From Fresh Bucks to the Power of Produce: Are Incentive Programs Right for your Market?

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- Karen Rae, Yelm Farmers Market
- Julia Zander, Bremerton Farmers Market
- Stacy Carkonen, Tacoma Farmers Market
Goals of today’s workshop.

• We want you to leave here with:
  • A better understanding of what incentive programs are,
  • The benefits and challenges of setting up and running a program,
  • and what resources you need to start a program.
Incentive Programs: What are they?

• Targeted programs to increase shoppers at your market.
  • Can be for everyone.

• Programs to address food access / food justice.
  • These programs work to level the playing field for low-income shoppers by increasing their purchasing power for fresh produce
Apple-a-Day Program
Inspiring Lifelong Healthy Eaters
Tacoma Farmers Market