

# Farmers' Markets Initiatives: Promoting Fresh Fruits and Vegetables in Underserved Communities

2010 Report



A diet rich in fruits and vegetables can help prevent many diseases, including obesity, diabetes, heart disease and certain cancers. Yet healthy food options are still few and far between for many New Yorkers. Residents of low-income neighborhoods often have to rely on fast-food restaurants and corner stores with limited selections. These neighborhoods suffer from high rates of obesity and diabetes – health problems associated with limited access to nutritious foods.

The New York City Health Department has launched several innovative programs to help make fresh, wholesome foods more accessible in the city's underserved communities. Those efforts include:

- Providing zoning and tax incentives to attract and retain supermarkets in neighborhoods with high rates of obesity and diabetes
- Working with small corner stores to stock and promote more healthful foods
- Developing other retail outlets such as mobile produce stands and farmers' markets, and promoting the use of food stamps at participating markets

This report discusses the Health Department's strategies for improving access to fresh, locally grown produce through farmers' markets.

## Why Farmers' Markets?

Residents can purchase fresh fruits and vegetables straight from regional farmers at nearly 60 markets in New York City's high-need neighborhoods. And by selling directly to consumers, farmers can offer lower prices than nearby grocery stores. A recent survey of three South Bronx farmers' markets found that they matched or exceeded nearby supermarkets for value. Farmers' markets also provide a space for interaction and learning that shoppers are not likely to find at conventional food markets.



## Health Bucks

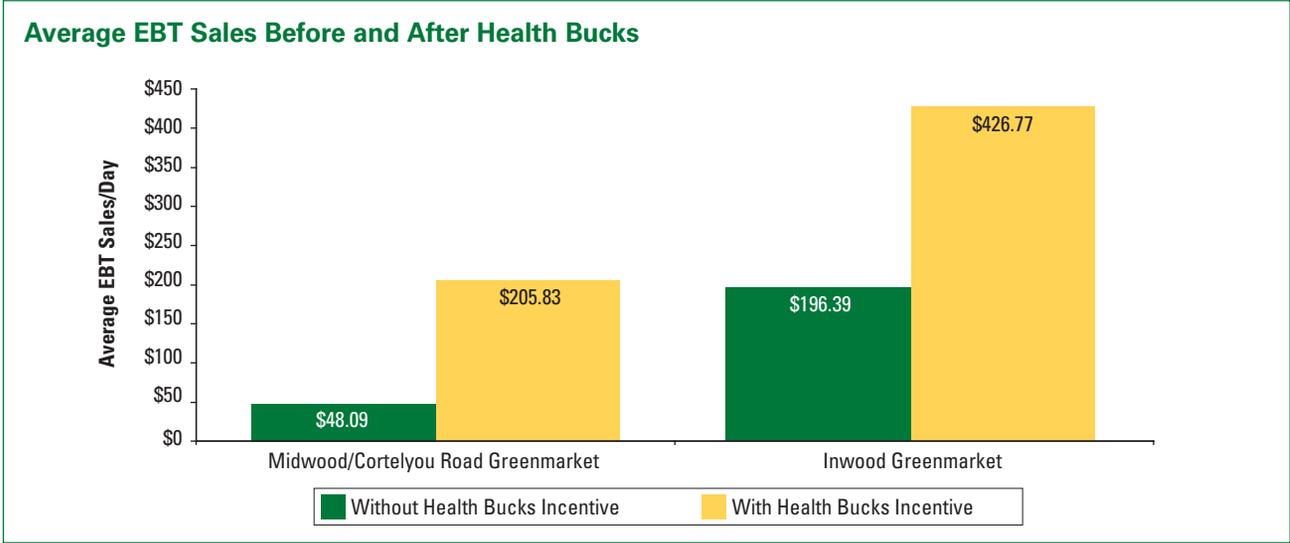
To encourage residents to buy fresh fruits and vegetables at farmers' markets, the Health Department launched the Health Bucks program in the South Bronx in 2005.

Health Bucks are \$2 coupons that shoppers can redeem for fresh fruits and vegetables at participating farmers' markets. The City distributes the coupons through community-based organizations and the markets themselves as an incentive to increase food stamp use. Within a year, the program expanded into all three of the high-need neighborhoods where the Health Department maintains District Public Health Offices: the South Bronx, North and Central Brooklyn and East and Central Harlem.



The program includes a special incentive to help food stamp recipients enjoy the benefits of fresh fruits and vegetables: Anyone who spends \$5 with an Electronic Benefit Transfer (EBT) debit card at a participating farmers' market gets a \$2 Health Bucks coupon that can be redeemed for fruits and vegetables. In 2009, the City distributed more than 110,000 Health Bucks to low-income New Yorkers, generating \$220,000 in sales of fresh, locally grown produce.

The Health Bucks incentive dramatically increased EBT spending at farmers' markets. Food stamp sales at the Midwood, Brooklyn and Inwood, Manhattan markets have more than doubled, due in large part to the incentive. In addition, survey data from the 2009 market season showed that more than 90% of farmers' market customers bought more fruits and vegetables because of the Health Bucks incentive.



The number of farmers' markets participating in the Health Bucks initiative has grown every year since its inception. Some 57 farmers' markets plan to participate in 2010.

### Stellar Farmers' Markets

Since 2009, the New York City Health Department and the New York State Department of Health have co-sponsored an education initiative to promote farmers' markets. The program sponsors free nutrition workshops and cooking demonstrations at select markets known as Stellar Farmers' Markets. The goal is to provide low-income New Yorkers with practical, cost-effective tips for eating more fruits and vegetables.



During the 2009 growing season, the Health Department held more than 500 nutrition workshops and cooking demonstrations at the Stellar Farmers' Markets, reaching more than 11,000 food stamp recipients. The initiative received positive feedback from markets, with farmers reporting increased sales – and some even selling out of the farm-fresh produce featured in the workshops.

**For more information about New York City's farmers' markets initiatives, visit [nyc.gov/health/farmersmarkets](http://nyc.gov/health/farmersmarkets), email [farmersmarkets@health.nyc.gov](mailto:farmersmarkets@health.nyc.gov) or call 311.**

# 2010 Participating Markets

## Bronx

### Bissel Gardens Farmers' Market

Baychester Ave and E 241st St  
Wednesday, 9 am - 4 pm  
Saturday, 9 am - 5 pm

### Borough Hall Greenmarket

Grand Concourse, 161st and 162nd Sts  
Tuesday, 8 am - 6 pm

### Harvest Home Echo Park Market

Tremont Ave, Anthony and Webster Aves  
Wednesday, 8 am - 4 pm

### Harvest Home Forest Avenue Farmers' Market

Forest Ave, Westchester Ave and 156th St  
Wednesday, 8 am - 4 pm

### Harvest Home Jacobi Hospital Farmers' Market

1400 Pelham Parkway at Eastchester Rd  
Tuesday, 8 am - 4 pm

### Harvest Home Jerome Avenue Market

Plaza Dr, 170th St and Eliot Pl  
Friday, 8 am - 4 pm

### Harvest Home Morris Park Farmers' Market

1734 Williamsbridge Rd off Morris Park Ave  
Saturday, 8 am - 4 pm

### Harvest Home Mt. Eden Farmers' Market

Claremont Park, Mt. Eden and Morris Aves  
Thursday, 8 am - 4 pm

### Harvest Home Sunday Farmers' Market

Grand Concourse and E 165th St  
Sunday, 8 am - 4 pm

### Hunts Point Farmers' Market

Southern and Bruckner Blvds at 163rd St  
Wednesday and Saturday  
8:30 am - 5 pm

### La Familia Verde Farmers' Market

E Tremont and LaFontaine Aves  
Tuesday, 8 am - 2 pm

### Learn It, Grow It, Eat It Youth Market

169th St and Boston Rd  
Wednesday, 10:30 am - 2 pm

### Lincoln Hospital Greenmarket

149th St, Park and Morris Aves  
Tuesday and Friday  
8 am - 3 pm

### Mid-Bronx Desperadoes Youth Market

Westchester Ave and W Farms Rd  
Friday, 9 am - 2 pm

### Mott Haven Farmers' Market

139th St, St. Ann's and Cyprus Aves  
Wednesday, 9 am - 6 pm

### New York Botanical Gardens Greenmarket

Kazimiroff and Mosholu Blvds, inside Mosholu Gate  
Wednesday, 9 am - 5 pm

### Poe Park Greenmarket

192nd St, Grand Concourse and Valentine Ave  
Tuesday, 8 am - 3 pm

### South Bronx Community Farmers' Market

St. Mary's Park, E 146th St and St. Ann's Ave  
Saturday, 8 am - 6 pm

### Taqwa Community Farmers' Market

Ogden Ave and 164th St  
Saturday, 8 am - 4 pm

## Brooklyn

### Boro Park Greenmarket

14th Ave, 49th and 50th Sts  
Thursday, 8 am - 3 pm

### Brownsville Community Farmers' Market

592 Rockaway Ave, Blake and Dumont Aves  
Saturday, 8:30 am - 4 pm

### Bushwick Farmers' Market

Linden St and Broadway  
Wednesday, 10 am - 6 pm

### Cortelyou Greenmarket

Cortelyou Rd, Argyle and Rugby Rds  
Sunday, 8 am - 4 pm

### East New York Farm Stand

New Lots Ave, Alabama and Georgia Aves  
Wednesday, 4:30 pm - 7 pm

### East New York Farms Farmers' Market

Schenck Ave, New Lots and Livonia Aves  
Wednesday, 3:30 pm - 6:30 pm  
Saturday, 9 am - 3 pm

### Fort Greene Park Greenmarket

Washington Park, DeKalb and Willoughby Aves  
Saturday, 8 am - 5 pm

### Graham Avenue Farmers' Market

Cook St at Graham Ave  
Saturday and Sunday  
8 am - 5 pm

### Hattie Carthan Community Farmers' Market

Marcy Ave and Clifton Pl  
Saturday, 9 am - 3 pm

### Lafayette Clinton Hill Youth Market

Lafayette and Classon Aves  
Friday, 1 pm - 7 pm

### Malcolm X Blvd Farmers' Market

Malcolm X Blvd, Marion and Chauncey Sts  
Saturday, 8 am - 3 pm

### Maria Hernandez Park Farmers' Market

Knickerbocker Ave and Starr St  
Saturday, 10 am - 6 pm

### Red Hook Farmers' Market

Columbia and Beard Sts  
Saturday, 10 am - 4 pm

### Seeds in the Middle Youth Market

Lefferts and Albany Aves  
Thursday, 2 pm - 6 pm

### Sunset Park Greenmarket

4th Ave, 59th and 60th Sts  
Saturday, 8 am - 3 pm

### Weeksville Farmers' Market

1698 Bergen St, Buffalo and Rochester Aves  
Saturday, 9 am - 4 pm

### Williamsburg Greenmarket

Havemeyer St, Broadway and Division St  
Thursday, 8 am - 4 pm

### Wyckoff Farmhouse Farmers' Market

5816 Clarendon and Ralph Aves  
Thursday, 10 am - 6 pm

## Manhattan

### 92nd Street Greenmarket

1st Ave, 92nd and 93rd Sts  
Sunday, 9 am - 5 pm

### 97th Street Greenmarket

W 97th St, Columbus and Amsterdam Aves  
Friday, 8 am - 2 pm

### Columbia University Greenmarket\*

Broadway, 114th and 115th Sts  
Thursday and Sunday  
8 am - 5 pm

### Fort Washington Greenmarket

168th St and Ft. Washington Ave  
Tuesday, 8 am - 5 pm

### Go Green/Harvest Home Market

106th St and 3rd Ave  
Sunday, 8 am - 4 pm

### Grass Roots Farmers' Market

W 145th St and Edgecomb Ave at Jackie Robinson Park  
Tuesday and Saturday  
9 am - 4 pm

### Harlem Harvest State Office Building

W 125th St and Adam Clayton Powell Blvd  
Tuesday and Saturday  
8 am - 5:30 pm

### Harvest Home Metropolitan Market

99th St and 3rd Ave  
Friday, 8 am - 6 pm

### Harvest Home Union Settlement Farmers' Market

E 104th St, 2nd and 3rd Aves  
Thursday, 8 am - 4 pm

### Harvest Home Youth Stand—Children's Store Front School

129th St, Park and Madison Aves  
Thursday, Sept - Nov only  
2 pm - 5:30 pm

### Inwood Park Greenmarket

Isham St, Seaman Ave and Cooper St  
Saturday, 8 am - 3 pm

### Morningside Park Farmers' Market\*

W 110th St and Manhattan Ave  
Saturday, 9 am - 5 pm

### Mt. Morris Park Market

124th St and 5th Ave  
Saturday, 8 am - 4 pm

### Mt. Sinai Hospital Greenmarket

99th St, Madison and Park Aves  
Wednesday, 8 am - 5 pm

### Strangers Gate Greenmarket\*

W 106th St and Central Park W  
Saturday, 8 am - 3 pm

### Washington Heights 175th Street Greenmarket

175th St and Broadway  
Thursday, 8 am - 6 pm

## Queens

### Corona Greenmarket

Roosevelt Ave and 103rd St  
Friday, 8 am - 5 pm

### Jackson Heights Greenmarket

34th Ave, 77th and 78th Sts  
Sunday, 8 am - 3 pm

### New York Hall of Science Farmers' Market

111th St and 48th Ave  
Sunday, 10 am - 4 pm

## Staten Island

### St. George Greenmarket

St. Marks Pl at Hyatt St inside Borough Hall parking lot  
Saturday, 8 am - 2 pm

 Stellar Farmers' Markets

\*No EBT