



ChangeLabSolutions

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.



ChangeLabSolutions

Agenda:

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

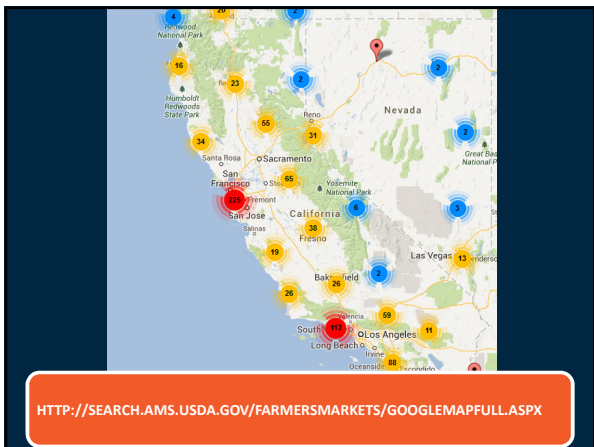


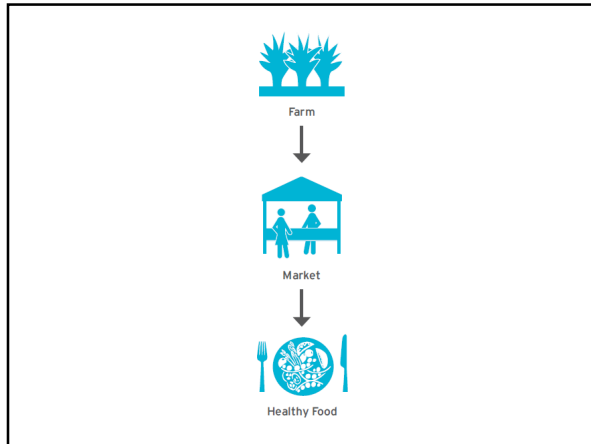
POLL:

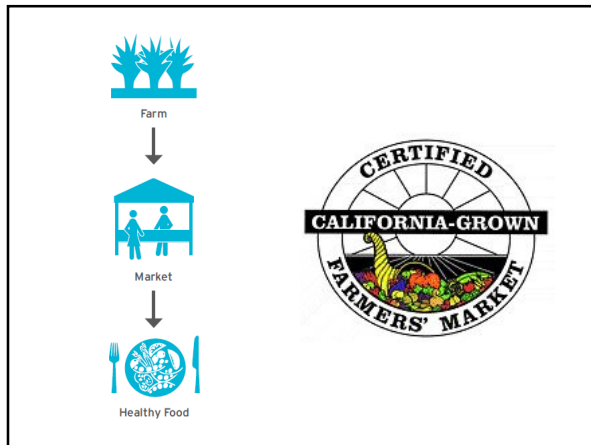
What's a *farmers'*
market?











ChangeLab Solutions

Know the law!

California Certified Farmers' Markets and Farm Stands
A Closer Look at State Law

California's certified farmer's markets and farm stands are a vital part of the state's food system, providing fresh, locally grown produce to consumers. This publication provides a closer look at the state's laws governing these markets, including the requirements for certification, the role of the Department of Agriculture, and the benefits to consumers and the environment.

php public health law & policy

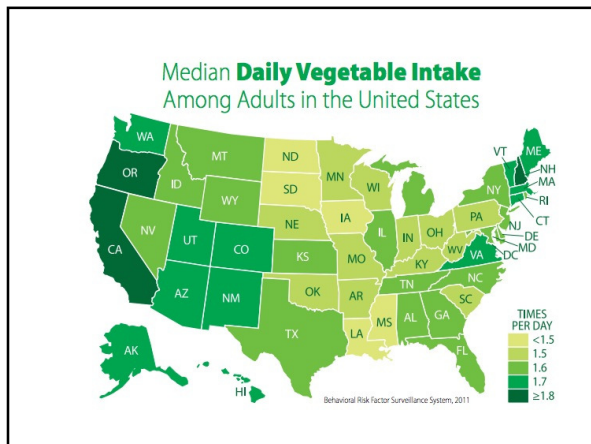
<http://changelabsolutions.org/publications/CA-farmers-markets-farm-stands>

WHAT'S THE LINK?

*farmers' markets and
healthy communities*









State Indicator Report
on
Fruits and Vegetables
2013

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

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.

www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf

POLL:

Farmers' markets are more expensive than grocery stores –
TRUE OR FALSE?



POLL:

Certified California Farmers' Markets must accept SNAP – TRUE OR FALSE?

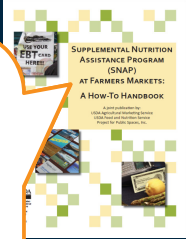


Learn how to accept SNAP at markets



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



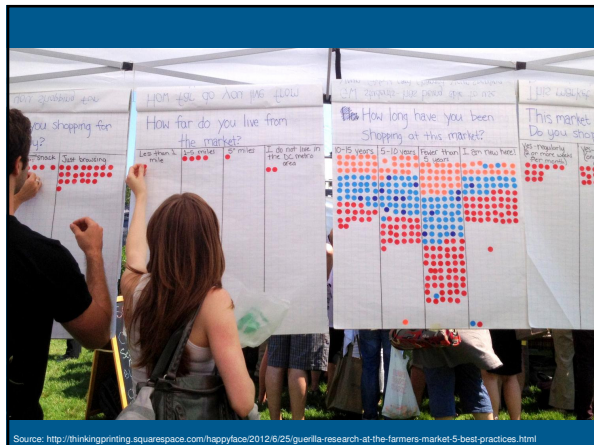












Source: <http://thinkingprinting.squarepace.com/happyface/2012/6/25/guerilla-research-at-the-farmers-market-6-best-practices.html>

Sample Survey for Farmers

A new farmers market is being proposed for _____ We are trying to assess the level of interest of producers in participating in the market, once it has been developed. Providing answers to these questions will help us to gather that information and in no way obligates you to participate.

☐ Yes, I would like to have the opportunity to sell my agricultural products directly to consumers at a local farmers market.

1. The distance I would be willing to drive to a market to sell my products is:

- ☐ 5 - 10 miles
- ☐ 11-20 miles
- ☐ 21-30 miles
- ☐ Over 30 miles

2. I would be interested in a market on the following day(s):

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

3. Based on my schedule and my experience, the best time of the day for this market would be:

- ☐ Morning
- ☐ Afternoon

Join | Donate | Log In | Search

FARMERS MARKET COALITION

About FMCC | Membership | Tools | News | Support Us | Contact Us

Farmers markets are good for everyone.
Join us or donate to make them even better.

Farmers Market Inspiration Award
Deadline: Aug 11

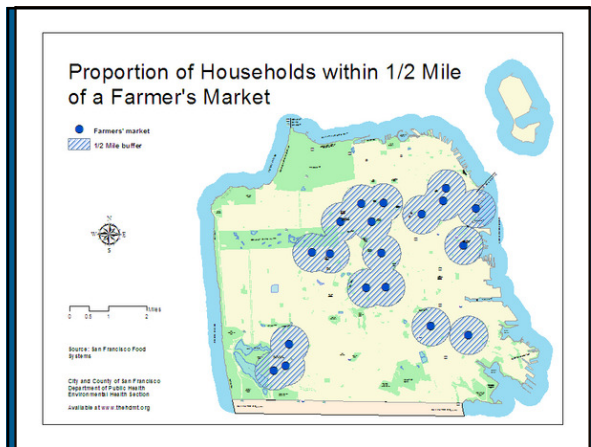
FMPP needs your support today!

Unless reauthorized, innovative programs, such as the Farmers Market and Local Food Promotion Program (FMPP), will expire on September 30th. Before their August recess, both the Senate and House passed their versions of the Farm Bill, which included funding for key farmers market programs. Congress returned to Capitol Hill on Monday, and will now either pass a new Farm Bill, extend the current Farm Bill, or do nothing before adjourning for election season.

If there is an extension of the 2008 Farm Bill, FMPP is in danger of being on the chopping block. We need to know your voice before FMPP expires this September 30th.

National Farmers' Market Coalition
farmersmarketcoalition.org

information, tools, and representation at state and federal levels. We help build networks, build local food hubs, and connect farmers market all and research resources for



Find a Market
Search Again

Markets in ALAMEDA County
Click on market name for contact and further info

Market	Location
Sundays	
Livingston CFM	Chapel Way at San
Livermore CFM	Second Street to
Newark CFM	Newark Park Mall
Oakland Fruitvale Sunday CFM	34th Avenue, and
Oakland Jack London CFM	Webster, broader
Oakland Montclair Sunday CFM	LaCalle Avenue (between
Temescal CFM	5300 Claremont Avenue (B&W parking lot)

Find Certified Markets:
<http://cafarmersmarkets.com>

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/cpns/Pages/Network-LHDFAP2014.aspx>
Attachment #3 - #8



Network GIS

<http://www.cnngis.org/>



**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



Schools

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









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.

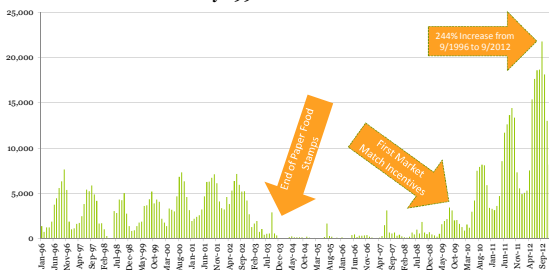
PCFMA's Market Match CalFresh Incentives

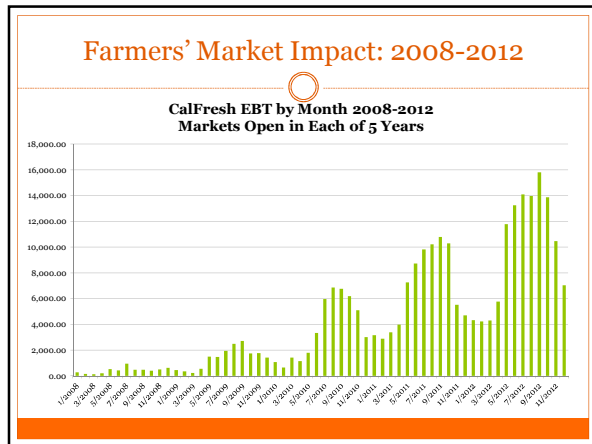
- PCFMA offers Market Match at every PCFMA farmers' market with a market manager. (Several PCFMA markets are farmer-managed.)
- CalFresh recipients who purchase at least \$10 in CalFresh tokens with their EBT card receive an additional \$5 in bonus tokens.
 - This bonus tokens can only be used for fresh 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





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

Rosanne K. Stephenson, MPA
Program Development Section
Network for a Healthy California

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

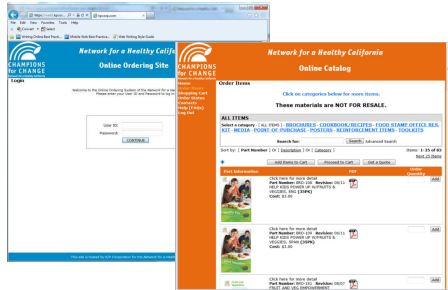








Online Ordering



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.

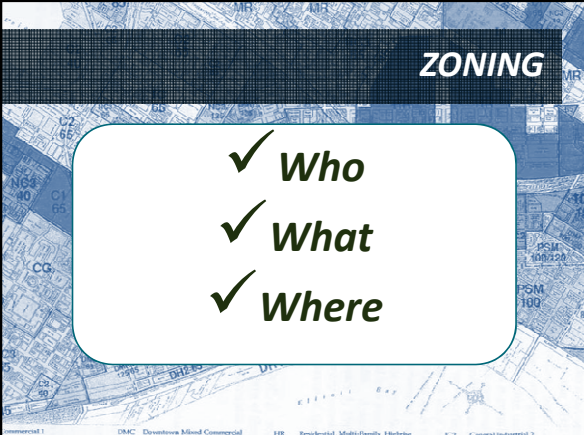
Identify potential new locations for farmers' markets in low-income and nutrition deficient neighborhoods, including joint use opportunities on publicly owned land.



SAN JOSE, CA

ZONING

- ✓ Who
- ✓ What
- ✓ Where



✓ Who



SAN JOSE'S "MINI MARKETS"

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).

SAN JOSE, CA

✓ What

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.**

SAN JOSE, CA

✓ Where


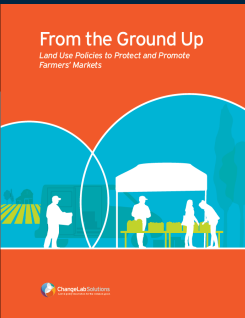






ChangeLab Solutions

MODEL POLICIES & FACT SHEETS



The screenshot shows the homepage of the National Farmers' Market Coalition. It features a navigation bar with links like 'Join', 'Donate', and 'Log In'. Below the navigation bar is a banner image of a busy farmers market with a sign that reads 'Farmers markets are good for everyone. Join us or donate to make them even better.' The main content area includes a section for the 'Farmers Market Inspiration Award' with a deadline of August 11, and a section titled 'FMPP needs your support today!' which discusses the Farm Market Promotion Program (FMPP) and its expiration date. At the bottom, the website's name 'National Farmers' Market Coalition' and the URL 'farmersmarketcoalition.org' are displayed.

FOR MORE INFORMATION:

Contact your Program Manager or:

Betty Sun: Research and Evaluation Section
Betty.Sun@cdph.ca.gov

Lisa Tadlock: Policy, Planning & Partnerships Section
Lisa.Tadlock@cdph.ca.gov

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.

© 2013 ChangeLab Solutions

ChangeLab Solutions

THANK YOU!

Heather Wooten
hwooten@changelabsolutions.org
changelabsolutions.org



© 2013 ChangeLab Solutions
This material cannot be copied or reproduced without permission.
