

FARM TO CLINIC POP-UP MARKET

JUNE 14, 2021



The Farm to Clinic Pop-Up Market was a 2-hour event formed in conjunction with the Carrboro Farmers' Market, Piedmont Health Services (PHS) WIC Clinic, and three local farms in order to create a more accessible environment for WIC FMNP recipients to redeem their 2021 coupons. WIC checks are given to eligible recipients in \$5 increments and can be used on all WIC eligible items.

CONNECTING LOCAL FARMS WITH WIC CUSTOMERS

ECO FARM
Chapel Hill, NC

MU TAR K'PAW GARDENS
Chapel Hill, NC

LYON FARMS
Creedmoor, NC

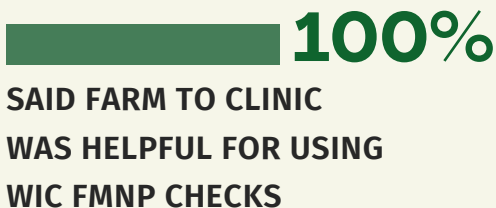
These farms were selected due to their shown commitment to improving food accessibility. All three accept WIC FMNP checks and Double Bucks tokens and are present at both the Wednesday and Saturday markets. On site Spanish and Karen interpretation was provided. At the end of the 2-hour market, participants were asked to complete a survey to review their experience, the results are shown below.



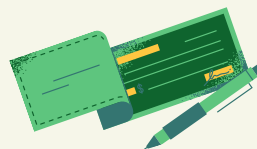
**28 WIC FAMILIES SERVED
AT THE FARM TO CLINIC
POP-UP MARKET**



**DOUBLE BUCKS OFFERED TO
WIC FMNP AND E-WIC USERS**



**PRODUCE PACKAGED IN
\$5 BUNDLES**



**128 WIC FMNP CHECKS
REDEEMED, TOTALLING \$640**

CFM and PHS continue to support WIC FMNP users at the Carrboro Farmers Market every Wednesday and Saturday. Throughout the summer, a PHS employee is available to give "Farmers Market Tours" to help guide first time visitors through the market.

Farm to Clinic Pop-Up Market Photos



WIC FMNP customers at information booth to receive Double Bucks



Buying fresh fruits and vegetables at Lyon Farms



Picking out squash at Eco Farm



PHS WIC Nutritionist assisting customer with post-market survey



Taking a photo after a successful day of shopping!



CFM and PHS staff after the Farm to Clinic Pop-Up Market

Carrboro Farmers Market Hours
Wednesday: 3P.M. - 6P.M.
Saturday: 7A.M. - 12P.M.