



Pittsfield Charter Township

6201 West Michigan Avenue, Ann Arbor, MI 48108

Phone: (734) 822-3135 • Fax: (734) 944-6103

Website: www.pittsfield-mi.gov

Office of the Supervisor

Contact: Mandy Grewal, Supervisor
(734) 822-3136

Pittsfield Township Farmers Market Receives a \$25,000 USDA Grant



Pittsfield Township (October 14, 2015) – Pittsfield Charter Township has been awarded a \$25,000 grant by the United States Department of Agriculture (USDA). The purpose of the grant - Farmers Market Promotion Program – is to support local food systems, farmers markets and healthier eating for Supplemental Nutrition Assistance Program (SNAP) participants.

The Pittsfield Township Farmers Market began accepting SNAP cards this year along with the Ann Arbor Fair Food Network Double Up Food Bucks (DUFb). By accepting SNAP cards and DUFb, the market has moved the needle significantly in accomplishing its mission of improving access to local and healthy foods to area residents. The USDA grant will assist the Pittsfield Farmers Market in implementing this mission even more effectively. In particular, it will be used to fund implementation of the Demo, Ride, Incentivize, Vary and Eat (DRIVE) Program in 2016.

Using the USDA grant, the Pittsfield Farmers Market, beginning in 2016, will provide incentives for folks to visit the market, which is accessible via public transit, where cooking demonstration will use local produce to showcase recipes that maximize nutrition and promote use of a variety of local produce. The DRIVE Program will be implemented in partnership with an experienced nutritionist, Ann Arbor Area Transportation Authority (AAATA), and market vendors.

“In a matter of three short years, the Pittsfield Farmers Market has become integrated into the fabric of our community as the variety of produce, vendors and entertainment continues to expand. The USDA grant will help us make this vibrant public space, that promotes healthy and sustainable living, even more accessible to area residents,” noted Pittsfield Township Supervisor Mandy Grewal.



Like us on  Facebook and follow us on  Twitter.