



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.

2024 Accomplishments

Power of Produce Days

- The team once again offered the Power of Produce Day in New Ulm in August to 100 families and senior citizen households. 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.

Calling All Kids Ages 4-12!

Join us to explore the



POWER OF PRODUCE

The first 50 families will receive \$10 in produce dollars to use for produce* at the market. (*Produce only; no jams, jelly, honey, meat or baked goods)

Stop by the Heart of New Ulm table to check out our activities and get your produce dollars!

Saturday, Aug. 24, 2024
9 – 11 a.m.
Farmers Market new location:
A to Zinnia parking lot and adjacent 1st S St

FARMERS MARKET

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 Supporting a culture of wellness

Food Environment Action Team

EBT Accepted at the Farmers Market

- In late August, the team worked with the New Ulm Area Chamber of Commerce to launch the EBT (Electronic Benefit Transfer card) option at the market, which allows 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.

SNAP/EBT cards are now accepted at the New Ulm Farmers Market!



15 South Broadway, New Ulm (A to Zinnia parking lot)

Thursdays: 2:30 - 5:30 p.m.
Saturdays: 9 a.m. - 5 p.m.
 Available through the market season, which ends Oct. 5.

Triple your SNAP/EBT at the farmers market with Market Bucks and Produce Market Bucks! Visit the Market Manager for details.

www.newulm.com/farmersmarket | 507-233-4300



How it works:

- Visit:** Go to the Information Booth at the farmers market to get started.
- Swipe:** Swipe your EBT card for the amount you want to spend. We'll match your purchase dollar-for-dollar (up to \$10). You can get up to \$10 in Market Bucks and \$10 in Produce Market Bucks each visit.
- Shop:** Spend your Market Bucks with eligible vendors at the farmers market.

Healthy Eats Around the World

- Over the summer, the team launched Healthy Eats Around the World to encourage community members to embrace global cultures, cuisines and inclusivity. The campaign aimed to celebrate the cultural heritage, traditions and recipes from all people in a tasty way to help people nourish themselves, learn about one another and find appreciation in diversity. Pop-up food was available monthly at Ulm Sweet Ulm featuring food from the Caribbean, France and Italy.



Join us as we celebrate the cultural heritage, traditions and recipes from all people in a tasty way to nourish ourselves, learn about one another and find appreciation in our diversity.

Healthy Eats Around the World

Embracing global cultures, cuisines and inclusivity

July is French American Heritage month!

Each month, you'll have the chance to explore new foods through recipes, cooking videos, special menu items at restaurants, sampling events and more.

Pop-Up:

Friday, July 12, 2024 • 11 a.m. – 1 p.m.

Ulm Sweet Ulm, 203 Minnesota St N

- Free Ratatouille samples made with local produce!
- Recipes available for free
- Croissant sandwiches available for sale all month long!

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Did You Know?

- French cuisine is known for richness and delicacies from pastries to more than 1,500 types of cheese!
- In most restaurants, you are served free baguettes. There is a broad law in France regulating the ingredients used to bake them.
- Meals in France take a long time and lunch breaks are typically 2 hours long!
- French milk is not refrigerated (due to high pasteurization, it is safe to drink).
- French cuisine uses the following cooking techniques: braising, poaching, sautéing, and flambéing to add flavor and texture to ingredients.
- French fries might not actually be French and ketchup is not served in most restaurants!