



# POP Club!



## PARENT INFORMATION

“My kids will taste vegetables here that they won’t taste at home!”

We know engaging kids is a difficult feat and picky eaters are hard to appease. We also know that curious minds and an appetite for the unknown are simply tools for harnessing children into healthy, young consumers!

**The Power of Produce (POP) Club** looks to transform your kids into market participants with educational activities, demonstrations, interactions with their local food growers, and challenges to try fresh market produce. Take for instance, the “Two Bite Club”—a challenge to taste new fruits or veggies, or give familiar ones a second chance.

By participating in **POP Club** activities like the “Two Bite Club”, each kid will earn a POP Bucks voucher. Children

are awarded for their efforts and may select fresh fruits and veggies for the voucher amount at approved vendors.

POP club participation is a win-win for parents and children alike. Parents, witness your kids' light bulb moments as they interact with activities, food, and practices that champion a healthy lifestyle. Kids will learn while having fun, with the added bonus of becoming active market members. Empowered by the bucks, they are sure to shop and strut as they peruse the market for their edible take-home treasures. Free and fun for all- the POP Club tent is where you and your little ones will want to stop before you shop, every market day.

**PLEASE CONSIDER:**

*Food samples and demonstrations are components of POP Club, so please keep in mind any food allergy concerns. By participating in POP Club, I grant this market, its representatives and employees, the right to take photographs of my child while they are participating in market activities. Photographs may be used with or without my name for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and web content.*

Child's Name \_\_\_\_\_

Parent's Name \_\_\_\_\_

Phone/ Email \_\_\_\_\_

Signature \_\_\_\_\_