

Bring It Home

Physical Activity Promotion



Community events held at the Forsyth Farmers Market (FFM) to:

- engage community members in various physical activities
- improve the community's knowledge of healthy food preparation and consumption and local food resources
- increase the number of ethnically-diverse, low-income families who shop at FFM



Volunteers encountered over 400 potential FFM shoppers and surveyed 95 participants.



More interactive events related to food or physical activity would encourage more shoppers at FFM.

OF THE SURVEYED PARTICIPANTS

- 48% were ethnically diverse
- 40% were first-time shoppers
- 84% planned to shop at FFM within the month

Bring It Home Scavenger Hunt

Food Demo w/
Carol Wilson
Superfood Soul
Kitchen



Participate in
physical activity!



Meet local vendors
and their foods!



Earn tokens to
shop at FFM!

SPRING 2012 EVENTS

DATE	PHYSICAL ACTIVITY	HEALTHY RECIPE
February 11, 2012	Bicycle	Chewy Chia Bars
February 18, 2012	Tennis	Rejuvenate Me Sports Drink
March 10, 2012	Dance	Super Salsa
March 31, 2012	Basketball	Five Alive Superfood Fruit Smoothie