

Esri News

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Mobile-Friendly Web Maps Feed Need for Fresh, Healthy Food

The season of good eating is in full swing in Minnesota. In Hennepin County, farmers' markets are the link between the dinner table and the farm fields.

As part of an effort to make healthy eating effortless, Hennepin County GIS and Hennepin County Public Health combined forces to create a mobile-friendly web mapping application to help residents and visitors find farmers' markets and mini markets in their neighborhoods or while they are on the go.

"Today, farmers' markets are popping up in more and more locations, making

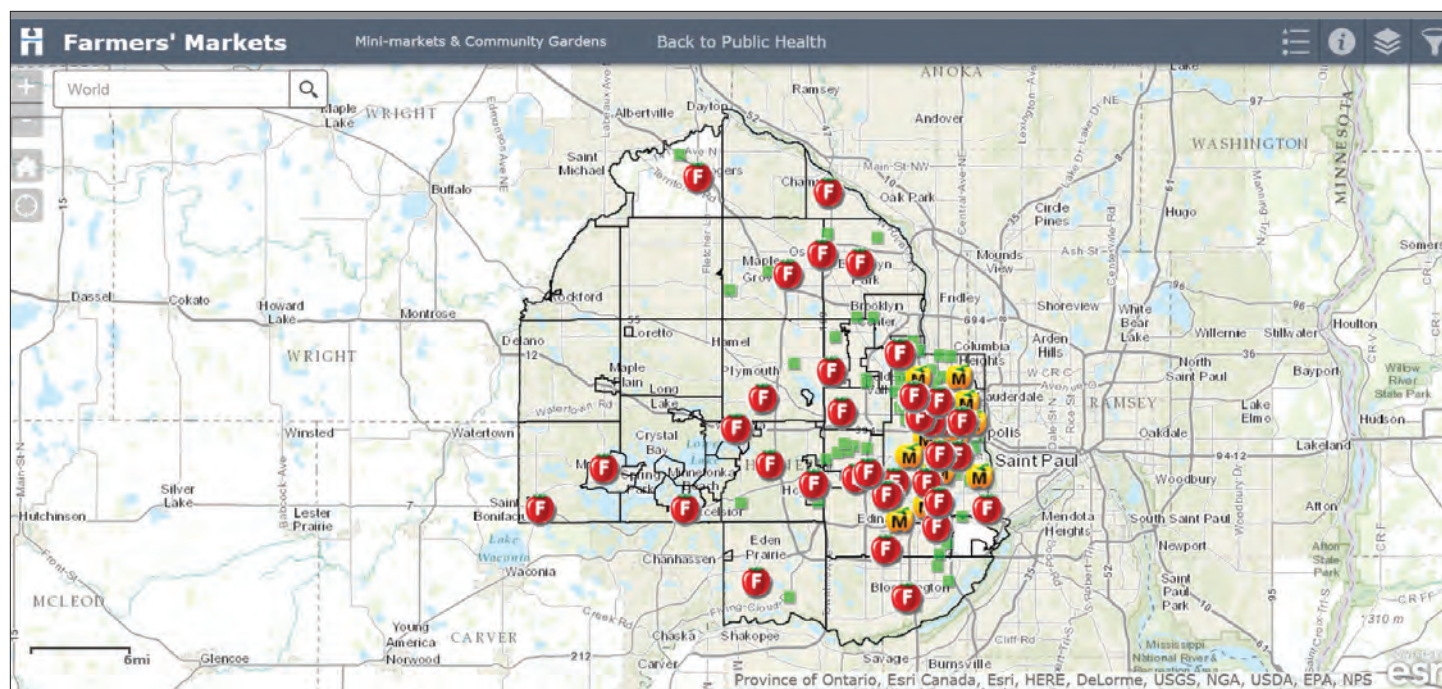
fresh, locally raised produce available to folks in previously isolated neighborhoods," said Bill Belknap, spokesman for Hennepin County Public Health. "Healthy food choices translate to better health. Making these markets easier to find makes healthier food choices easier to make."

Tap Into the Fresh

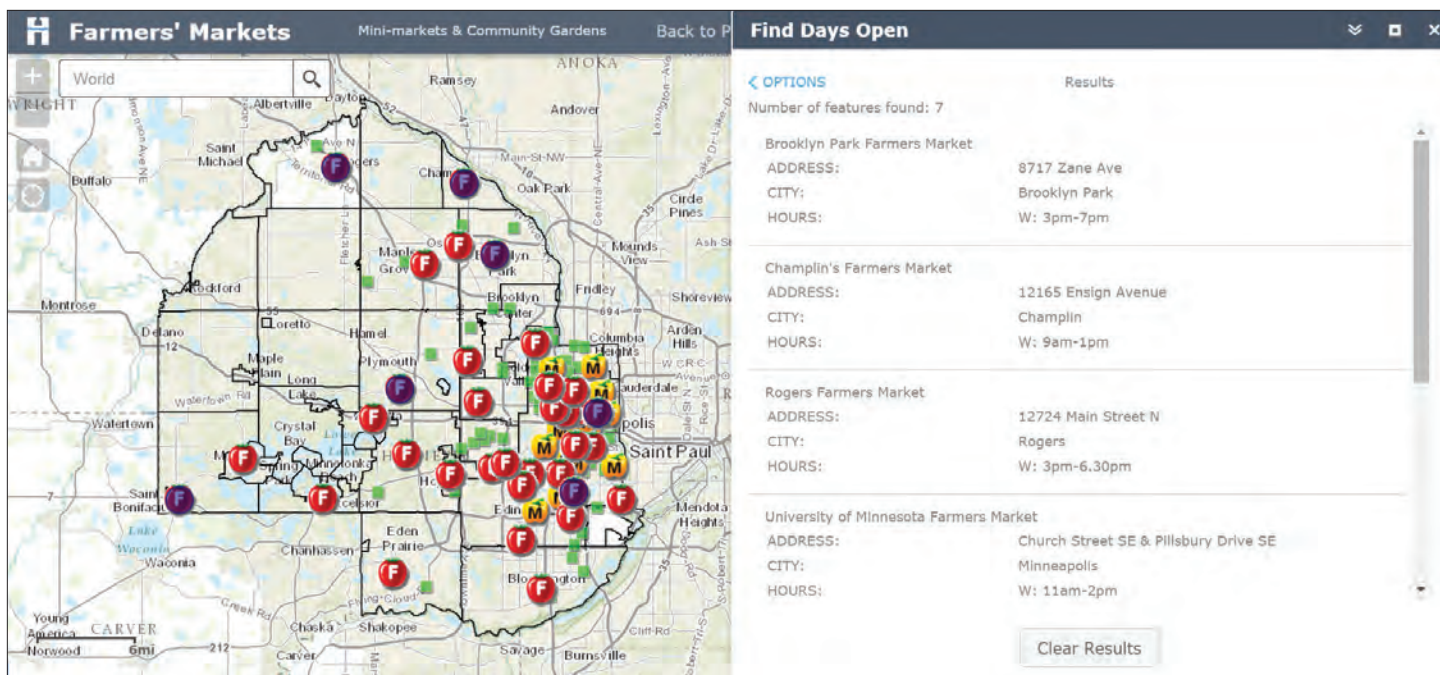
From a tablet or mobile phone, residents and nonresidents can explore the Farmers' Markets, Mini Markets, and Community Gardens map at www.hennepin.us/farmersmarketmap. Users can customize

the map by entering a home ZIP code or current street address. The map will zero in on the selected location; users can click on individual sites for an address, days and hours of operation, contact information, and a website link (when possible). Users of desktop and laptop computers can access the same information in larger format on the full map.

The map also includes the specially marked locations of community gardens, where people can grow their own fresh produce for personal use, not for public sale.



↑ Hennepin County's mobile-friendly web mapping application is designed to help residents and visitors find farmers' markets and mini markets in their neighborhoods.



↑ Users can filter their search by days of the week to see which markets are open.

Dig Into Mapping Data

The application is only one part of a larger initiative to make public information more usable for Hennepin County residents. Other projects include park maps, public health, construction, property values, and taxation information. Applications are scattered throughout the county website, but several can be found at www.hennepin.us/gis. Users familiar with GIS software can also download data directly.

Jay Meehl, health GIS coordinator for the county, developed the online application.

"County residents want easy access to information and locational services from any device, anywhere," he said. "We need to keep up with these trends by providing interactive, mobile solutions."

For more information, contact Jay Meehl, health GIS coordinator, at jay.meehl@hennepin.us.



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