



Columbus County Community Farmers Market ANNUAL REPORT 2010

Focus on Healthy Living, Physical Activity

Our Mission . . .
 “to provide quality, locally grown produce to the community and provide an alternative income for our farmers.”

**Columbus County
Community
Farmers Market**
 132 Government
Complex Road
P.O. Box 888
Whiteville, NC 28472

Tuesday, Thursday,
Saturday
7:00 AM until
12:00 Noon
May through December

The news that Columbus County ranks at the bottom of North Carolina’s county health rankings has spurred community leaders and organizations to action throughout the county. The Columbus County Community Farmers Market made an extra effort during 2010 to focus on promoting good nutrition, healthy living and physical activity.

Prior to the start of the 2010 market season, the Columbus County Community Farmers Market, with funding from the Kate B. Reynolds Foundation through Columbus County Healthy Carolinians, held its third annual poster contest for students in Kindergarten through fifth grade.



Xavier Benton, a first grade student at Whiteville Primary School, was winner of the 2010 Poster Contest.

The theme for the contest was “Eat Smart, Be Healthy, Live Strong” and the posters highlighted the importance of good nutrition, regular exercise, and healthy lifestyles and how farms,

farmers, and the farmers market support and promote better health for the residents of Columbus County.



Runners and walkers in the 2010 Farmers Market Fun Run & Walk

The Market started the 2010 season with a **Farmers Market Fun Run & Walk**. More than 100 people participated in this first annual event that included a three mile run/walk for adults and a 1/2 mile kids fun run.

For more information about the Farmer Market Fun Run & Walk, visit www.fmrun.com.



The Farmers Market partnered with the Columbus County Health Department to host a **Columbus County Employee Wellness Day** in early June.

More than 100 Columbus County government employees came to the Farmers Market for the special half-day

event. Not only did these employees have the opportunity to purchase some farm fresh, locally grown fruits and vegetables, they were also given free blood pressure checks, body mass index reviews, and provided lots of free educational materials on healthy lifestyles, physical fitness, and good nutrition.

The Farmers Market prepared and provided the county employees with samples of “Fresh Fruit Smoothies” made with fresh blueberries, strawberries and bananas.

In addition, the Farmers Market partnered with the Health Department to provide educational materials and information about healthy eating, good nutrition, physical activity, and exercise throughout the 2010 monthly special events.



County employees benefited from free health screenings and educational materials during the Employee Wellness Day.



Columbus County Community Farmers Market

BOARD OF DIRECTORS

Irvin W. Brown
President

Lindy Harold Shuman
Vice President

Carol Shuman
Market Manager

Al Daniel

Myra T. Godwin

Mary Miller

Johnny Reynolds

Bill Skipper

**Kipling Godwin
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Programs Promote Access to Fresh Produce

The Columbus County Community Farmers Market is pleased to offer three nutrition programs that help insure residents have access to locally grown, fresh fruits and vegetables.

In 2010, Columbus County was selected as one of seven farmers markets in North Carolina to participate in a new nutrition program integration project designed to promote greater use of the three programs — Women Infants & Children (WIC), Farmers Market Nutrition Program, Seniors Farmers Market Nutrition Program (FMNP), and 21st Century Farmers Markets program.

The **WIC FMNP** provides \$24 worth of coupons to purchase fresh fruits and vegetables to eligible preg-

nant, postpartum and breast-feeding women as well as children, ages 3-4, who participate in the WIC program. The program was established by the USDA to improve the nutritional status of WIC participants, to stimulate business for the local farmers, and to increase awareness of North Carolina farmers markets.

Through **Seniors FMNP**, older adults participating in the congregate nutrition program who were self-declared low income (185% poverty level) received \$24 worth of coupons to redeem for fresh local produce.

All residents may purchase fresh and nutritious, locally grown food at select North Carolina farmers markets locations with Electronic Benefits Transfer (EBT), debit or credit cards through

the **21st Century Farmers Markets program**. It provides these markets with the electronic equipment, supplies and administration for USDA Food and Nutrition Service, Supplemental Nutrition Assistance Program (SNAP), formerly food stamps. As a result, recipients and others have increased access to locally grown, farm fresh fruits, vegetables and other foods.



Department heads and program coordinators participate in an agreement signing ceremony.

Volunteer Award Remembers Shirley Brown

The Columbus County Community Farmers Market lost a great friend, supporter, vendor and board member during 2010. **Shirley W. Brown** served as Secretary-Treasurer for many years. She and her husband Irvin have been members of the Farmers Market since early in the market's history.

In addition to her work with the Farmers Market, Shirley was active in her church and ladies auxiliary. She was a volunteer with the Retired Seniors Volunteer Program (RSVP) and served as an RSVP board member until her death in August 2010. Shirley was also active in Columbus County Extension & Community Association (ECA) and Master Gardeners.



Because of her untiring service to her church and community as well as her work on behalf of the Farmers Market, the Board of Directors has named the annual volunteer service award the "Shirley W. Brown Volunteer of the Year Award."

"We couldn't think of a better way to remember Shirley than by naming the volunteer award for her,"

said Market Manager Carol Shuman, "she was always working for her church, community and fellowman and that is what volunteerism is all about."

2010 RSVP volunteers at the Farmers Market included Ezzell & Gloria Askew, John & Judith Ball, Ramona Barnes, Larry Barnhill, Mitchel & Sue Bell, John Best, Margie Blackmon, Annie Mae Cartrette, Elizabeth Chase, J. P. & Daphne Coleman, Kenneth Ellis, Earl & Patsy Guyton, Johnny & Linda Hewett, John & Shirley Horn, Shirley Little, Elizabeth Moto, Sara Naron, Andrew & Margaret Earnestine Shaw, and John C. Worthington.

For more information about volunteering, please contact the Volunteer Center at SCC at (910) 642-7141, ext. 294.