

More currencies being accepted at Market

Interested in purchasing locally grown products at the Adams County Farm Fresh Markets?

Eight different currencies are now accepted.

This is the result of collaborations forged by the Adams County Farmers Market Association, WellSpan, The County of Adams, Adams County Food Policy Council and the Adams County Office for Aging are all partnering to provide employees and clients with better access to fresh and locally made products. In turn, customers are generating support for local farms and businesses that are selling at the market.

County of Adams Market Bucks is the newest currency accepted. As a component of their wellness plan, Adams County provides employees with \$5 vouchers to be spent on fruits and vegetables. It's one way the County of Adams is establishing and maintaining a workplace that encourages environmental and social support for healthy lifestyles. Workplace wellness promotion is now a feature of many businesses through the country as it has proven to be an effective way to encourage healthier communities.

The encouragement is certainly working in our county as well.

Stop by the one of the Farm Fresh Markets and you'll see county employees purchasing healthy foods and interacting with friends and vendors as they shop. "In Adams County we have the luxury of so many farmers markets, where we can

AT THE FARMERS' MARKET

*Kim
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meet our farmers and ask specific questions about their produce. As a community we need create public spaces, where we encourage these consumer/producer relationships," explains Commissioner Marty Qually. "The results will be better health, a stronger local economy, and a more connected community."

The County of Adams isn't the only entity with this vision. For the second year in a row, WellSpan Health is piloting a program to provide Market Bucks to patients through family physicians. Patients receive vouchers to purchase fruits and vegetables. This, coupled with education related to their personal health concerns, aims to improve their overall well-being and limit complications derived from chronic issues.

Adams County Office for Aging is also on board, assisting the Adams County Food Policy Council to expand Healthy Options to a greater number of senior citizens. Healthy Options enables families who experience food insecurity, yet are

ineligible for federal food assistance programs, to access to fresh and local foods at the Adams County Farm Fresh Markets.

Starting with 25 families in 2011, Healthy Options now reaches 152 families. Combined with vouchers are educational and community building activities. The generosity of individuals, the Gettysburg Hospital Foundation and private organizations has enabled individuals to purchase more than \$67,000 worth of fruits and vegetables from local vendors in the last seven seasons.

While all the forms of currency accepted at the market may seem confusing at first glance, it is a testament to the power of partnership. With a shared vision and the mutual desire to build the economic, social and physical health of our community, we can all benefit simultaneously.

The Adams County Farmers Market Association is committed to a vibrant farmers market which assists consumers in obtaining fresh, nutritious food while strengthening the bond between agriculture and the community. The Association is a non-profit 501(c)6 organization. You can visit us this season on Saturday mornings at the Gettysburg Outlet Shoppes and on the Square in Gettysburg on Thursday afternoons. Visit our newly updated website at www.acfarmersmarkets.org

Kim Davidson is a board member of the Adams County Farmers Market Association and a member of the Adams County Food Policy Council.