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

Kate Delavan, Food Access Program Manager
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

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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

Inspired and Informed Market Managers!
Common Marketing Materials
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 quality 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
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
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
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.

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.
https://snocofarmersmarkets.com

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Pierce County

Stacy Carkonen

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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/ebt-incentive-program-toolkit/
Questions?