

FARMERS' MARKETS

This brief introduces the *Farmers' Markets Value Framework* as a tool for assessing the value of farmers' market intervention strategies for childhood obesity prevention.

Farmers' Markets: These strategies include policy, practice, or environmental changes focused on local farmers' markets (i.e., designated public or private sites where farmers can sell their products, particularly fresh produce) to increase the purchase and consumption of fruits and vegetables.

What is a value framework?

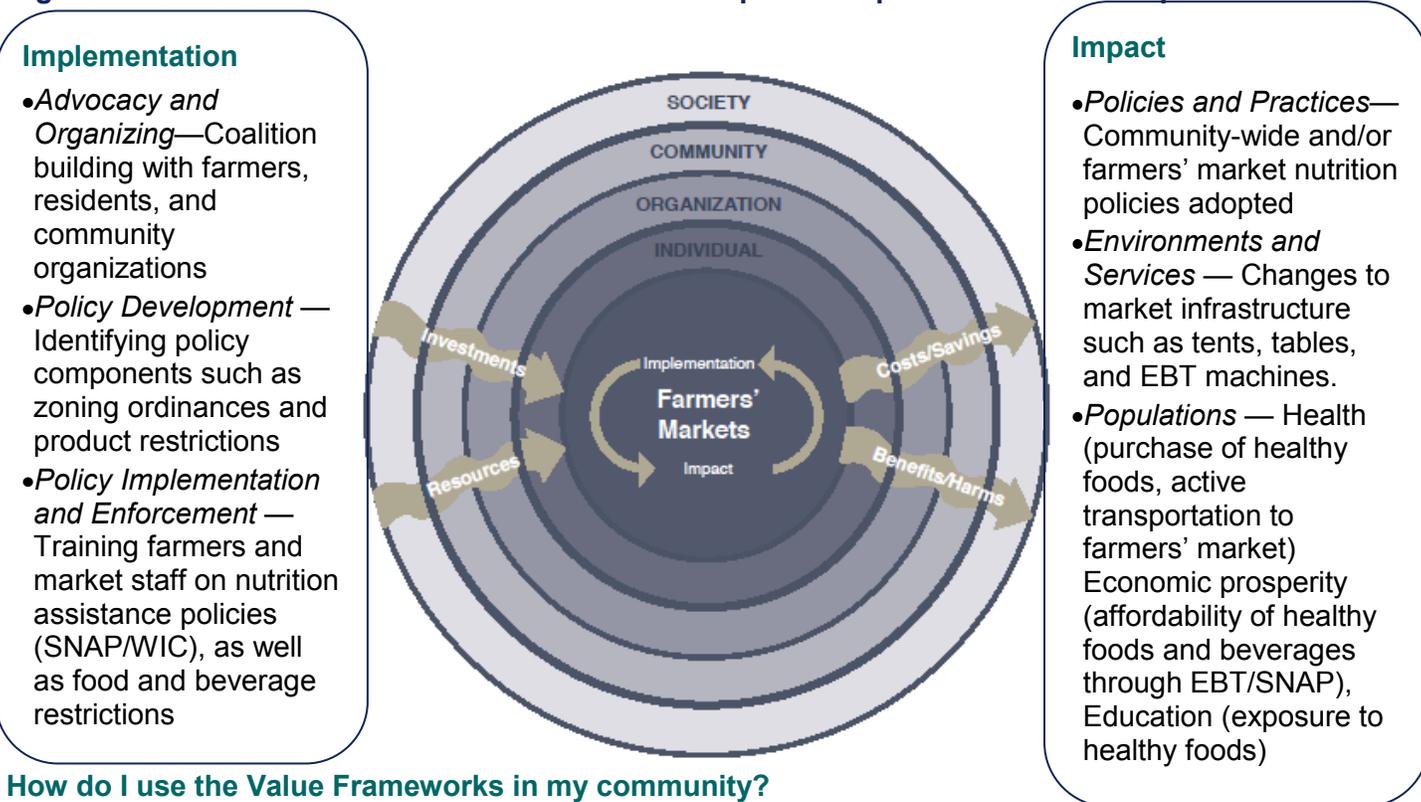
Value frameworks illustrate the complex system of implementation steps necessary to produce a range of impacts across four ecological levels of influence (individual, organizational, community, and society). These frameworks identify the investments and resources required to plan, implement, and maintain intervention strategies (inputs), as well as the associated costs, savings, benefits, or harms (outcomes).

Investments/Resources: Monetary and non-monetary inputs that support the planning, implementation, or maintenance of farmers' markets strategies.

Costs/Savings: Monetized outputs resulting from the planning, implementation, or maintenance of farmers' markets strategies.

Benefits/Harms: Actual or potential favorable or adverse consequences that may result from implementation and maintenance of farmers' markets strategies.

Figure 1: Farmers' Markets Value Framework—Examples of Implementation and Impact



How do I use the Value Frameworks in my community?

- 1) *Customize the value framework with information from your community:* The framework can guide comprehensive community assessments to identify indicators for measurement and analysis.
- 2) *Weigh investments and resources versus potential costs, savings, benefits, and harms:* The framework provides community leaders with an evidence-based approach to local decision-making.
- 3) *Design your farmers' markets initiative:* The framework offers activities for advocacy and organizing; policy development, implementation, and enforcement; and build out and maintenance of environments.
- 4) *Evaluate the effectiveness of your initiative:* The framework points to a range of evaluation outcomes to demonstrate the collective impact of your farmers' markets initiative.

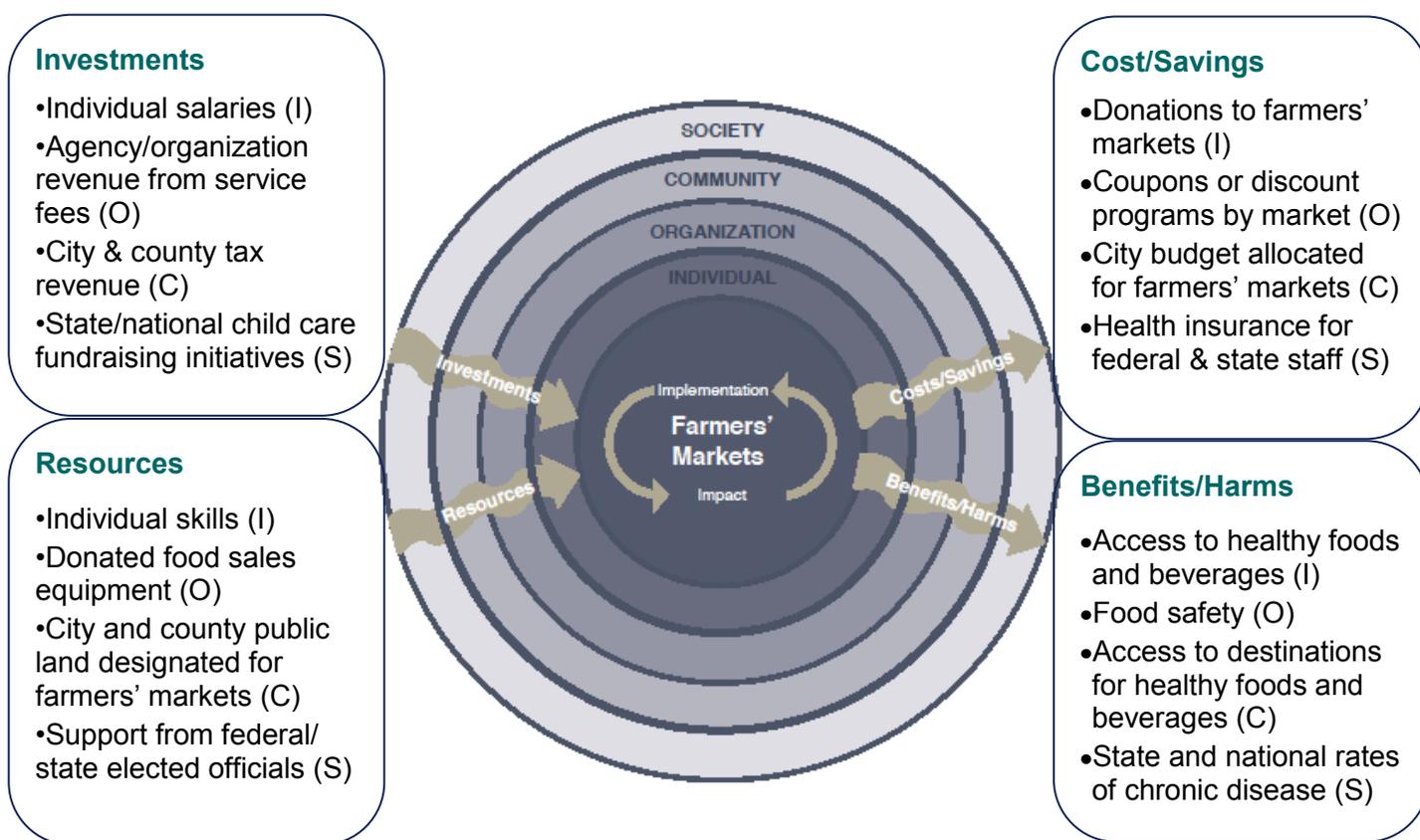
Farmers' Market Example

An example farmers' market strategy is designed to establish a farmers' market to increase access to healthy foods and beverages. Successful planning, implementation, and maintenance of this policy requires multiple investments and resources (inputs) to minimize costs, maximize savings, increase benefits, and reduce harms (outputs).

Organizing cross-sector, multi-disciplinary partnerships with active community engagement and mobilization to conduct the planning, implementation, and maintenance activities is likely to generate buy-in and support to increase the sustainability of these efforts.

Figure 2 shows examples of these inputs and outputs at the individual (I), organizational (O), community (C), and societal (S) levels. These examples illustrate the complexity inherent in implementing farmers' markets that serve multiple interests in the community as well as the political, social, environmental, economic, and health impacts.

Figure 2: Sample Farmers' Markets Value Framework—Inputs and Outputs



The value frameworks were created as part of the *Evaluation of Healthy Kids, Healthy Communities* to document and share lessons learned related to the value of childhood obesity prevention interventions implemented across 49 *Healthy Kids, Healthy Communities* partnerships funded by the Robert Wood Johnson Foundation.

A complementary Value Framework Manual was developed to provide a detailed review of six primary strategies, including: active transportation, parks and play spaces, child care physical activity standards, child care nutrition standards, corner stores, and farmers' markets. For more information, see the manual (www.transtria.com/hkhc.php).