



# Pop-up Farmers Markets at Salt Lake County Senior Centers

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## SITUATION

Approximately **15%** of Utah seniors face the threat of hunger and over **50,000** seniors reported that they are currently struggling with hunger. Seniors comprise approximately **10%** of Salt Lake County's total population (110,000 seniors in Salt Lake County). *Source 2010 US Census.*

1. Federal Interagency Forum on Aging and Related Statistics – Key Indicators of well-being 2012 results
2. W. D. Goodwill Initiatives on Aging Belle S. Spafford Endowed Chair College of Social Work, Fran Wilby, PhD, MSW; Marilyn Luptak, PhD, MSW U of U, College of Social Work



Seventy-two percent of MOW clients<sup>2</sup> say that the meal delivered is their primary meal of the day.



Eighty-two percent say that the meal helps them to continue to live at home.



And 55 percent of the clients say that the driver or volunteer delivering the meal is the only person they see most days.

Produce was donated from the USU Extension-managed Meals Plus Harvest Garden, Wheeler Farm, Green Urban Lunchbox, and Bell Organic.

## USU EXTENSION RESPONSE

In 2016, Salt Lake County Master Gardeners began disseminating locally grown produce at nine senior centers in Salt Lake County. Markets were held bi-weekly and resembled vendor booths at local farmers markets. Participating seniors could “shop” for seasonal fruits, vegetables and herbs to take home free of charge.

## IMPACT

The pop-up senior center farmers markets were a huge success with increasing numbers of seniors taking advantage of free produce with each passing week (average 39 seniors, range 18-100 seniors per event). The program serviced a total of 1,168 seniors in its pilot year and will continue in 2017.

Did receipt of produce from this program help you:	SENIOR'S RESPONSES:		
	YES	NO	UNSURE
Increase your consumption of fruits and vegetables?	<b>85%</b>	<b>10%</b>	<b>5%</b>
Contribute to a healthier diet?	<b>95%</b>	<b>3%</b>	<b>2%</b>

*“Without this, I wouldn't eat any vegetables.”*  
Taylorsville Senior Center

*“Having this is good for the community. Lots of people don't eat healthy. If they could get fresh produce, they would eat it.”*  
Friendly Neighborhood Center

*“When they do things like this it helps people that live on extremely low incomes.”*  
West Jordan Senior Center

*“Great for a low budget!”*  
Taylorsville Senior Center

*“I think it's a blessing because it stretches the budget – it's very helpful for seniors on a fixed income!”*  
Taylorsville Senior Center