



Food Environment Action Team

The action team works to develop and support policies and practices that improve the access, availability and identification of healthy foods in venues throughout the community.

Priorities and Recent Accomplishments — 2023

Power of Produce Days and EBT Machine at the Farmers Market

- The team once again offered the Power of Produce Day in New Ulm and Springfield in the summer to 120 families. New for 2023, a Power of Produce Day was also offered to 120 senior citizen households across the two communities. The Power of Produce Day aims to encourage families with children or senior citizens to visit their local farmers market, support local produce vendors, and encourage them to make healthier food choices by offering them money to purchase their own produce at the market.
- The team also worked with the farmers market sponsor KNUJ to secure an EBT (Electronic Benefit Transfer card) machine to allow SNAP-eligible community members with low incomes to shop at the market and access locally grown fruits and vegetables. Growers also benefit by being able to reach more community members who may otherwise not have access. KNUJ also became part of the MN Grown Directory to help advertise the farmers market more.



Cooking Classes on a Budget

- In partnership with New Ulm Schools Community Education, Registered Dietitian Jessica Weisbrich offered several one-session workshops over the summer and fall titled “Meal Prep That Fits Your Budget.” The workshops attracted 22 participants and combined education, locally grown produce, and tools to ease the stress of meal planning while shopping within a budget (and eating healthier).



Healthy Eats New Ulm Initiative

- In September and October, the team launched Healthy Eats New Ulm to encourage everyone in the community to visit some local restaurants and try some great-tasting, healthier dishes. Participants who tried the featured dishes and received one or more stamps on a Healthy Eats Passport were eligible to win a gift card to a participating restaurant or Chamber dollars. Participating restaurants included The Rathskeller at Turner Hall, Cottonwood Grill at New Ulm Country Club, George’s, Lola’s and Órale Authentic Mexican Tacos & More.

