



LOCAL & FRESH FOR ALL

Bridging the gap between need and nourishment.

This fresh food program started by contacting elementary schools to connect our board with at-risk families that qualify for the food pantry “backpack buddies” program. This group of kids received a bag of food each week to eat over the weekend but, once school was out, there was gap for receiving food for the summer.

We provided coupon booklets of five \$5 coupons to the schools who confidentially distributed them to each child in the program. Families spent the gift certificates as they wished at the local farmer’s market from May to December. Vendors accepted them like cash and the Market Manager notified the County Farm Bureau of the total redeemed certificates. At the end of each month, the County delivered cash reimbursements that got distributed to the market vendors.

Vendors at the market engaged with families and curious children got to meet local producers. We distributed \$3,000 worth of coupons and \$1575 were redeemed. Many of the families were first time visitors to the market. Vendors benefitted from the sales as well as meeting new customers they may not have otherwise reached. It enhanced our visibility in the community as a problem solver and connector, while giving voice and value to the people who grow our food.

This program has proven to be effective, easy to manage and widely appreciated by both families and vendors. Due to its growing demand and impact, we will grow the reach of the program to include 100 more individuals through our partnership with the local Salvation Army.



Local and Fresh for All

Cultivating Community Through Food Access in Atchison County

Program Overview

- **Initiative:** *Local and Fresh for All*
- **Led by:** Atchison County Farm Bureau
- **Mission:** Improve food access while strengthening the local agricultural economy
- **Supported by:** Kansas Farm Bureau's End Hunger program & FBFS agents

How the Program Started

- Originated during an Atchison County Farm Bureau board meeting
- **Mindy Young**, county coordinator, proposed a community-focused food access effort
- Developed into a structured program connecting families with local farmers and markets

How It Works

- Families in need receive **farmers market gift certificates**
- Certificates can be used for **fresh produce, meats, baked goods, and other local items**
- Encourages residents to shop locally and supports area farmers

Community Impact

- Expands access to **fresh, nutritious food & promotes healthier eating habits**
- Strengthens relationships between farmers and community members
- Helps reduce food insecurity in Atchison County
- Demonstrates how small, local initiatives can create meaningful change

Key Partnerships

- Atchison County Farm Bureau, Kansas Farm Bureau & Farm Bureau Financial Services
- Local farmers and vendors
- Local Schools
- Shared goal: **Build a resilient, connected, food-secure community**

Why It Matters

- Supports local agriculture and keeps dollars in the community
- Provides families with high-quality, fresh food options
- Serves as a model for rural communities seeking to improve food access
- Shows how simple ideas — like farmers market vouchers — can have wide-reaching benefits