantries.

By joining us in this initiative, you'll not only be helping to enhance access to fresh produce for WIC participants and seniors but also supporting local farmers like yourself and making a positive impact on food insecurity in our communities.

We can't wait to work together and make a difference! Let us know if you're interested and we can provide more details.

Appendix 4: Farmer Market Intern Job Description Example

Do you have a passion for community-based engagement and education? Are you pursuing a career in Nutrition, Agriculture, or Public Health? Come and join the [INSERT ORGANIZATION] team as a Nutrition Intern. As an intern, you will support projects related to Nutrition & Education Programs, including implementing the Farm Fresh - Farmers Market Nutrition Program Promotion project. The project is part of a larger initiative, which aims to increase the redemption of FMNP benefits at farmers markets. You will participate in pop-up markets at WIC/Senior Center sites and promote FMNP benefits among Senior and WIC participants through food demonstrations, tastings, and educational materials.

Where Will You Work

The Nutrition Intern will be based in the [INSERT LOCATION] and will regularly travel to operate pop-up markets at partnering WIC and/or Senior Centers.

Daily Duties:

- Find local produce suppliers for pop-up farmers' markets
- Build and maintain relationships with local farmers and markets
- Schedule and organize pop-up market events and produce pick-up times
- Run the pop-up markets, manage inventory, prepare food tastings, and track payments
- Collect data required for funding compliance and internal evaluations
- Assist customers with FMNP benefits, eligible produce, and redemption locations
- Provide nutrition education to FMNP recipients at senior centers and WIC clinics.

What We Expect:

- A background in agriculture, nutrition, dietetics, or public health
- Displaying teamwork and collaboration while effectively working independently
- Ability to execute tasks, adhere to established guidelines and processes
- Skills in project management and tracking process flow
- Strong written and oral communication
- Advanced-level skills with Microsoft Office
- Maintain professional conduct and presentation

What You Will Receive:

- [INSERT WADGE]
- A fantastic summer position that will last from [INSERT DATES]
- Part-time hours; 3-4 days/week (each shift approximately 6 hours)

Important Note: Intern positions do not include benefits and are not eligible for paid leave, paid holidays, retirement, and/or any insurance. This position requires completing pre-employment background checks, including but not limited to drug testing, criminal background, and child abuse history.

MEMORANDUM OF UNDERSTANDING

BETWEEN
[INSERT FARM NAME]
AND
[INSERT ORGANIZATION NAME]

This Memorandum of Understanding ("MOU") is entered into as of **[DATE]**, by and between:

[INSERT FARM NAME], located at **[FARM ADDRESS]**, hereinafter referred to as "Farmer,"

and **[INSERT ORGANIZATION NAME]**, located at [ORGANIZATION ADDRESS], hereinafter referred to as [Organization].

Collectively referred to herein as the "Parties."

1. Purpose

The purpose of this MOU is to establish a collaborative relationship between the Parties for the provision and distribution of fresh produce through pop-up farmers markets and food assistance initiatives operated by [Organization].

2. Term and Termination

This MOU shall commence on **[DATE]** and shall remain in effect on a continuing basis until terminated by either Party upon sixty (60) days' prior written notice to the other Party.

Either Party may terminate this MOU immediately upon written notice if the other Party materially breaches any term of this MOU.

3. Responsibilities of the Farmer

The Farmer agrees to:

1. Provide fresh produce to [Organization] for use at designated [Organization] locations on a mutually agreed upon weekly schedule for pop-up farmers markets.
2. Supply [Organization] with a detailed cost breakdown for all produce provided for distribution.
3. Deliver produce in accordance with mutually agreed scheduling, quality, and quantity expectations.

4. Responsibilities of [Organization]

[Organization] agrees to:

1. Distribute produce to patrons in exchange for Farmers Market Nutrition Program (FMNP) checks in predetermined denominations and/or cash payments.
2. Provide FMNP checks and cash payments to the Farmer according to a mutually agreed upon payment schedule.
3. Purchase additional produce, as needed, for use in [Organization] food cupboards and related programming.
4. Submit payment to the Farmer upon receipt and approval of invoices that comply with [Organization] invoicing standards.

5. Indemnification

Each Party agrees to indemnify, defend, and hold harmless the other Party, including its officers, employees, agents, and representatives, from and against any and all claims, liabilities, losses, damages, costs, and expenses, including reasonable attorneys' fees, settlement costs, and governmental investigations arising out of or related to the services provided under this MOU, except to the extent caused by the negligence or willful misconduct of the indemnified Party.

6. Nature of Agreement

This MOU reflects the good-faith intentions of the Parties to collaborate in support of community nutrition and produce distribution efforts. Except for provisions relating to indemnification, confidentiality (if added), and payment obligations, this MOU is intended to serve as a statement of mutual understanding and does not create a legally binding partnership or joint venture.

7. Entire Understanding

This MOU constitutes the entire understanding between the Parties concerning the subject matter herein and may be amended only in writing signed by both Parties.

SIGNATURES

IN WITNESS WHEREOF, the Parties hereto have executed this Memorandum of Understanding as of the date first written above.

FARMER

[ORGANIZATION]

[INSERT FARM NAME]

[INSERT ORGANIZATION NAME]

Name: _____

Name: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Farmer Market Pop-Up Packing List	
Check	Items
☐	Long table (check with host center before packing)
☐	Chairs (optional)
☐	Tablecloth (black F/V logo)
☐	Pop-up tent (if outside)
☐	Baskets/crates for display (optional)
☐	Produce containers
☐	Bags
☐	Cutting boards
☐	Kids bingo cards
☐	White board or something to display pricing
☐	Dry erase markers
☐	Daily Sales Sheet - Printed
☐	FMNP promotional flyers for each site
☐	Farmers Market sign (indoor or outdoors)
☐	Farmers Market Flag/ Banner
☐	Cash Box
☐	Bank bag (or equivalent) for checks
☐	Recipe Cards
☐	Donation Receipts
☐	Cutting board for tastings
☐	Sharp Knife
☐	2 oz portion cups for tastings
☐	Gloves
☐	Hand sanitizer
☐	Paper towels/ Napkins
☐	Educational materials as available

FMNP Promotion Payment Tracking

Name: _____

Date: _____

FMNP Sales							
	Item(s)	# Checks	Transaction Value (# Checks x \$10)	Household Size	# Bags	# Food Tastings	Entered in Survey?
1			\$				
2			\$				
3			\$				
4			\$				
5			\$				
6			\$				
7			\$				
8			\$				
9			\$				
10			\$				
11			\$				
12			\$				
13			\$				
14			\$				
Totals			\$				

Cash Sales								
	Item(s)	Value	Total Paid	Donation (Total Paid - Value)	Household Size	# Bags	# Food Tastings	Entered in Survey?
1		\$	\$	\$				
2		\$	\$	\$				
3		\$	\$	\$				
4		\$	\$	\$				
5		\$	\$	\$				
6		\$	\$	\$				
Totals		\$	\$	\$				

Farmer's Market Nutrition Program (FMNP) Promotion

Vendor Name: _____
Address: _____
Phone Number: _____

INVOICE

Bill To: _____ **Date** _____

Invoice # 1

Produce		
	Date	
	Date	
	Date	
	Date	
FMNP Value		
	Total	\$0.00
	Date	-
	Date	-
	Date	-
	Date	-
	Total	\$0.00
Cash Value		
	Date	-
	Date	-
	Date	-
	Date	-
		-
	Total	\$0.00
Remaining Balance Due to Farmer		\$0.00

Farmers Signature- _____
Employee Signature- _____

Appendix 9: Common Challenges and Mitigation Strategies

Challenge	Mitigation Strategies
Farmer Availability and Supply Variability	
Farmers cancel due to weather, labor shortages, or competing markets	Maintain a backup farmer roster with at least 2–3 alternates per market season. Develop a shared calendar with farmers early and confirm availability weekly during peak season.
Inconsistent or limited produce availability	Encourage diverse crop planning across participating farms. Prioritize recruitment of farmers with complementary growing schedules.
Farmers unfamiliar with direct-to-consumer or voucher systems	Provide simple onboarding materials, sample transactions, and a designated staff contact for troubleshooting during markets.
Low Participant Attendance	
Poor turnout at market sites	Increase outreach through trusted messengers (WIC staff, senior centers, community health workers). Conduct reminders 24–48 hours before markets via text or flyers.
Market location not convenient	Reassess siting using foot traffic, transit access, and co-location with existing services (clinics, food pantries, senior housing).
Lack of awareness of the program	Use multi-channel outreach: printed flyers, social media, partner newsletters, and in-person tabling at partner sites.
Weather and Environmental Disruptions	
Rain, heat, or unsafe outdoor conditions reduce attendance or cancel markets	Identify pre-approved backup indoor locations. Communicate cancellation protocols clearly to participants.
Seasonal extremes impact produce availability or attendance	Adjust market schedule seasonally and consider earlier/later market hours during extreme heat.
Staffing Constraints	
Insufficient staff to run markets consistently	Cross-train multiple staff members to ensure redundant coverage. Develop volunteer pools for low-risk tasks (setup, outreach).
Staff burnout during peak season	Rotate responsibilities (setup, market lead, data entry). Build in planned recovery weeks or lighter schedules mid-season.
Staff turnover mid-program	Maintain standard operating procedures (SOPs) and onboarding guides so new staff can quickly step in.

Voucher Redemption and Participant Engagement	
Low redemption of produce vouchers	Increase on-site education and prompts at time of distribution. Simplify redemption process as much as possible.
Participants unsure how to use unfamiliar produce	Provide simple recipe cards, cooking demos, or tastings at markets.
Participants forget or lose vouchers	Consider digital tracking systems or reminder systems through partner organizations.
Partner Coordination Challenges	
Misalignment between partner expectations	Establish clear Memoranda of Understanding (MOUs) outlining roles, responsibilities, and communication protocols.
Communication breakdown between partners	Schedule regular check-in calls (biweekly or monthly) during the active season.
Competing priorities among partner organizations	Align program goals with partner mission areas (food access, chronic disease prevention, senior services) to maintain engagement.
Data Collection and Evaluation Gaps	
Incomplete or inconsistent data collection at markets	Use a single standardized sales/tracking form at every site and train all staff and volunteers on it before the season. Assign one person per market to own data capture, and reconcile forms the same day while details are fresh. Where possible, move to a simple digital form to reduce transcription errors.
Low participant survey response rates	Keep surveys short and offer them at the point of distribution rather than afterward. Provide a verbal or assisted option for participants with literacy, language, or vision barriers, and consider a small incentive (such as a reusable bag or recipe card). Partner staff can help collect responses as part of an existing appointment.
Difficulty tracking repeat participation	Use a low-barrier identifier that does not require personal information, such as a simple check-in list, a punch card, or a first-name/first-visit tally. Coordinate with host-site staff who already see participants regularly, and review attendance trends across dates rather than trying to identify individuals.

Appendix 10: Replication Readiness Checklist (EAT Farm Fresh PA Model)

This checklist helps organizations assess whether they are ready to successfully implement a pop-up farm market or similar food access program. It is designed as a practical pre-launch tool for planning, funding applications, and internal decision-making.

Section	Readiness Criteria
1. Mission & Program Alignment	☐ Organizational mission aligns with food access, nutrition, or community health goals ☐ Leadership supports implementation of a food distribution or market-based program ☐ Program aligns with existing services or strategic priorities ☐ Target populations are clearly identified (e.g., SNAP participants, WIC families, seniors)
2. Community Need & Site Feasibility	☐ Community food access gaps have been identified through a formal or informal assessment ☐ Priority neighborhoods or populations have been defined ☐ At least 1–3 potential market locations have been identified ☐ Sites are accessible and appropriate (transportation, walkability, safety, ADA considerations) ☐ Site partners are willing to collaborate (e.g., WIC offices, senior centers, clinics, faith-based organizations) ☐ Community members have been engaged or consulted during planning
3. Farmer & Food Supply Capacity	☐ At least 1–3 local farmers or vendors have expressed interest ☐ Farmers can provide consistent seasonal produce supply ☐ Pricing, reimbursement, or payment structures have been discussed ☐ Backup farmer/vendor options have been identified ☐ Local agricultural seasonality and supply limitations are understood ☐ Food safety and handling expectations have been established
4. Partnerships & Stakeholder Support	☐ At least one anchor partner site has been secured (e.g., WIC office, senior center, clinic) ☐ Community-based organizations are engaged to support outreach and participation ☐ Partner roles and responsibilities are clearly defined ☐ MOUs or letters of support are completed or in progress ☐ Partner communication plan is established, including meeting schedules, contacts, and escalation procedures
5. Staffing & Operational Capacity	☐ Program lead or coordinator has been identified ☐ Staff or volunteers are available for market setup, operations, and breakdown ☐ Staff capacity includes outreach, logistics, and basic data collection responsibilities ☐ Cross-training plan exists to support staff coverage

Section	Readiness Criteria
	☐ Planning and market-day time commitments are realistic within current staffing capacity
6. Funding & Financial Readiness	☐ Initial funding source has been identified (grant, foundation, public health funding, etc.) ☐ Preliminary startup and operating budget has been developed ☐ Funding covers key expenses, including staffing, produce, equipment, and transportation ☐ Contingency funding (10–15%) has been considered ☐ Sustainability plan extends beyond the initial funding period ☐ Farmer reimbursement/payment process has been defined
7. Infrastructure & Logistics	☐ Market equipment has been identified or secured (tables, tents, signage, supplies) ☐ Transportation plan for produce and supplies is established ☐ Equipment storage plan is in place ☐ Weather contingency plan has been developed (indoor backup locations or cancellation procedures) ☐ Market setup and breakdown procedures are defined ☐ Safety and compliance requirements have been addressed
8. Data, Evaluation & Accountability	☐ Core data measures have been identified (attendance, produce distribution, voucher use) ☐ Data collection method has been selected (paper-based or digital) ☐ Staff responsibilities for data collection are assigned ☐ Participant feedback process has been planned (surveys, interviews, focus groups) ☐ Evaluation support or partner has been identified (if applicable) ☐ Funder reporting requirements are understood
9. Outreach & Community Engagement	☐ Outreach strategy has been developed (flyers, social media, partner referrals, community announcements) ☐ Trusted community messengers have been identified (WIC staff, community health workers, senior center staff) ☐ Marketing materials have been drafted or planned ☐ Multilingual and culturally appropriate outreach strategies have been considered ☐ Launch communication timeline has been established, including pre-launch promotion and ongoing reminders
10. Risk Preparedness & Flexibility	☐ Backup farmers/vendors have been identified ☐ Backup market locations have been identified ☐ Staffing backup plan is available ☐ Risk mitigation strategies have been documented (weather, attendance, supply disruptions)

Section	Readiness Criteria
	☐ Decision-making procedures for cancellations or operational changes are established

Readiness Assessment Summary

Readiness Area	Status	Notes / Action Items
Mission & Program Alignment	☐ Ready ☐ In Progress ☐ Needs Attention	
Community Need & Site Feasibility	☐ Ready ☐ In Progress ☐ Needs Attention	
Farmer & Food Supply Capacity	☐ Ready ☐ In Progress ☐ Needs Attention	
Partnerships & Stakeholder Support	☐ Ready ☐ In Progress ☐ Needs Attention	
Staffing & Operational Capacity	☐ Ready ☐ In Progress ☐ Needs Attention	
Funding & Financial Readiness	☐ Ready ☐ In Progress ☐ Needs Attention	
Infrastructure & Logistics	☐ Ready ☐ In Progress ☐ Needs Attention	
Data, Evaluation & Accountability	☐ Ready ☐ In Progress ☐ Needs Attention	
Outreach & Community Engagement	☐ Ready ☐ In Progress ☐ Needs Attention	
Risk Preparedness & Flexibility	☐ Ready ☐ In Progress ☐ Needs Attention	

Appendix 11: Sample Project Timeline (12-Month Implementation Cycle)

This timeline outlines a typical sequence for planning, launching, and operating a pop-up farm market program. It can be adjusted for shorter (6–9 month) or multi-year funding cycles.

Timeline	Phase & Primary Focus	Key Activities	Deliverables
Months 1–2	Planning & Foundation Building Focus: Program design, partnerships, and funding alignment	- Finalize program goals, scope, and target populations - Confirm lead organization and staffing structure - Identify and secure initial funding sources - Initiate outreach to key community partners (WIC offices, senior centers, clinics, food banks) - Conduct preliminary community needs assessment (if needed) - Develop initial program workplan and budget - Identify potential market locations	- Approved project workplan - Preliminary partner list - Draft budget - Initial market site shortlist
Months 3–4	Partner & Farmer Recruitment Focus: Building the operational network	- Formalize partnerships through MOUs or letters of commitment - Recruit participating farmers and vendors - Establish farmer participation guidelines and pricing structure - Confirm priority market sites and schedules - Develop program policies for vouchers, payment systems, and market operations - Begin coordinated outreach planning with partners	- Signed partner agreements (MOUs) - Farmer/vendor roster - Confirmed pilot market sites - Draft program policies
Months 5–6	Systems Development & Logistics Setup Focus: Preparing for operational launch	- Develop standard operating procedures (SOPs) for market operations - Finalize voucher or incentive distribution systems (if applicable) - Purchase or secure equipment (tables, tents, signage, supplies) - Establish participant and program data collection tools - Develop outreach materials (flyers, social media content, partner toolkits) - Train staff and volunteers - Confirm pilot market calendar	- SOP manual - Outreach toolkit - Data collection system - Finalized market calendar
Months 7–9	Pilot Launch Phase Focus: Testing, learning, and refining the model	- Launch initial pop-up farm markets - Conduct weekly or biweekly markets based on program design - Distribute vouchers and/or track benefit utilization - Collect participant and farmer feedback - Monitor attendance, redemption rates, and operational challenges - Adjust site operations based on feedback	- Pilot market implementation data - Participant feedback summaries - Operational adjustment log

Timeline	Phase & Primary Focus	Key Activities	Deliverables
		• Strengthen outreach strategies as needed • Conduct regular partner check-in meetings	
Months 10–11	Full Implementation & Optimization Focus: Scaling and stabilizing operations	• Expand to full planned number of market sites (if piloted initially) • Optimize scheduling, staffing, and logistics • Increase outreach at underperforming sites • Strengthen nutrition education components (recipes, demonstrations, tastings) • Continue routine data collection and reporting • Develop sustainability and continuation strategies	• Stabilized multi-site operations • Mid-year performance report • Draft sustainability plan
Month 12	Evaluation & Planning for Next Cycle Focus: Evaluation, reporting, and sustainability planning	• Conduct comprehensive program evaluation (quantitative and qualitative) • Analyze participation, voucher redemption, and produce distribution data • Collect partner and participant feedback • Prepare funder reports and program summaries • Review successes, challenges, and lessons learned • Refine program model for future cycles or expansion • Develop next-year funding applications	• Final evaluation report • Funder reports • Updated implementation model • Next-cycle funding plan

Appendix 12: Program Logic Model

The logic model below illustrates how EAT Farm Fresh PA translates resources into activities, outputs, and measurable outcomes. It is designed to support replication, grant applications, and evaluation planning by clearly linking program inputs to short-, intermediate-, and long-term impacts.

This model can be adapted by implementing organizations based on local context, funding structure, and partner capacity.

Component	Description	Key Elements / Indicators
Inputs (Resources Required)	Foundational resources needed to implement and sustain the program.	Staffing: Program coordinator, market staff, outreach staff, evaluation/data support Funding: Public health grants, USDA funding, foundation support, healthcare partners, sponsorships Farmers/Vendors: Local small- to mid-scale farmers, produce vendors, farm cooperatives Partners: WIC offices, senior centers, healthcare systems, food banks, community-based organizations Infrastructure: Indoor/outdoor market sites, tents, tables, signage, refrigeration (if available) Supplies: Produce displays, voucher systems, bags, tracking tools Technology: Data collection tools, tablets, mapping/GIS tools Transportation: Produce delivery vehicles, staff travel support, farmer transportation assistance
Activities (What the Program Does)	Core actions implemented to deliver farm market access, education, and community engagement.	Farmer Engagement: Recruit farmers and coordinate participation schedules Market Operations: Host recurring pop-up farm markets at community locations Food Access Support: Distribute vouchers and accept FMNP/SFMNP benefits Nutrition Education: Provide recipes, demonstrations, tastings, and food preparation guidance Outreach & Promotion: Conduct partner outreach, distribute materials, and promote markets Data Collection: Track attendance, voucher redemption, and participant feedback Partner Coordination: Maintain agreements, communication, and shared schedules

Component	Description	Key Elements / Indicators
		Site Management: Secure locations and manage market logistics
Outputs (Direct Results)	Immediate and measurable products generated through program activities.	Market Delivery: Number of pop-up markets held Participation: Number of unique participants served Reach: Number of households engaged Farmer Engagement: Number of participating farmers/vendors Voucher Utilization: Number and value of vouchers redeemed Education: Number of nutrition education activities delivered Partnerships: Number of active community partner sites Outreach: Number of outreach events and materials distributed
Short-Term Outcomes (0–6 Months)	Immediate improvements in awareness, access, and participant behaviors.	Food Access: Increased reported access to fresh fruits and vegetables Awareness: Increased awareness of local food resources and farmers markets Behavior Change: Increased willingness to purchase and prepare fresh produce Engagement: Increased participation in recurring markets Benefit Utilization: Increased use of food assistance benefits at markets
Intermediate Outcomes (6–24 Months)	Sustained changes in participant behaviors, economic outcomes, and community systems.	Dietary Behavior: Increased fruit and vegetable consumption Food Security: Reduced household food insecurity Economic Impact: Increased revenue opportunities for local farmers Program Retention: Increased repeat participation Community Integration: Greater integration of markets into WIC, senior centers, clinics, and community services
Long-Term Outcomes (2+ Years)	Broader health, food system, and equity impacts resulting from sustained implementation.	Public Health: Improved nutrition-related health indicators and reduced diet-related chronic disease risk factors Food System Resilience: Stronger local food production and distribution networks Health Equity: Reduced disparities in access to healthy foods Sustainability: Stable, diversified funding supporting ongoing operations Institutionalization: Pop-up markets embedded within community infrastructure and partner programming

SURVEYS



FMNP Adagio Health WIC & Senior Director Interest Survey

Eat Farm Fresh PA Overview:

Adagio Health is collaborating with local farmers to bring fresh local PA grown produce to Farmers Market Nutrition Program (FMNP) recipients including WIC participants and eligible seniors. A major barrier to FMNP utilization for recipients is lack of time and/or transportation to visit farmers markets. Our goal is to remove that barrier by offering “pop-up” farmers markets at WIC offices and senior centers, so participants can receive their FMNP benefits at a regularly scheduled appointment/time and use them during that same visit. Adagio Health staff order, pick up, and redistribute fresh local produce bringing it right to your clients! All endorsed FMNP checks are returned to the farmer for redemption. If you are interested and have the capacity, we would love to partner with you as a location for our pop-up market!

* 1. Please share some demographic information:

Name:

Organization:

* 2. What organization are you with?(Please check all that apply)

- ☐ WIC office
☐ Senior center

3. What are your current efforts to promote FMNP?

4. What barriers have you encountered related to the utilization and redemption of FMNP checks?

5. Please provide your feedback on the following statements:

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I have the staff capacity to organize and coordinate a pop up market in our WIC offices or senior center.	☐	☐	☐	☐	☐
I have worked with local farmers in our area previously.	☐	☐	☐	☐	☐
I am interested in expanding FMNP participation and redemption for our WIC or senior participants.	☐	☐	☐	☐	☐
I am interested in replicating this program for my organization.	☐	☐	☐	☐	☐

6. What concerns or reservations do you have about participating in a program like Farm Fresh?

7. Any additional thoughts, comments, or concerns you'd like to share?



FMNP Adagio Health WIC & Senior Participant Interest Surveys

Adagio Health is collaborating with local farmers to bring fresh local PA grown produce to your WIC office or senior center. A major barrier to using Farmers Market Nutrition Program (FMNP) checks is lack of time and/or transportation to visit farmers markets. Our goal is to remove that barrier by offering “pop-up” farmers markets at your WIC office or senior center, so you can use your checks the same day you visit. Adagio Health staff order, pick up, and redistribute fresh local produce bringing it right to you! All endorsed FMNP checks are returned to the farmer for redemption.

1. Which county do you live in?

☐ Allegheny

☐ Butler

☐ Indiana

☐ Armstrong

☐ Crawford

☐ Lawrence

☐ Beaver

☐ Erie

☐ Westmoreland

☐ Other (please specify)

2. Check all items below that represent you and your household:

☐ Caretaker/parent of one or more children under the age of 5

☐ Pregnant woman

☐ Senior—65 years or older

☐ Racial or ethnic minority

☐ Veteran

3. Do you participate in FMNP and receive checks from your local WIC or Senior Center?

☐ Yes

☐ No

☐ Unsure

4. Please rate your level of agreement to the following statements:

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
It is difficult for me to use all my Farmer Market checks.	☐	☐	☐	☐	☐
I would be interested in using my Farmer Market checks at a pop-up market at the WIC office or Senior Center.	☐	☐	☐	☐	☐
Using my Farmer Market checks at a pop-up market at the WIC office or Senior Center would save me time and travel.	☐	☐	☐	☐	☐

5. Below are some barriers that people may experience using their Farmer Market checks. Check all that apply to you.

- ☐ There are no Farmers or Markets that accept FMNP checks that are close to me.
- ☐ I do not have transportation to get to a farmer or market.
- ☐ I do not have the time to go to a farmer or market.
- ☐ I don't know where I can use them.
- ☐ The check value is too much for me to spend.
- ☐ The check value is not enough to be worth a trip to a farm or farmer market.
- ☐ I don't have the support needed to use fresh fruits and vegetables.
- ☐ These do not apply to me. It is NOT difficult for me to use all of my FMNP checks.
- ☐ Other (please specify)

6. What if anything would prevent you from participating in a AH Farm Fresh pop-up market at your WIC office or Senior Center?

7. Any additional thoughts, comments or concerns you'd like to share?

* 8. The survey is complete please select yes.

- ☐ Yes



FMNP Farmer Interest Survey

Adagio Health is collaborating with local farmers to bring fresh local PA grown produce to Farmers Market Nutrition Program (FMNP) recipients including WIC participants and eligible seniors. A major barrier to FMNP utilization for recipients is lack of time and/or transportation to visit farmers markets. Our goal is to remove that barrier by offering “pop-up” farmers markets at WIC offices and senior centers, so participants can receive their FMNP benefits at a regularly scheduled appointment/time and use them during that same visit. Adagio Health staff order, pick up, and redistribute your fresh produce for you! All endorsed FMNP checks are returned to the farmer for redemption. If you are interested and have the capacity, we would love to partner with you as a vendor for our pop-up market! Please take three minutes to complete this short survey as you consider participating in this program.

* 1. Name and Farm you are completing this for:

Name:

Farm:

2. Does your farm participate in the PA Department of Agriculture Farmers Market Nutrition Programs?

☐ Yes

☐ No

3. I would like an Adagio Health staff member to reach out to me with more details.

☐ Yes

☐ No

4. Contact information(phone/email):

* 5. Survey is complete please select yes

☐ Yes

6. What barriers have you encountered related to the utilization and redemption of FMNP checks?

7. What concerns or reservations do you have about participating in a program like Farm Fresh?

8. I am interested in participating as a grower in Farm Fresh.

- ☐ Yes
- ☐ No
- ☐ Unsure

9. Any additional thoughts, comments, or concerns you'd like to share?

* 10. Survey is complete please select yes:

- ☐ Yes

11. I would like an Adagio Health staff member to reach out to me with more details.

- ☐ Yes
- ☐ No

12. Any additional thoughts, comments, or concerns you'd like to share?

* 13. Survey is complete please select yes:

- ☐ Yes

14. Contact information (phone or email)

15. Any additional thoughts, comments, or concerns you'd like to share?



FMNP Farmer Post Feedback Survey

This survey is for growers who have participated in Farm Fresh previously and the answers will be used to inform program planning. When completing this short survey, please think back to this past season in which you participated in the Adagio Health Farm Fresh Project. Your answers are confidential and will be grouped with other growers' answers when reported. Any questions, please contact the Adagio Health Nutrition Operations Manager at 412-253-8165. Thanks for taking 5 minutes to complete our survey.

1. Zip code for your farm

2. County of your farm

3. Please check all the years you have participated in the Adagio Health Farm Fresh project (AH Farm Fresh).

- ☐ 2025
- ☐ 2024
- ☐ 2023
- ☐ 2022

4. How many years have you been a farmer?

- ☐ Less than 5
- ☐ 5-10 years
- ☐ 11-20 years
- ☐ 21 or more years

5. Check all items below that represent you and your farm.

- ☐ Women-owner
- ☐ Veteran-owner
- ☐ Racial or ethnic minority owner
- ☐ Multi-generational farm
- ☐ Other (please specify)

6. Please rate your level of agreement to the following statements:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Participating in the AH Farm Fresh project increased the farm's revenue.	☐	☐	☐	☐	☐
I like that I receive full payment for produce regardless of if the produce is purchased through the AH Farm Fresh project with the redemption of checks.	☐	☐	☐	☐	☐
Communication with Adagio Health staff was timely and professional.	☐	☐	☐	☐	☐
I would be interested in expanding my partnership with AH Farm Fresh project.	☐	☐	☐	☐	☐
I would recommend participating as a produce provider for the AH Farm Fresh project to a fellow grower.	☐	☐	☐	☐	☐

7. Any suggestions on how to improve the AH Farm Fresh project to make it more beneficial for you?

8. If you have any recommendations for other farmers we can invite to the AH Farm Fresh project, please list your name and your phone or email below so we contact you to follow up.

9. Any additional thoughts, comments or concerns you'd like to share?



FMNP Adagio Health WIC & Senior Directors Feedback Survey Fall

This survey is for WIC Directors, Senior Directors, or administrators who have participated in Farm Fresh this past summer/fall. Your answers will be used to inform program planning. When completing this short survey, please think back to the last year in which you participated in the Adagio Health Farm Fresh Project. Your answers are confidential and will be grouped with other directors/administrators' answers when reported. Any questions, please contact the Adagio Health Nutrition Operations Manager at 412-253-8165. Thanks for taking 5 minutes to complete our survey.

1. County of WIC or Senior Center

- | | | |
|---------------------------------|---------------------------------|------------------------------------|
| ☐ Allegheny | ☐ Crawford | ☐ Mercer |
| ☐ Armstrong | ☐ Fayette | ☐ Venango |
| ☐ Beaver | ☐ Greene | ☐ Washington |
| ☐ Butler | ☐ Indiana | ☐ Westmoreland |
| ☐ Erie | ☐ Jefferson | |
| ☐ Cambria | ☐ Lawrence | |

2. Please select below all the years you have participated in the Adagio Health Farm Fresh project (AH Farm Fresh).

- ☐ 2025
- ☐ 2024
- ☐ 2023
- ☐ 2022

3. I am a director at a center that primarily serves:

- ☐ Seniors
- ☐ Veterans
- ☐ WIC families

4. Approximately many WIC or Seniors participants does your location(s) serve?

- ☐ Less than 500
- ☐ 500 to 999
- ☐ 1,000 to 4,999
- ☐ 5,000 or more

5. Please rate your level of agreement to the following statements

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Attendance at our site is higher on days that we host AH Farm Fresh pop-up markets compared to non-market days.	☐	☐	☐	☐	☐
The AH Farm Fresh project was easy to participate in.	☐	☐	☐	☐	☐
My staff and I felt well prepared to explain the Farm Fresh project to our participants.	☐	☐	☐	☐	☐
My staff and I felt well prepared to facilitate our participants use of the Farm Fresh project.	☐	☐	☐	☐	☐
The benefits of the AH Farm Fresh project to our site and our clients outweighs the additional time and effort it takes to host the pop-up markets.	☐	☐	☐	☐	☐
Communication with Adagio Health staff was timely and professional.	☐	☐	☐	☐	☐
Based on my experience this year, I would be interested in participating in the AH Farm Fresh project next year.	☐	☐	☐	☐	☐
I would recommend participating as a partner to other WIC Offices or Senior Centers.	☐	☐	☐	☐	☐
I am interested in replicating the AH Farm Fresh project for my organization.	☐	☐	☐	☐	☐

6. How satisfied are you with the percentage of your program participants who used the AH Pop Up Markets this past summer/fall?

- ☐ Not at all satisfied
- ☐ Slightly satisfied
- ☐ Moderately satisfied
- ☐ Very satisfied
- ☐ Extremely satisfied

7. For your program participants who did not use the AH Pop Up Markets, what were the barriers they experienced?

- ☐ Checks/vouchers were not available to distribute in time for all participants to receive them
- ☐ Some participants were not present on market days
- ☐ Some participants were not interested in purchasing the available fruits and vegetables
- ☐ Some participants did not know how to prepare the available fruits and vegetables
- ☐ Some participants did not know how to use the checks/vouchers
- ☐ Some participants did not have an easy way to take the fruits and vegetables home
- ☐ Other (please specify)

8. Any improvements to the AH Farm Fresh project including but not limited to communication, process for receiving and setting up produce, clean-up, etc. that we can do to make this program more rewarding to host?

9. Please suggest any other organizations or sites that Adagio Health should partner with to increase access to local produce for WIC families, Seniors, and/or Veterans.

10. Any additional thoughts, comments or concerns you'd like to share?



FMNP Adagio Health WIC & Senior Participant Feedback Survey Fall

This survey is for individuals gather feedback on the Farm Fresh program. Your answers will be used to inform program planning. Your answers are confidential and will be grouped with other participants' answers when reported. Any questions, please contact the Adagio Health Nutrition Operations Manager at 412-253-8165. Thanks for taking a few minutes to complete our survey.

1. Which county do you live in?

- | | | |
|--|--------------------------------|------------------------------------|
| ☐ Allegheny | ☐ Crawford | ☐ Jefferson |
| ☐ Armstrong | ☐ Erie | ☐ Lawrence |
| ☐ Beaver | ☐ Fayette | ☐ Mercer |
| ☐ Butler | ☐ Greene | ☐ Washington |
| ☐ Cambria | ☐ Indiana | ☐ Westmoreland |
| ☐ Other (please specify) | | |

2. Check all items below that represent you and your family

- ☐ Caretaker/parent of one or more children under the age of 5
- ☐ Pregnant woman
- ☐ Senior—65 years or older
- ☐ Racial or ethnic minority
- ☐ Veteran

3. Did you receive FMNP checks this year?

- ☐ Yes
- ☐ No

4. Did you visit any Adagio Health pop-up markets this year?

- ☐ Yes
- ☐ No

5. Please rate your level of agreement to the following statements.

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
It was easy to use my Farmer Market checks at the pop-up market.	☐	☐	☐	☐	☐
I was satisfied with the selection and quality of the produce offered at the pop-up markets.	☐	☐	☐	☐	☐
Using the checks at the pop-up market has helped me (and my household) to eat a more healthy and varied diet of fruits and vegetables.	☐	☐	☐	☐	☐
Using the checks at the pop-up market makes me feel more secure in the amount of food I have for myself (and my household).	☐	☐	☐	☐	☐
If Adagio Health did not have the pop-up market at the WIC or Senior Center, it would be difficult for me to use all my Farmer Market checks.	☐	☐	☐	☐	☐
I know more about how to use the local fruits and vegetables that are offered at the pop-up market.	☐	☐	☐	☐	☐
Adagio Health pop-up markets increased my access to local fruits and vegetables.	☐	☐	☐	☐	☐
If Adagio Health did not offer a pop-up market at the WIC or Senior Center, it would be difficult for me to get enough local fruits and vegetables for me (and my household).	☐	☐	☐	☐	☐

6. How helpful were these Adagio Health pop-up market supports to you and your household?

	I did not receive this support	Not at all helpful	Slightly helpful	Helpful	Very helpful
Recipes	☐	☐	☐	☐	☐
Food prep and storage tips	☐	☐	☐	☐	☐
Bags to carry produce home	☐	☐	☐	☐	☐
Tastings/samples of fruits and vegetables to try	☐	☐	☐	☐	☐

7. What prevented you from using your Farmer Market Checks? Check all the barriers/obstacles that apply below.

- ☐ I was not given the farmer market checks.
- ☐ I did not understand how to use the checks.
- ☐ I did not know where I could use the checks.
- ☐ I did not know the schedule for the Farmer Market or pop-up market at the WIC/senior center.
- ☐ I did not have transportation to get to a Farmer Market or pop-up market at the WIC/senior center.
- ☐ I don't need more fruits and/or vegetables.
- ☐ Other (please specify)

Improvements and Barriers

8. Any improvements to the program including types of fruits and vegetables available, days and times of the pop-up market, knowledge of the staff hosting the pop-up markets, etc. that we can do to make this program more rewarding to you and your family?

9. Were there any barriers you experienced participating in the Adagio Health pop-up markets?

10. Any additional thoughts, comments or concerns you'd like to share?