



Washington State  
Farmers Market Access Evaluation  
University of Washington Center for Public Health Nutrition

**National Peer-to-Peer Program Summary**

Organization	State	City/Region	P2P Program Name OR P2P Component	Program Size	Program Goal	Funding	Program Website	Point of Contact
Brownsville Wellness Coalition	Texas	Brownsville	Promotoras, as part of the CHW program, help promote the FM	Not specified	To improve the health and well-being of the residents of Brownsville	Grants	<a href="http://www.brownsvilwellnesscoalition.com/">http://www.brownsvilwellnesscoalition.com/</a>	Veronica Rosenbaum (Executive Director/FM Market Manager) brownsvilwellnesscoalition@gmail.com  Dr. Rose Gowen, City Commissioner, Brownsville rose.gowen@cob.us
California Project Lean - CA Department of Public Health	California	Alameda, Fresno and Tulare counties	CalFresh Promotion Project (CFPP)	In Year 2 of the pilot program, 21 peer educators were trained and 582 community members reached	Utilizes a peer educator approach to implement an educational curriculum with adults in communities with high rates of CalFresh eligibility	SNAP-Ed; The Network for a Healthy California	<a href="https://www.cdph.ca.gov/Programs/CPNS/Documents/NetworkProgramTraining/Peer-led%20CalFresh%20LHD%2001.30.13.pdf">https://www.cdph.ca.gov/Programs/CPNS/Documents/NetworkProgramTraining/Peer-led%20CalFresh%20LHD%2001.30.13.pdf</a>	Nestor Martinez (Project Officer, Nutrition Education and Obesity Prevention Branch, California Department of Public Health)  Nestor.Martinez@cdph.ca.gov
Community Food and Agriculture Coalition of Missoula County	Montana	Missoula and Polson	Double Snap Street Team	4 Street Team members in Missoula + 1 in Polson	Outreach for Double SNAP (FM incentive program)	USDA Grant (a component of the Food Security and Strong Communities Project)	<a href="http://www.missoulacfac.org/">http://www.missoulacfac.org/</a>	Kim Gilchrist (Food Access Program Manager) kim@missoulacfac.org
DC Greens	District of Columbia	All 53 FMs in DC; emphasis on the wards most impacted by food insecurity	Community Champions (in addition to a 300+ FM Brigade to hand out incentives at the FM)	8 Community Champions  > 300 FM Brigade Volunteers	Outreach for Produce Plus (a DC DOH FM voucher program)	District of Columbia Department of Health	<a href="http://dcgreens.org/produce-plus-champions/">http://dcgreens.org/produce-plus-champions/</a>	Dominique Hazard (Outreach Specialist) dominique@dcgreens.org  Brittany Stewart (Volunteer Coordinator) brittany@dcgreens.org Hayley Reitman (Program Coordinator) hreitman@csumb.edu
Everyone's Harvest	California	East Salinas	Utilization of a community member for FM outreach; plans to further develop the program	One community outreach worker	To double SNAP usage at the farmers market	USDA Farmers' Market SNAP Support Grant (FMSSG)	<a href="http://everyonesharvest.org/">http://everyonesharvest.org/</a>	Christina Keibler (NMFMA Community Outreach Manager) christina@farmersmarketsnm.org
New Mexico Farmers' Marketing Association	New Mexico	SNAP participants across the state	COCINA! Training	Not specified	Increased utilization of FMs and Double Up Food Bucks (F/V incentive program)	USDA FINI Grant (2015); State of NM; Santa Fe Farmers' Market Institute; Presbyterian Healthcare; Pojoaque Pueblo	<a href="http://www.doubleupnm.org/">http://www.doubleupnm.org/</a>  <a href="http://farmersmarketsnm.org/">http://farmersmarketsnm.org/</a>	Christina Keibler (NMFMA Community Outreach Manager) christina@farmersmarketsnm.org
New Roots	Kentucky	13 Fresh Stop Markets (9 in Louisville, KY; 2 in Lexington, KY; 1 in Brandenburg, KY; 1 in New Albany, IN)	Fresh Stop Market Leaders	Minimum of 12 Leaders per Fresh Stop Market	To create sustainable systems for accessing farm-fresh foods by uniting communities to end food injustice	Shareholders, donations and grants	<a href="http://www.newroots.org/">http://www.newroots.org/</a>	Karyn Moskowitz (Founder and Executive Director) karyn.moskowitz@newroots.org
Prevention Research Center for Healthy Neighborhoods (PRCHN)	Ohio	Cleveland	FreshLink Ambassadors	2 Ambassadors for the pilot; plans to have 2 per market	Boost demand for FMs, Produce Perks and nutrition education programs	Through CDC (as part of a research project at PRCHN)	<a href="http://www.prchn.org/frshlink_home.aspx">http://www.prchn.org/frshlink_home.aspx</a>	Darcy Freedman daf96@case.edu

<b>Sustainable Food Center (SFC) - The Happy Kitchen/La Cocina Alegre®</b>	Texas	Austin	Community cooking and nutrition classes facilitated by past participants	24 education series offered per year, with 25 participants each (series are 6 weeks long)	To nurture skills in food selection and preparation	Grants; private foundations; individual donors; organizations	<a href="http://www.sustainablefoodcenter.org">www.sustainablefoodcenter.org</a>	Molly Costigan (Program Manager of The Happy Kitchen/La Cocina Alegre®)  Molly@sustainablefoodcenter.org
<b>The Farmers Market.co</b>	Virginia	Regional (6 markets total)	Originally planned to have a SNAP-recipient FM operator	One Market Token Operator per FM	Operation of SNAP EBT at FMs (SNAP recipient preferred, but not required)	Hospital Community Benefit Funds	<a href="http://www.thefarmersmarket.co/now-hiring/">http://www.thefarmersmarket.co/now-hiring/</a>	Elizabeth Borst (Healthy Food Incentive Program Director)  elizabethborst@gmail.com
<b>University of California, San Diego, Center for Community Health</b>	California	City Heights	Used community advocacy to start a FM in the city	N/A	To increase opportunities for access to healthy, fresh and affordable foods	Through the Center for Community Health and key partnerships, including Regional Network Collaborative (funded in-part by SNAP-Ed); Board of Supervisors; Price Charities; WholesomeWave foundation	<a href="http://ucsdcommunityhealth.org/work/local-food-system/">http://ucsdcommunityhealth.org/work/local-food-system/</a>	Blanca Melendrez (Executive Director, University of California, San Diego, School of Medicine Center for Community Health)  bmelendrez@ucsd.edu>
<b>Spokane Regional Health District</b>	Washington	Spokane	Community Health Advocates (CHA)	14 Community Health Advocates, representing eight separate low-income housing properties	CHAs, tenants in low-income housing, share health information and support community members increasing healthy eating and physical activity/active living	SNAP-ED; Spokane Regional Health District	<a href="http://www.srhd.org/">http://www.srhd.org/</a>	Marion Lee (Spokane Regional Health District Community Health Worker Trainer/Coordinator; SRHD's SNAP-Ed Program)  Mrlee@srgd.org
<b>City of Seattle Office of Sustainability and Environment</b>	Washington	Seattle	Peer educators	4 partner organizations, each with a different number of peer educators	Promote and provide outreach for the Farmers Market Fresh Bucks incentive program	City of Seattle	<a href="http://www.seattle.gov/environment/">http://www.seattle.gov/environment/</a>	Robyn Kumar (Fresh Bucks Program Manager)  Robyn.kumar@seattle.gov
<b>Tacoma Farmers Market</b>	Washington	Tacoma	SNAP Ambassadors	6 SNAP Ambassadors	Increase awareness of the farmers market and create a group of community members to provide feedback to the market	SNAP-Ed; Washington State Farmers Market Access Partnership Regional Lead Program; Tacoma Farmers Market	<a href="http://tacomafarmersmarket.com/">http://tacomafarmersmarket.com/</a>	Stacy Carkonen (Tacoma Farmers Market Executive Director; WSFMA Regional Lead)  Stacy@tacomafarmersmarket.org

Please contact the University of Washington, Center of Public Health Nutrition for a copy of the full report.  
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