AgVenture Farmers Market Program

Program Area: Education and Ag Promotion (EAP)
County Farm Bureau: San Joaquin County Farm Bureau
State: CA
Membership Category: 3,001-5,000
Year: 2014
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Program Description: The AgVenture Farmers Market is a program designed for 4th grade students and their parents presented by the San Joaquin County Farm Bureau in California. Through the use of a USDA Specialty Crop Block Grant, the county Farm Bureau has been able to use those funds to grow and process specialty crops to teach families about the importance of good nutrition in addition to teaching about how food is grown. This 4th grade program is an extension of the county's existing 3rd grade AgVenture program.

The AgVenture program specifically targets low-income families throughout the county. Because some of those families speak Spanish as a first language, the county took the initiative to translate program materials into Spanish to broaden the program's reach and effectiveness. The AgVenture program travels to schools based on need and location. Once a school is selected to host an AgVenture Farmers Market, volunteers begin work to set up the program along with the local extension service and farmers market manager. During the program, families learn about nutrition and farming. Students and their families have opportunities to earn participation prize tickets that can be used to redeem free items at the farmers market. In addition, after school is out for the day, the market remains open for families to purchase produce at a fixed price of $0.10 an item. Additional educational materials are left with school teachers so that they can continue agricultural literacy and nutrition education throughout the rest of the school year.

The AgVenture program is not only a great way to serve the growing needs of the community, but it also provides a unique opportunity to market locally grown produce from a very agriculturally productive
part of the state.

Photo 1:

Photo 2: