

FARMERS MARKET PROMOTION PROGRAM



RURAL HEALTH
Transformation Center

From 2009 to 2018, the Minneapolis Heart Institute Foundation® (MHIF) conducted real-world population health research with Hearts Beat Back: The Heart of New Ulm Project (HONU) in rural New Ulm, Minn. HONU is an award-winning population health initiative that MHIF originally designed in partnership with key community partners, including New Ulm Medical Center, as a 10-year demonstration project to identify and deliver the best interventions to reduce heart disease and its risk factors at a population level. The project continues in New Ulm today as a community-owned health initiative.

The Farmers Market Promotion Program in New Ulm was funded in 2012-13 by a USDA grant and aimed to expand the promotion of local produce along with community resources.

FOR FARMERS

Presentations and networking events helped educate farmers on how to improve and expand their farming techniques.



FOR THE COMMUNITY

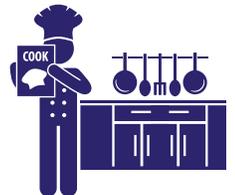
Along with media messages and educational materials, experiential learning and skills training helped facilitate behavior change.



12 Cooking Demonstrations at the farmers markets



90+ Worksites received information on the program

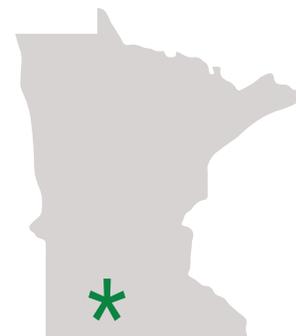


6 Cooking Classes with a chef at a local restaurant/ cooking school

WHY WE DID IT

#1 HEART DISEASE
CAUSE OF DEATH WORLDWIDE

fruits and vegetables lower the chances of developing HEART DISEASE



*NEW ULM, MINN
ONLY 14% of market visitors ate 5 or more fruits and vegetables/day

RESULTS

100%



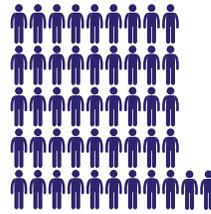
SATISFACTION
AMONG
PARTICIPATING
FARMERS



MARKET
VISITORS
INTENDING TO
RETURN



One farm sold out
of Community
Supported
Agriculture shares



↑ = X100

4,700 VISITS
DURING 2013



NEW FOOD
CO-OP
OPENED



>21,000
POUNDS
fruits and
vegetables sold



Farmers Markets
often closed early
because produce
sold out

About The Minneapolis Heart Institute Foundation's Community Rural Health Consulting Team

The Minneapolis Heart Institute Foundation® is a research and education foundation that aims to create a world without heart and vascular disease. With more than 20 years of experience, our team is passionate about sharing our real-world experience and expertise to improve health in rural communities.



We are experts in:

- Using local data to inform interventions, drive and measure outcomes
- Building community capacity to address the unique needs of rural communities
- Facilitating diverse partnerships
- Executing integrated, proven strategies across the social-ecological model
- Branding and the use of communications as a primary strategy

Our Vision

To simplify and accelerate rural community health improvement efforts for sustainability and impact.

Connect with Us

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[Twitter.com/PopHealthMHIF](https://twitter.com/PopHealthMHIF)



[LinkedIn.com/showcase/mhifpopulationhealth](https://www.linkedin.com/showcase/mhifpopulationhealth)



Creating a world without heart and vascular disease

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