

### **Kids can get free produce with new PoP program**

The Produce of Produce (PoP) club is new this summer at the Virginia Market Square, Hibbing Farmers Market and Ely Farmers Market! The goal of the PoP Club is to empower kids to make healthy choices when selecting food to eat. The program offers a chance for kids to explore the farmers market and learn about different varieties of fruits and vegetables, while also learning about how food is grown by connecting them with local farmers.

Each child participating in the program will receive a reusable shopping bag upon signing up and two \$1 market tokens to be spent (by kids) on fresh produce. Kids will receive their tokens once per market visit. Kids can choose to spend their tokens right away or save their tokens for a larger purchase at a future market visit. The PoP Club will begin in July at each participating market.

### **Participating Farmers Markets**

#### **Ely Farmer's Market**

Whiteside Park  
Tuesdays 5:00pm - 7:00pm  
Beginning May 30

#### **Hibbing Farmers Market**

1309 E. 40th St.  
Tuesdays 2:00pm - 5:00pm  
Fridays & Saturdays 9:00am - 1:00pm  
Beginning June 20

#### **Virginia Market Square**

250 N. 4th Avenue W.  
Thursdays 1:00pm - 5:00pm  
Beginning June 1

POP

POWER OF *Produce* CLUB



Virginia Market Square Farmers Market  
Thursdays 1-5pm  
250 N 4<sup>th</sup> Avenue  
PoP Club begins July 1

The Power of Produce Club is for children ages 4-12. Each week children receive tokens worth \$2 to spend on fresh fruits and vegetables from local growers. Stop by the PoP Club booth at the farmers market to get signed up. This market accepts SNAP/EBT. Follow us on Facebook!

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Tuesdays 2-5 Friday and Saturday 9-1  
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Whiteside Park  
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