Hi!

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SNAP-Ed Funded Interventions at Farmers’ Markets
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Network for a Healthy California

CalFresh EBT and CalFresh Incentives at Farmers’ Markets
Allen J. Moy
Director of Community-based Programs, Pacific Coast Farmers’ Market Association
We partner with state and local leaders to improve health in communities, especially the underserved. We research legal and policy questions, draft policy language, and train community leaders to put these ideas to work.

**Agenda:**
1. Engage & build partnerships
2. Assess local data
3. Enhance access
4. Policies that maximize benefits

**POLL:**
What’s a **farmers’ market**?
Know the law!

http://changelabsolutions.org/publications/CA-farmers-markets-farm-stands
WHAT’S THE LINK?

farmers’ markets and healthy communities
Oregon and California are also above the national score on access to a healthier food retailer, farmers market density, and farmers market acceptance of nutrition assistance program benefits. 


POLL:

Farmers’ markets are more expensive than grocery stores – TRUE OR FALSE?
POLL:
Certified California Farmers’ Markets must accept SNAP – TRUE OR FALSE?

Learn how to accept SNAP at markets

www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5085298
Why to accept SNAP benefits
- How to install EBT systems at farmers markets
- How to use scrip projects to accept SNAP benefits at farmers markets
- How to become an FNS SNAP retailer
- What equipment is required to accept SNAP benefits at farmers markets
- How to make SNAP EBT succeed at farmers markets

1. Engage

Market Managers
2. Assess

Network for a Healthy California

SNAP-ED Funded Interventions at Farmers' Markets

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How to Select a Farmers’ Market to Work With

- Neighborhood-based
- Affordable produce
- Accessible by public transportation
- Lots of variety
- Individuals/families as customers

Tools for Identifying Qualifying SNAP-Ed Sites

- American Communities Survey (ACS)
- Data Sets:
  - 2006 – 2010
  - 2007 – 2011
- http://www.census.gov/acs/www/

Network Data Sets

http://www.cdph.ca.gov/programs/cpons/Pages/Network-LHDFAP2014.aspx
Attachment #3 - #8
**Network GIS**

http://www.cnngis.org/

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**Alternative Site Locations for Farmers Markets SNAP-Ed**

Schools
Clinic (FQHC)
Governmental Organizations (CDPH)
Retailers (Mall parking Lots)
Worksites
WIC
CalFresh Offices
Day Care Centers

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**Schools**

http://www.cdph.ca.gov/programs/cpns/Pages/Network-LHDFAP2014.aspx
Attachment #1
3. Access

Physical Access
Economic Access
Cultural Access
Knowledge Access

CalFresh EBT and CalFresh Incentives at Farmers’ Markets
CalFresh EBT in PCFMA’s Farmers’ Markets

- The Pacific Coast Farmers’ Market Association (PCFMA) operates 70 certified farmers’ markets in the San Francisco Bay Area.
  - CalFresh EBT is accepted in every PCFMA farmers’ market where, per the PCFMA rules, every farmers’ market producer who sells a CalFresh eligible product is required to accept PCFMA’s CalFresh tokens from customers. Farmers redeem the tokens with the market manager at the end of the day.
  - Customer purchase CalFresh tokens from the farmers’ market manager. Many farmers’ markets process CalFresh transactions using a card swipe terminal while others use a manual voucher system verified by cell phone.

PCFMA’s Market Match CalFresh Incentives

- PCFMA offers Market Match at every PCFMA farmers’ market with a market manager. (Several PCFMA markets are farmer-managed.)
- CalFresh recipients who purchase at least $10 in CalFresh transactions with their EBT card receive an additional $5 in bonus tokens.
  - This bonus tokens can only be used for fresh fruits and vegetables.
  - Recipients can only receive one $5 bonus per market, per day.
- Market Match is offered only in designated months due to funding constraints.

Farmers’ Market Impact: 1996-2012

- CalFresh EBT Redemptions at PCFMA Farmers’ Markets
  - January 1996 to December 2012
  - Graph showing redemption amounts from 1996 to 2012.
**Impact of Incentives on Low-Income Families**

- **Background:**
  - Wholesome Wave operates a national SNAP/farmers’ market incentive program called the Double Value Coupon Program (DVCP).
  - Several Market Match partners are also DVCP partners.
  - All DVCP partners conduct customer surveys in their farmers’ markets.
- **Results from 2012 Double Value Coupon Program (DVCP) Consumer Surveys**
  - As a result of shopping at the markets, 86% of DVCP consumers reported that they increased or greatly increased their consumption of fresh fruits and vegetables.
  - Over 90% of DVCP consumers agreed or strongly agreed that the amount of fresh fruits and vegetables they bought at the market made a big difference in their or their family’s diet.

**What is Behind this Increase?**

- More farmers’ markets statewide are now accepting CalFresh EBT – increased awareness and word-of-mouth advertising.
- Pace of increase in CalFresh EBT transactions at PCFMA’s farmers’ markets has outpaced the overall growth of CalFresh in the San Francisco Bay Area.
- Pace of increase in CalFresh EBT transactions at PCFMA’s farmers’ markets has also outpaced the overall increase in customers at those farmers’ markets.
- New outreach strategies to further raise awareness.
Outreach Strategy: Paid Advertising

- Regional paid advertising showing farmers’ market locations and promoting Market Match.
- Benefits: Increases general awareness of CalFresh EBT acceptance at farmers’ market and Market Match.
- Drawbacks: Expensive and not targeted to CalFresh populations.

Outreach Strategy: Direct Mail through Social Services

- Partnering with local Social Services offices to include farmers’ market and Market Match information in mailings to CalFresh recipients.
- Benefits: Targeted to CalFresh recipients.
- Drawbacks: Large numbers can increase costs, timing of mailing may not coincide well with farmers’ market schedules.

Outreach Strategy: Tabling at Community Events

- Outreach tables at health fairs, festivals and other community-based events.
- Benefits: Low cost and can provide opportunities to promote multiple messages at the same time.
- Drawbacks: Depending on event could be hard to reach CalFresh or CalFresh-eligible populations.
Outreach Strategy: Nutrition Education Classes

- Nutrition classes at schools, community centers, senior centers and other community-based sites.
- Benefits: Can target low-income or food desert areas.
- Drawbacks: Can be expensive to equip and staff. Depending on the site options may be limited by fire regulations.

For More Information

- Pacific Coast Farmers’ Market Association
  5060 Commercial Circle, Suite A
  Concord CA 94520
  pcfma.com
  fb.com/PCFMA
  925-825-9090

- Allen Moy
  Director of Community-based Programs
  allenmoy@pcfma.com

NETWORK FOR A HEALTHY CALIFORNIA

SNAP-ED FUNDED INTERVENTIONS AT FARMERS’ MARKETS

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SNAP-Ed at Farmers’ Markets

Promote the Farmers' Market at:
• Schools
• WIC Offices
• FQHC
• Low Income Worksites
• CalFresh Offices

Promotion Tools

• Flyers
• Posters
• Radio
• Newspaper
• Social Media
• Cookbooks
• Recipes
• Tip Sheets
• Prize Wheels
• Tents
• Banners

Enhanced SNAP-Ed Activities

• Nutrition Education
• PA Demonstration
• Ask a Dietician
• Product Tasting
• Cooking Demo
• Game Wheel with prizes
• Champion Farmer/Mom
• Booth with Materials
Online Ordering

Online Ordering System
Laura Webster
Online Ordering/Inventory Specialist
916-449-5376
Laura.Webster@cdph.ca.gov

CONTACT US
California Department of Public Health
Nutrition Education and Obesity Prevention Branch
Main Line: 916-449-5400
Rosanne Stephenson 916-449-5403
Rosanne.stephenson@cdph.ca.gov
FARMERS’ MARKETS:
Expensive & time-consuming to open  
(land use/permitting)
Not located when/where community can access them  
(land use/permitting)
Don’t accept EBT/WIC  
(land use/permitting)
Displaced by other uses  
(land use/permitting)
WHY IS POLICY IMPORTANT?

- Engage community members and local leaders
- Remove barriers
- Ensure consistent implementation
- Allow for enforcement
- Institutionalize change

EXAMPLE: FARMERS’ MARKETS

Work with the Valley Transportation Authority to ensure that public transit provides access to full-service grocery stores, farmers’ markets and other key healthy food retailers.

Identify potential new locations for farmers’ markets in low-income and nutrition deficient neighborhoods, including joint use opportunities on publicly owned land.

SAN JOSE, CA

ZONING

- Who
- What
- Where
Who

SAN JOSE’S “MINI MARKETS”

What

Certified Farmers’ Markets
(Ordinance Amending Ch. 20, 2012)
The market must operate a redemption program for, CalFresh Electronic Benefits Transfers, as well as federal Farmers’ Market Nutrition Program coupons (both through the Special Supplemental Nutrition Program for Women, Infants and Children as well as the Seniors Farmers’ Market Nutrition Program).

Where

20.80.265 Location Requirements
Certified Farmers Markets including Small Certified Farmers Markets, located in residential zoning districts are allowed to operate only at school sites, library sites, community center sites, or church/religious assembly sites.
POLICIES MAXIMIZE BENEFITS

- Partner with institutions (hospitals, universities, schools)
- Revitalize downtowns
- Create community gathering places
- Improve low-income access

Questions:
1. Engage
2. Assess
3. Access
4. Policy

Resources
FOR MORE INFORMATION:

Contact your Program Manager or:

Betty Sun: Research and Evaluation Section
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DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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Thank you!

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