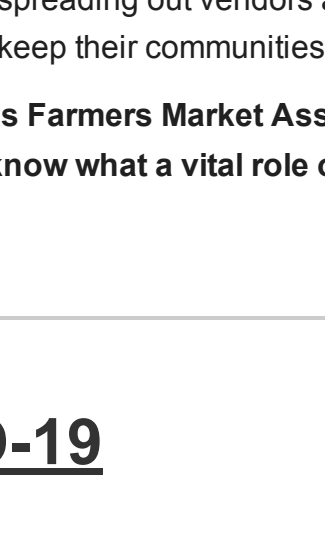


ArCOP Summer 2020



National Farmers Market Week

The Farmers Market Coalition is spearheading a National Farmers Market Week campaign August 2-8, 2020. It's designed to address the specific ways farmers markets continue to be an essential part of local food systems. This year, NFMW is centered on three key messages:



First, farmers markets are essential businesses. Local food systems with short supply chains are resilient and dependable in making food available to their communities, and provide an essential service to the communities they feed as well as the farmers and ranchers that rely on them.

Second, farmers market operators are local food heroes. When the pandemic hit, market managers were some of the first to implement innovative strategies to change their operations around public health protocols. Despite that fact, market operators are often left out of relief efforts for food systems workers.

Third, farmers markets are safe. Emerging research supports that outdoor marketplaces like farmers markets can be safer than alternative indoor retailers due to unlimited air circulation, sunlight, the flexibility to enforce social distancing by spreading out vendors and products. Farmers Market operators continue to implement new strategies to keep their communities, staff, and vendors safe.

ArCOP encourages all of our Arkansas Farmers Market Association members, along with our partners and friends to let the public know what a vital role our markets play in our state economy.

COVID-19



Needless to say... 2020 has been a challenge. The COVID-19 pandemic has prevented or delayed farmers markets from opening. It's kept kids out of school and parents away from work. The economic fallout is still unfolding. And it may be a while before we return to something that resembles normal. Fortunately, ArCOP is uniquely qualified to assist with many of the challenges facing our families, communities and member markets that are at risk.

Our mission of helping Arkansans pursue a healthy lifestyle by eating right and staying active is the single best way to avoid the worst outcomes from the outbreak both individually and collectively.

Our focus is also on assisting our Arkansas Farmers Market Association members navigate these economically stressful times. We are communicating the latest guidance from state officials and also promoting markets that have found innovative ways to stay safe while meeting customer and vendor needs.

Our website has a page dedicated to informing all of our stakeholders on the latest regulations and guidance. You'll find many helpful links focusing on business strategies and best practices. Plus, new ways to support local growers and shop safely.

We encourage anyone with questions to visit the page for resources. Also, please feel free to recommend links that may add additional information. Visit our [COVID-19 Resource Page](#).

The restriction on the types of products that may be sold at Farmers Markets has been lifted. Arkansas Farmers Markets may operate under this [Directive for Large Outdoor Venues](#). Please click the link for specifics and check back often for any updated guidance.

COVID 19 Resources and Materials

Resources and Information

Farmers Market Coalition: <https://farmersmarketcoalition.org/farmers-markets-covid19/>

Arkansas Department of Agriculture: <https://www.agriculture.arkansas.gov/covid-19/>

State by state list of SNAP waivers: <https://www.fns.usda.gov/director/pandemic/covid-19/snap-waivers-feasibilities>

Fair Food Network COVID response: <https://fairfoodnetwork.org/nytc/covid-19/nm2h2u/>

FNS Actions to Respond to COVID-19: <https://www.fns.usda.gov/director/pandemic/covid-19/>

Best Practices Resources

Produce Safety - COVID-19 Health and Hygiene Practices

When to Wash Your Hands

How to Wash Your Hands

Finding a Local Grower

Arkansas Grown

MarketMaker Arkansas

Map of Food Access in Arkansas

Clickable Google Map



Double Up Food Bucks



From our DUFEB Project Manager Jeremy Adams:

The 2020 Farmers market season had an unusual start to the season due to COVID-19. Markets around the state had to make individual determinations to open with many markets pushing back their start dates and some deciding not to open for the season at all.

The silver lining to pandemic seems to be that it has increased the demand for local foods and most locations with an online presence are seeing more customers than ever before.

2020 will also be the most successful season for the "Double up Food Bucks" program which doubles SNAP recipients benefits if they shop local and purchase fruits and vegetables. SNAP customers can purchase \$40 worth of food at only a cost of \$20 off the ebt card, the Double up Food Bucks program pays the farmer the other half of the transaction.

This season Double up Food Bucks was offered at 16 farmers market locations as well as 13 grocery stores. Those 29 locations covered 26 counties in Arkansas that offered the program.

If you are a Farmers Market, Farm Stand, or direct marketing farmer the first step in participating in Double up Food Bucks is getting approved by USDA as an authorized retailer. That process is the same for all food retail locations, so keep that in mind as some of the application may not apply to your operation. Prior to submitting the application online, please call the helpdesk number provided on the application page to review your application. This can save you a lot of time and hassle to get approved. <https://www.fns.usda.gov/snap/apply-to-accept>

If you are interested in accepting SNAP or DUFEB please contact the "Double up Food Bucks" Project Manager [Jeremy Adams](#) to discuss your market and community.

Go NAPSACC

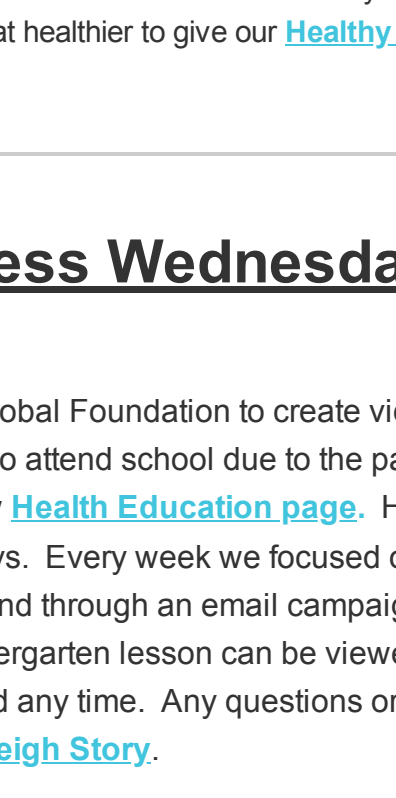
"Go NAPSACC" is helping childcare programs nationwide do more to support children's healthy lifestyles. The program's easy-to-use online tools and an online library of videos, activities, and flyers, ECE programs are led through a process to create environments with improved nutrition and physical activity for children. ArCOP is currently serving 1,226 children in the state while working with 27 programs across Arkansas.

An explanatory video is in the [Training Section of arkansasobesity.org](#). An email campaign explained the health benefits of enrolling in the program. Heavy Facebook and Twitter promotion accompanied the roll out and continues as needed. While spaces in the program remain limited, questions about using the programs should be directed to our [Health Education Coordinator Ashleigh Story](#).

The Go NAPSACC introductory video can be viewed below:



Healthy Recipes

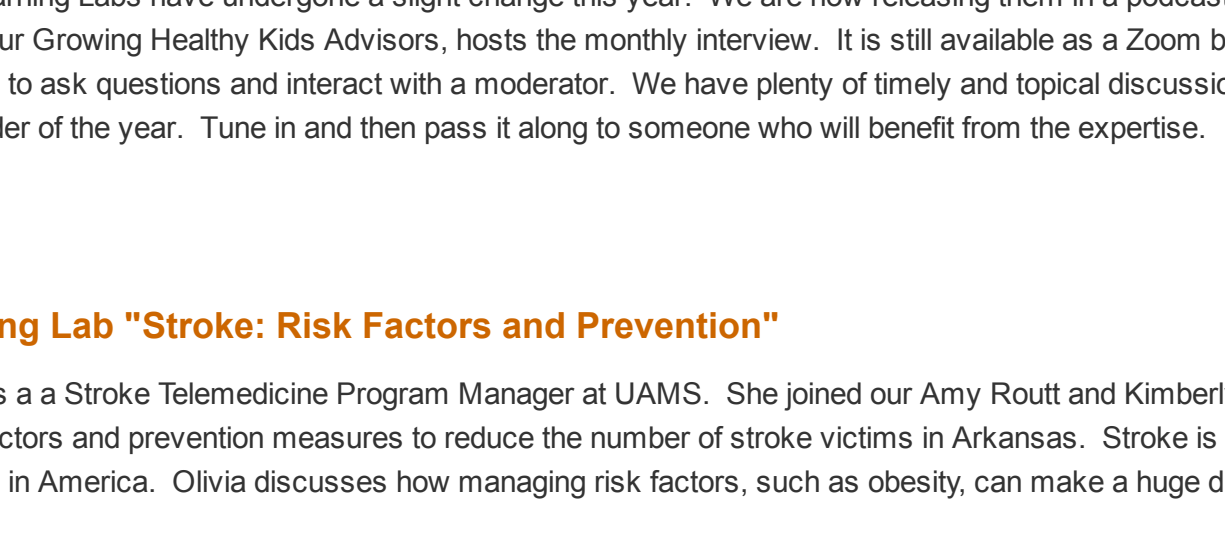


In July we created a new web page for our growing library of healthy recipes. As the pandemic led to shutdowns across the state, our Health Education Coordinator Ashleigh Story began creating Healthy Recipe cards for families to make and eat together. The emphasis is often on finding healthy twists on old favorite recipes.

The recipes are driving traffic on our website and have been viewed by over 2300 people on Facebook since May. We encourage anyone looking to eat healthier to give our [Healthy Recipe page](#) a click!

CATCH Wellness Wednesdays

We also partnered with the CATCH Global Foundation to create videos specifically designed to reach students K-8 grade who were unable to attend school due to the pandemic. All of the videos were available upon completion on our new [Health Education page](#). However, to maximize their impact we created CATCH Wellness Wednesdays. Every week we focused on one of the grade-level videos by heavily promoting it on social media and through an email campaign. The videos were seen by 1,615 people on Facebook alone. Our Kindergarten lesson can be viewed below. All of the videos are available for free and can be accessed any time. Any questions or suggestions are welcomed by our [Health Education Coordinator Ashleigh Story](#).



Learning Lab Podcasts



2020 Training Opportunities

Our Online Learning Labs have undergone a slight change this year. We are now releasing them in a podcast format. Amy Routt, one of our Growing Healthy Kids Advisors, hosts the monthly interview. It is still available as a Zoom broadcast that allows viewers to ask questions and interact with a moderator. We have plenty of timely and topical discussions scheduled for the remainder of the year. Tune in and then pass it along to someone who will benefit from the expertise.

May Learning Lab "Stroke: Risk Factors and Prevention"

Olivia Wilson is a Stroke Telemedicine Program Manager at UAMS. She joined our Amy Routt and Kimberly Boren to discuss risk factors and prevention measures to reduce the number of stroke victims in Arkansas. Stroke is the 5th leading cause of death in America. Olivia discusses how managing risk factors, such as obesity, can make a huge difference. [Watch it now.](#)

June Learning Lab "Accessible Farmers Markets"

Our June Podcast featured Vanessa Krause. She is the director of the Arkansas Disability and Health Program at the University of Arkansas. Vanessa is one of the state's most valuable resources when it comes to accessibility. Host Amy Routt discussed how ensuring accessibility for all will create a positive shopping experience at farmers markets. [Watch it now.](#)

The Learning Lab Podcasts are always scheduled for 12pm on the second Monday of each month. Remember all of our previous Labs are available for free any time. Check out our [2019 Training Opportunities](#) or [2020 Training Opportunities](#) when you need a little inspiration.

To Join a Live Learning Lab Podcast via Zoom Meeting

<https://zoom.us/j/503642760>

Dial: +1 646 558 8656

Meeting ID: 503 642 760

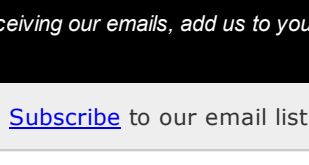
Finally... A Quick Word on Sharing

ArCOP's members and partners are making a difference in the lives of Arkansans everyday. We pride ourselves on the dedication to our mission. In order to continue to serve more broadly and effectively we need our communities to better understand what we do and how they can help. Here's how you can help. If you see healthy change happening in your community... please let us know. You can reach us by contacting our [Health Outreach Coordinator Steve Powell](#).

We are also committed to sharing the ArCOP story through Social Media. However, our reach is limited. It's critical that our members and partners help us expand our footprint. **If you see a post on Facebook or Twitter PLEASE share it or retweet it.** We can increase the number of people who see the difference we are making exponentially if you'll just take the extra step of sharing.



Share this email:



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