

Building Food Access Capacity at Farmers Markets: WSFMA Regional Leads Program

Kate Delavan, Food Access Program Manager



Washington State Farmers Market Association

Presenters:

- Shannon Bachtel, Skagit County Regional Lead
- Amanda Milholland, West Sound Regional Lead
- Karen Erickson, Snohomish County Regional Lead
- Stacy Carkonen, Pierce County Regional Lead



What's Food Access All About?



Food Assistance Benefits at Farmers Markets

- SNAP EBT: Supplemental Nutrition Assistance Program, Electronic Benefit Transfer
- FMNP: Farmer Market Nutrition Program (both WIC and Senior)
- WIC: Women and Infant Children
- Fruit & Vegetable Incentives: Increase purchasing power of food assistance benefits



Washington Farmers Market Access Partnership

Goals:

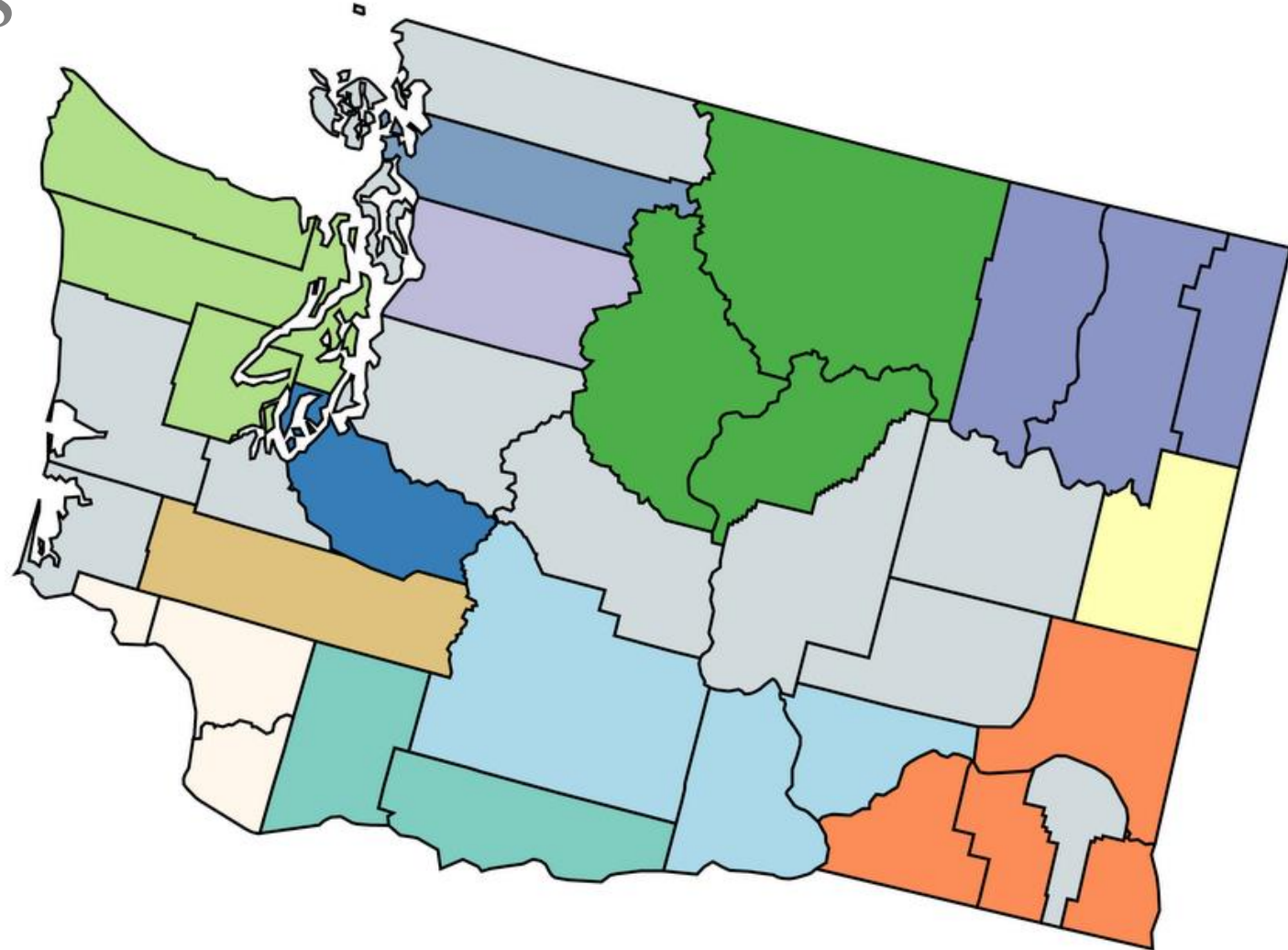
- Provide a forum for discussions around state and federal policy regarding food access at farmers markets
- Inform and provide feedback to WSFMA



2017 Regions

WSFMA RL Regions

- Skagit Valley
- Snohomish County
- Pierce County
- West Sound
- Columbia Basin
- Columbia Gorge, Washington
- Southeast Washington
- Greater Spokane
- Tri-County
- Greater Okanogan
- Lewis County
- Greater Clark County



Created with mapchart.net ©

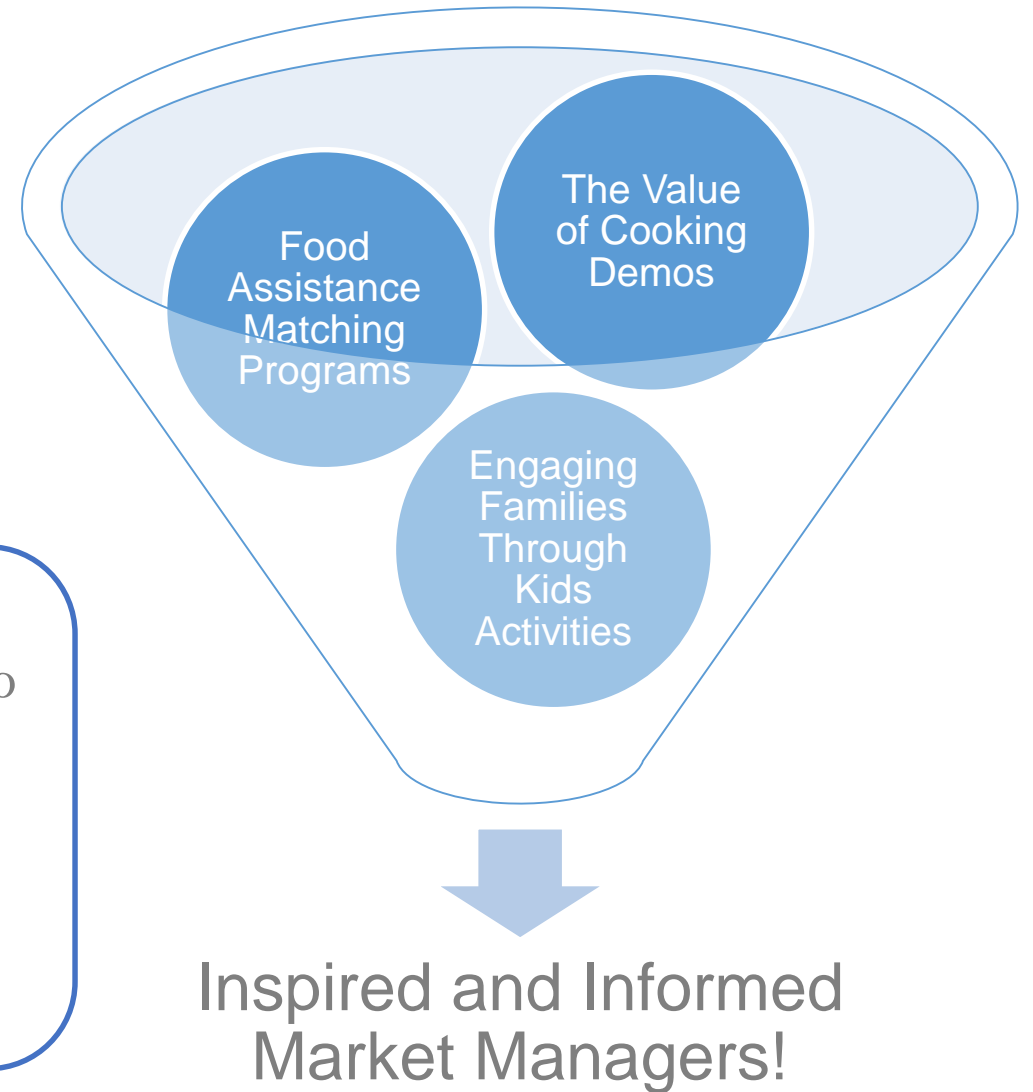


Food Access Forum

- October through April
- Third Thursday of each month
- Noon to 1 PM

Remaining Forums:

- 2/16/17: Strengthening Partnerships w/Service Providers to Increase Your Customer Base, Shannon Bachtel
- 3/16/17: TBD, Hannah Ladwig
- 4/20/17: Starting a SNAP Ambassador Program



Common Marketing Materials

REDEEM HERE

EBT



5077 1012 3456 7890
JOHN P. CARDHOLDER

This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP. USDA is an equal opportunity employer.



Eating more fruits and vegetables just got easier!

WE ACCEPT

EBT



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Healthy eating made easy!

WE ACCEPT

EBT



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FPO CURRENCY



Eating more fruits and vegetables just got easier!

Farmers Markets are for Everyone!

SKAGIT COUNTY FARMERS MARKETS



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IT'S AS EASY AS 1-2-3!

1. Go to the market info booth
2. Ask how to use your benefits
3. Buy fresh, local food!

Fresh fruits and veggies bought in season have more flavor and are usually less expensive.

Making half your plate fruit and veggies just got easier!

EBT: EBT Card/Food Stamp **D/C:** Debit • Credit Card
FMNP: WIC & Senior Farmers Market Nutrition Program Checks
DuBx MATCH: Use your EBT card and get extra shopping dollars

ANACORTES FARMERS MARKET
At the Depot • 7th Street & R Avenue • Bus Route 410
Saturdays 9am – 2pm • May – Oct
Second Saturdays 9am – 2pm • Jan – Apr

| EBT | FMNP | D/C | DuBx MATCH |
|-----|------|-----|------------|
| ✓ | ✓ | ✓ | ✓ |

BOW LITTLE MARKET
6200 N. Green Road • Bus Routes 195
Thursdays 1pm – 6pm • Jun – Aug

| EBT | FMNP | D/C | DuBx MATCH |
|-----|------|-----|------------|
| ✓ | ✓ | ✓ | ✓ |

SEDRO WOOLLEY FARMERS MARKET
Ferry Street & Metcalf Street • Bus Routes 300
Wednesdays 9am – 2pm • May – Oct

| EBT | FMNP | D/C | DuBx MATCH |
|-----|------|-----|------------|
| ✓ | ✓ | ✓ | ✓ |

MOUNT VERNON FARMERS MARKET
Riverwalk Plaza, Gates & Main St. • Bus Route 206
Saturdays 9am – 2pm • May – Oct
East Kincaid & 15th Street • Bus Route 206
Wednesdays 11am – 4pm • May–Oct
No new tokens, DuBx, or FMNP issued on Wednesdays

| EBT | FMNP | D/C | DuBx MATCH |
|-----|------|-----|------------|
| ✓ | ✓ | ✓ | ✓ |





This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP. USDA is an equal opportunity employer. For more information, go to www.farmersmarkets.org/foodaccess or call 206-706-5036.



Skagit County

Shannon Bachtel

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Washington State Farmers Market Association

Shannon Bachtel

Skagit County Regional Lead

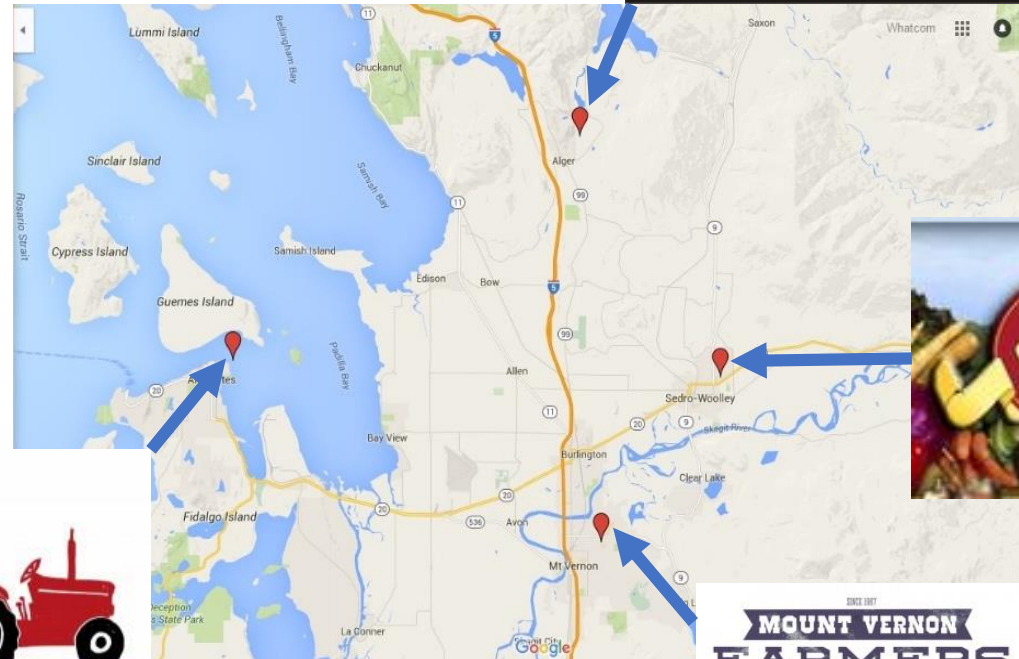
- WSFMA Regional Lead since May 2016
- Farmers Market Flash Program
Coordinator for Skagit County Farmers
Markets since 2015
- Member of Skagit Valley Farmers Market
Coalition since 2015



Skagit County

4 farmers markets

- Anacortes
- Bow Little
- Sedro-Woolley
- Mount Vernon





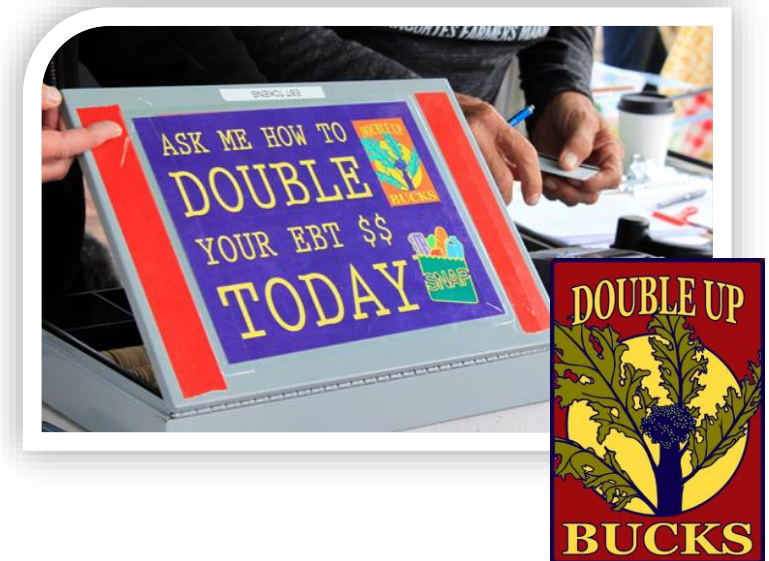
Access to Farmers Markets

Programs & Services



Programs & Services

- **WIC Vouchers**
 - Distributed at the farmers market 1-2x/year
- **Senior FMNP Vouchers** distributed 1x/year
- **Food Bank Bucks (“Fresh Bucks”)**
 - Distributed to local food banks around the county
- **Double Up Bucks**
 - Distributed & redeemed year-round since 2014.
- **Healthy Bucks in Anacortes**
 - Distributed to help those who may not qualify for EBT. Funded by local grantors.
- **Skagit PICKS Program- 2017 Pilot Program**



Successes

- Strategic Planning Session with Skagit Valley Farmers Market Coalition
- Signage at the market
 - 33% SNAP beneficiaries utilizing EBT for the first time reported learning about Double up Bucks at the farmers market.
- Training and assistance to human service providers



HOW THE TOKEN SYSTEM WORKS AT SKAGIT FARMERS MARKETS



| EBT/SNAP Tokens Market Specific | FRUITS | VEGETABLES | VEGETABLE SEEDS |
|--|-------------|----------------|-----------------|
| Can be used to purchase any EBT ELIGIBLE item. No change can be given. EBT eligible items include whole and processed food products. No hot or prepared food or drink products. Vegetables/seeds are acceptable. | BAKED GOODS | JAMS & JELLIES | SYRUP & HONEY |
| Double Up Bucks (Dubu) FINI 2015 All Skagit County Farmers Markets Can be used to purchase FRUITS and VEGETABLES only. No change can be given. | SEEDS | BREAD | DAIRY |
| | MEAT | FISH | POULTRY |

market serve as a location to bring us together and eat healthy eating. The Skagit Valley Farmers Market is receiving a Washington State Department of Health grant to increase fruit and vegetable purchases and improve the number and health status of individuals receiving assistance through the Supplemental Nutrition Assistance Program (SNAP). Local farmers receive direct benefits from SNAP users' increased purchasing power.



Encouraging SNAP Beneficiaries to Visit the Farmers Market

A Guide for Service Providers



Successes

Kids Programming

- Power of Produce Club in Anacortes
- Partnership with the Museum of Northwest Art
- Farmers Market Flash program



Priority for 2017

- Strengthen partnership with service providers
- Launch SNAP Ambassador Program
- Customer service program for SNAP shoppers
- Strong and cohesive marketing and outreach plan



West Sound Region

Kitsap, Jefferson, Mason and Clallam County Farmers Markets



Washington State Farmers Market Association

Amanda Milholland Jefferson County Farmers Market Director

- Director of JCFM since October 2015
- Regional Lead since October 2016
- Strong interest in increasing Food Access through JCFM direct incentive program, chef demos and community outreach



West Sound Region

- One of the larger geographic regions
- 14 markets, 4 counties:
Bainbridge, Bremerton, Kingston, Port Orchard, Poulsbo
Silverdale, Suquamish, Chimacum, Port Townsend,
Port Angeles, Sequim, Belfair and Shelton
- Approximately half of the markets are starting or considering SNAP programs
- Many markets have 20 or fewer vendors



Successes

- Helping markets access free EBT equipment
- Starting to build community connections and partnerships
- Identifying the needs of area markets- marketing, equipment, farmers
- Hosting successful chef demo program and cooking class series in Jefferson County
- Starting SNAP Ambassador program in Jefferson County



Priority

- Marketing, marketing, marketing-signs, banners, press releases
- Helping markets obtain and learn to use EBT equipment as well as administer SNAP program
- Getting to know markets
- Modeling chef demo program and trying out SNAP Ambassador program



Snohomish County Regional Lead

Karen Erickson

Everett Farmers Market - Co Manager 2012 - current

Snohomish Farmers Market - Market Manager 2007 to 2014

Snohomish Regional Lead 2015 - current



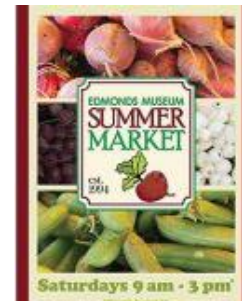
Washington State Farmers Market Association

Snohomish County Region Northern Puget Sound

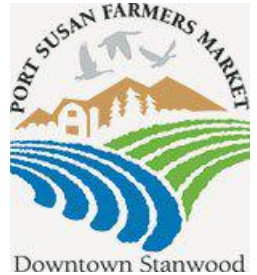
20 Cities in Snohomish County
10 Farmers Markets, in 9 Cities



Arlington, Bothell, Edmonds, Everett,
Marysville, Monroe, Mukilteo,
Stanwood and Snohomish.



marysvillefarmersmarket.org



8 of the 10 Farmers Markets offer SNAP
2 Farmers Markets offer Incentive Matches

(community funded and member with Food From Farms 501c3)



Priorities

1. Sustain SNAP/EBT programs at current markets
2. Offer support and education for administering SNAP/EBT Programs
3. Increase numbers of EBT Customers
4. Better Signage at Markets
5. Increase Incentive Programs
6. Ambassador Programs
7. Food Sampling and Chef Demos



Rack Cards

- 2015 10,000 English
- 2016 8,000 English, 2,000 Spanish
- 2017 - English - Spanish – Russian ???

What's on the Card?

- Farmers Markets
- FMNP Senior/WIC
- Debit/Credit
- EBT/SNAP
- Match

Partners & Farmers Markets assist to pass out the Rack Cards.



Your local farmers market is a GREAT source of seasonal produce

Arlington Farmers Market - Legion Park
Sat. 10am-3pm July 11 - Sept.26 

Bothell Farmers Market - Country Village
Fri. 12pm-6pm June 5-Oct.2 

Edmonds Garden and Summer Markets - Bell St & 5th Ave
Sat. 9am-2pm May 2 - Oct.2 

Everett Farmers Market - Port of Everett
Sun. 11am-4pm May 10 - Oct.18   

Friday Farmers Market Everett Mall - Sears parking lot
Fri. 3pm-7pm June 11 - Sept.25   

Mukilteo Farmers Market - Lighthouse Park
Wed. 3pm-7pm June 3 - Sept.30 

Port Susan Farmers Market - Stanwood, Camano Island
Fri. 2pm - 7pm June 5 - Oct.16   

Snohomish Farmers Market - Pearl Ave & Cedar St
Thur. 3pm-7:30pm May 7 - Sept.24   

Sunday Snohomish Farmers Market - near Boys & Girls Club
Sun. 11am-3pm June 7 - Sept.27 

Whitehorse Farmers Market - Darrington
Fri., Sat., Sun. 9AM to Dusk April - Oct   

USDA is an equal opportunity provider and employer.

  EBT/SNAP Stamp

  Fruit/Veggies Checks

  Debit/Credit Card

To learn more call
425-321-4229





Farmers
Snohomish Region
Markets

<https://snocofarmersmarkets.com>

Karen Erickson 425-321-4229

Karen.everettfarmersmarket@gmail.com



Pierce County

Stacy Carkonen

Contact Information:

stacy@tacomafarmersmarket.com



Washington State Farmers Market Association

Stacy Carkonen

Tacoma Farmers Market Executive Director

- Director of TFM since March 2014
- Regional Lead since March 2015



Pierce County Farmers Markets

- Broadway (Tacoma)
- Eastside (Tacoma)
- Fife
- Gig Harbor Waterfront
- Lakewood
- Orting
- Proctor (Tacoma)
- Puyallup
- South Tacoma
- Steilacoom
- 6th Avenue (Tacoma)



Programs & Services

- **WIC & SFMNP Vouchers**
- **SNAP EBT**
 - Orting, Puyallup – 2015
 - Fife, Steilacoom – 2016
 - Gig Harbor Waterfront – 2017
- **Fresh Bucks**
 - All Tacoma area farmers markets – 2017 expansion to 4 more markets
- **Senior Farm Share**
 - Eastside Farmers Market SFMNP incentive program
- **Apple-a-Day Program**
 - Lakewood and Tacoma area farmers markets
- **SNAP Ambassador Program - TFM**



Successes

- 17-20% SNAP & Fresh Bucks increase at Tacoma area markets
- \$120,000 in incentive funding for local families and farms (SNAP, WIC, Fresh Bucks, Apple-a-Day, Senior Farm Share)
- Building community partnerships - \$98,000 in funding from FMPP grant, expansion of Fresh Bucks program (FINI)
- Building a network of support for local managers



2017 Priorities

- Expand Fresh Bucks program to Fife, Orting, Puyallup & Steilacoom
- Continue to support markets to get EBT up and running
- Build on Partnerships
- Support each other!



Additional Resources

Food Access, WSFMA website:

<http://wafarmersmarkets.org/food-access-2/>

Washington State Farmers Market Management Toolkit, Ch. 7
“Accepting SNAP EBT & Other Currencies”:

<http://www.wafarmersmarkettoolkit.org/chapter-7/>

EBT Incentive Toolkit:

http://wafarmersmarkets.org/resource_center/eat-incentive-program-toolkit/



Questions?

