



” There is nothing more encouraging than seeing so many excited kids going through the market on Saturday mornings.



P.O.P.

Power of Produce

Growing a future



ABOUT P.O.P.

The Power of Produce (PoP) program is a farmers market initiative that promotes healthy eating and local agriculture for young people by empowering them to choose their own fresh produce. All youth ages 1-18 are eligible to receive \$4 in tokens each week to purchase fresh fruits, vegetables, and herbs at the farmers market.

Our local program is funded entirely by donations from the Annandale area community, and is wholly run by local volunteers. 100 percent of funds raised are spent on produce for participating youth.

CONTACTS



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OUR VISION

Our program aims to increase healthy food access to area families, increase family engagement at the market, support local produce vendors, and build a healthy community.

WHY P.O.P.?

The PoP program connects all ages to local agriculture, gets them excited about produce, and transforms the Annandale market into a family affair.



BY THE NUMBERS

HISTORY

In 2018, we enrolled 229 children in the program. By 2022, we more than doubled that number when 550 children participated in the program.

In 2021, we distributed \$9,292 in produce to participating children.

A GROWING FUTURE

As we expect interest in the PoP program to continue to grow, our seasonal fundraising goal for 2023 is \$15,000.

To donate,
scan the QR Code below.

