



# Healthy Food Access For All Minnesotans



## Good Food Access Program Grant Recipient Profile

### APPETITE FOR CHANGE Minneapolis, Minnesota Offering refrigerated foods at the West Broadway Farmers Market.

DeVon Nolen knows her community well, stating, “Amplified sound is direct marketing!” Every Friday from June to October, the West Broadway Farmers Market manager gets on the microphone and calls out to passersby with an invitation to purchase fresh produce from local vendors. Or, she works with youth and adult staff to run an open mic, or play music that entices neighbors to stop by and shop.

The ability to amplify sound was made possible because Appetite for Change (AfC) purchased a generator thanks to the Good Food Access Fund. As a mini farmers market operating in a predominantly African American neighborhood in North Minneapolis, these gestures are not merely cosmetic, they are crucial to making the market a welcoming place for community members.



*“Milk, cheese, eggs, chicken — we’ll be expanding the kinds of foods the market can offer and attract a wider variety of community members.”*

“People from all walks of life come here to partake in the common act of getting food,” says DeVon. “But in addition to being nourished by food, people get nourished by the community and social connections that get built here.”



*Appetite for Change’s youth volunteers carry fresh produce to a mini farmer’s market in North Minneapolis.*

In addition to powering the microphone, the generator will be used to allow the market to offer refrigerated foods for the first time, the primary reason AfC sought the funds. The stand-up refrigerated cooler will help to meet a big demand in the community. “Milk, cheese, eggs, chicken—we’ll be expanding the kinds of foods the market can offer, and attract a wider variety of community members,” says DeVon.

The market has become an oasis of fresh, affordable produce within walking distance for many residents, and staff and community members alike are looking forward to the expanded offerings that the generator will enable. “People want to be here,” says DeVon. “They want healthy foods. The West Broadway Farmers Market addresses both.”



#### ABOUT THE GOOD FOOD ACCESS PROGRAM

Recognizing the need for food access solutions in Minnesota, the American Heart Association, together with local and state coalition partners, advocated for the creation of the Good Food Access Program within the Minnesota Department of Agriculture in 2016. The program provides grants, loans and technical assistance to local enterprises for innovative food access solutions.

Learn more at [www.mnhealthykids.org](http://www.mnhealthykids.org)