

Recipes for Successful Partnerships: Cook the Kit




CHIPPEWA RIVER
DISTRICT LIBRARY

Mt. Pleasant
meet here

What is Cook the Kit?

- Recipe
- Ingredients
- Vouchers
- Registration




CHIPPEWA RIVER
DISTRICT LIBRARY

Mt. Pleasant
meet here

How did Cook the Kit come to be?

- COVID-19 Impacts In-Person Programming
- Family Bake Night Kits
- Fresh Ingredient Option
- Cost Savings




CHIPPEWA RIVER
DISTRICT LIBRARY

Mt. Pleasant
meet here

Market Perspective

- Broaden Audience
- Eating Local
- Vendor Support



Diverse Audience

- Promoting beyond our individual user groups
- Enjoyed by all socio-economic groups
- Food security
- Multi-generational participation
- New participants each kit



Success – Tasted So Good

- Positive feedback
- Vendor stories
- Sponsor satisfaction
- Supported eating local & sustainable foods

Cook the Riv - 2022 Event Summary

Item	Quantity	Unit Price	Total	Notes
Apple Cider	100	\$1.50	\$150.00	
Apple Pie	100	\$1.50	\$150.00	
Apple Sauce	100	\$1.50	\$150.00	
Apple Butter	100	\$1.50	\$150.00	
Apple Jam	100	\$1.50	\$150.00	
Apple Jelly	100	\$1.50	\$150.00	
Apple Compote	100	\$1.50	\$150.00	
Apple Crisp	100	\$1.50	\$150.00	
Apple Fritter	100	\$1.50	\$150.00	
Apple Pie Crust	100	\$1.50	\$150.00	
Apple Pie Filling	100	\$1.50	\$150.00	
Apple Pie Topping	100	\$1.50	\$150.00	
Apple Pie Crust & Filling	100	\$3.00	\$300.00	
Apple Pie Crust & Topping	100	\$3.00	\$300.00	
Apple Pie Filling & Topping	100	\$3.00	\$300.00	
Apple Pie Crust, Filling & Topping	100	\$4.50	\$450.00	
Total			\$1,800.00	



Lessons Learned

- Registration time frame
- Availability of produce
- Kit assembly
- Tracking new participants
- Unclaimed kits
- Being intentional



Looking to the Future

- Increase funding = Increase impact
- Native Farmers Market
- Central Michigan University New Farmers Market



Farmers Market Collaborations

- Storytime @ park
- Book Bike
- Live performers
- Kids & Culture
- Storywalk



Parks & Recreation Collaborations

- Thrilling Thursdays
- Kids & Culture
- Summer Reading Club Kick Off
- Under the Big Top
- Permanent Story Walk – coming soon
- Teen Lock-in
- International Games Week



CHIPPEWA RIVER DISTRICT LIBRARY
Mt. Pleasant
meet here

Contact Information

Andrea Graham
Chippewa River District Library
Family Programming
agraham@crdl.org
989-773-3242 ext. 217

Carol Moody
Mt. Pleasant Parks & Recreation
Mt. Pleasant Farmers' Market
cmoody@mt-pleasant.org
989-779-5330



CHIPPEWA RIVER DISTRICT LIBRARY
Mt. Pleasant
meet here
