



It's Your Market!
a peer-to-peer
outreach approach

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AGENDA

- Project Context
- Project Design
- Outreach
- Farmers Market Experience Survey
- Lessons Learned





PROJECT CONTEXT

DEFINITIONS

SNAP

- Supplemental Nutrition Assistance Program (SNAP)
- Also called “EBT”, “Food Stamps”, or “Basic Food”
- Can be used on any food for the household (with some exceptions).
- Can be used at many retail outlets as well as most farmers markets.



DEFINITIONS

SNAP Market Match

- Statewide program run by Department of Health
- Dollar for dollar match of SNAP up to \$40 per visit
- Distributed when people use their EBT Card at the market
- Limited to produce items

→ Doubles purchasing power of EBT

→ Requires shopping at farmers markets



SNAP AT FARMERS MARKETS

2019 SNAP Use at Farmers Markets

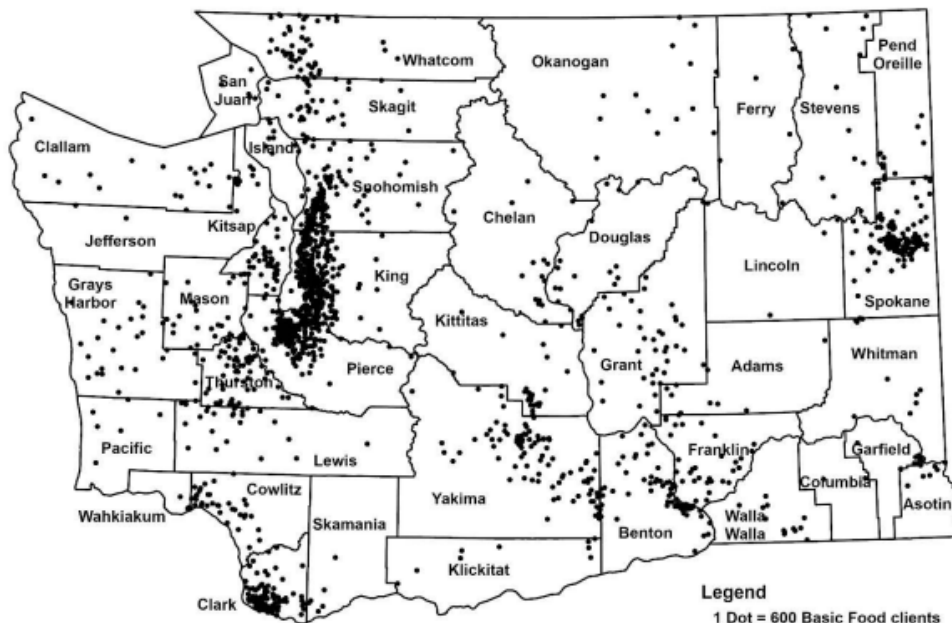
Market Area	# of Individuals with SNAP (2019)	# of Unique EBT Users at Farmers Markets (2019)
Auburn	17,661	188
Burien	10,219	387
Des Moines	6,112	99
Federal Way	23,523	348
Kent	30,982	10
Renton	15,196	295
SeaTac/Tukwila	14,231	15
TOTAL	117,924	1,342



SNAP CLIENTS IN WASHINGTON



Number of Basic Food Clients by Density of Residential Zip Code in Washington State: June 2022



Source: ACES data

Provided by DSHS/ESA/OAS/ EMAPS - Sep. 2022



DESIRED AFFECTS

- **Knowledge:** Increase community knowledge about farmers markets and food benefits (existence, time, process, etc.)
- **Knowledge:** Increase our understanding of barriers that limit access and use of farmers markets
- **Attitude:** Shift community perception of farmers markets towards being a welcoming and available space for all
- **Behavior:** Increase use of SNAP and SNAP Market Match at farmers markets



FRESH FOR ALL

Goal: Promote the awareness and use of SNAP and SNAP Market Match at South King County farmers markets.

Approach: Use peer-to-peer outreach to increase SNAP participant shopping behaviors.

USDA Farmers Market
Promotion Program

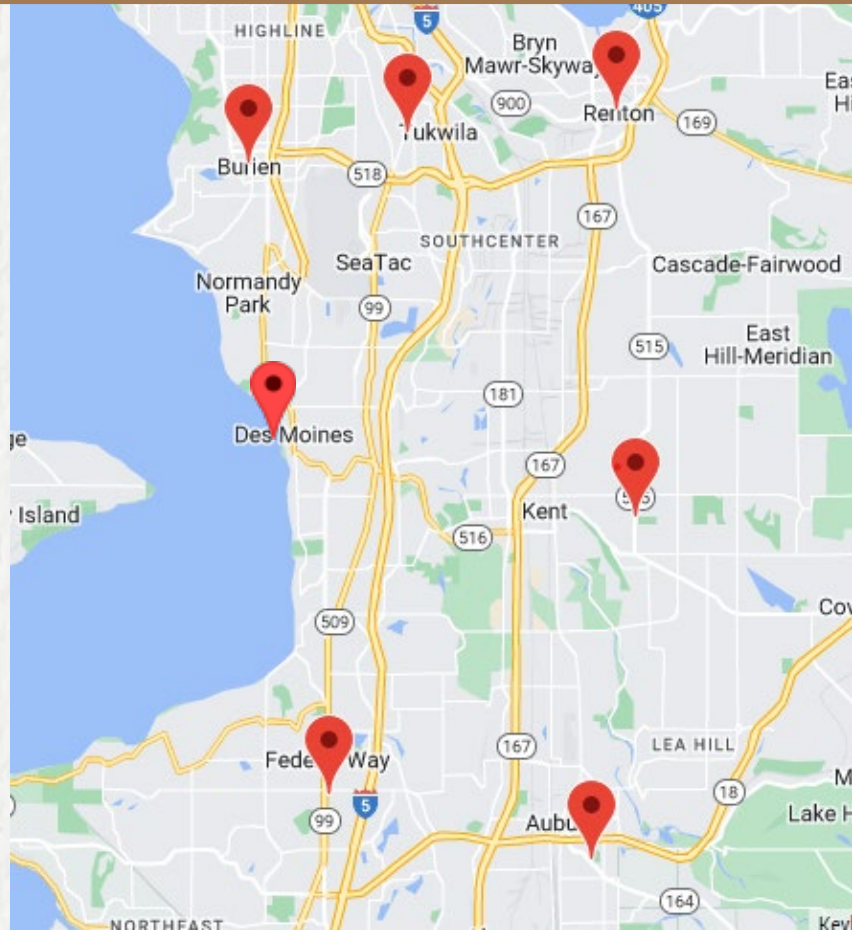
- Awarded in late 2019.
- Ends October 2022.

Presentation focus on 2022



AUDIENCE

- **Primary:** SNAP eligible
- **Focus:** Immigrant and refugee communities
- **Focus Markets:**
 - Auburn
 - Burien
 - Des Moines
 - Federal Way
 - Kent East Hill
 - Renton
 - Tukwila



PROJECT DESIGN



STRATEGY

- Peer-to-peer outreach by trusted community members
- Digital outreach to build knowledge and awareness on SNAP and SNAP Market Match
- At-market activities to ease early experiences of visiting farmers market
- Toolkit to support outreach
- Conduct survey of SNAP users' experiences



PARTNERS

Lead

- Public Health – Seattle & King County
- Food Innovation Network
- Community Representatives (15)
- Communications Consultant (The Vida Agency)
- Photographer (Emilio Carrillo)

Support

- Farmers Market Managers
- Washington State Farmers Market Association



TOOLKIT

Identified purpose:

Shift the perception of farmers markets from:

Farmers markets are expensive and mostly for affluent white people.

To a perception of:

Farmers markets are affordable, culturally relevant, and inclusive.



TOOLKIT

- Designed with feedback from representatives
- Components:
 - Key messages
 - Calendar of messages
 - Image library
 - Editable templates
 - Some print, mainly digital
 - Tracking log
 - How-to's and tips
- 13 weeks of content (market season)



IT'S YOUR MARKET.
Come with me!

I'll be here for you at this week's farmers market.



IT'S YOUR MARKET.
Check it out!

SNAP/EBT happily accepted at your local farmers market.



TOOLKIT LANGUAGES

- Amharic
- Arabic
- Bantu
- Cantonese
- Farsi
- Fijian
- French
- Ibo
- Khmer
- Korean
- Russian
- Samoan
- Somali
- Spanish
- Swahili
- Tigrinya
- Tongan
- Ukrainian
- Vietnamese



COMMUNITY REPRESENTATIVES

Digital Outreach

Shared content weekly

- Tailored material to suite their communities
- Primary focus on SNAP
- Secondary focus on a focus market

Replied, reposted, responded to content as needed

At-Market Activities

Visited focus market twice per month for activities such as:

- Shared pictures or posts from the market
- Market tours

Compensated

\$1,000 / month

- Outreach = \$600 / month
- Market day = \$200 / day



TIMELINE



March-May

- Develop Toolkit Draft
- Recruit Community Reps
- Orient Community Reps

July-September

- Conduct weekly outreach
- Conduct at-market activities twice a month
- Report on activities

June

- Finalize Toolkit
- Train Community Reps on Toolkit
- Initiate outreach

October

- Outreach end
- Data analysis



OUTREACH



OUTREACH METHODS



301
Digital Posts

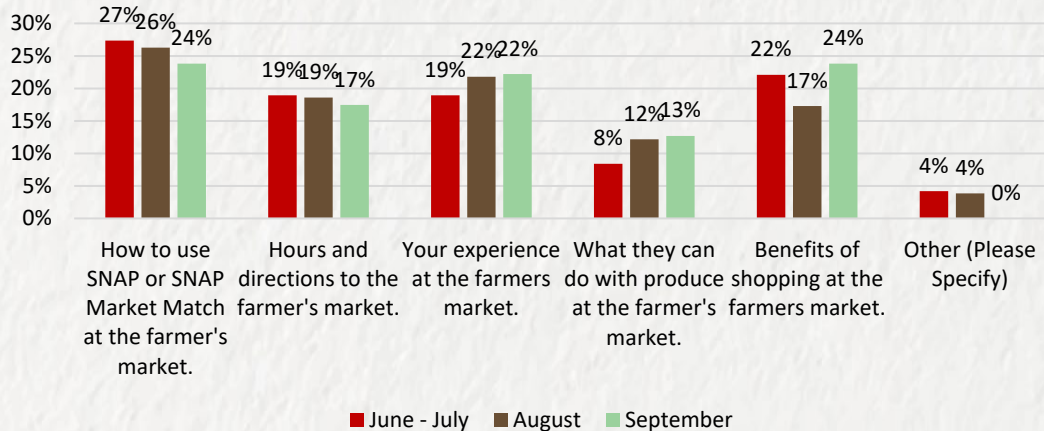
1,362
Text Messages
Through digital apps

Additional methods
Newsletters, in-person
meetings, events, etc.

OUTREACH TOPICS



Post Topics By Month



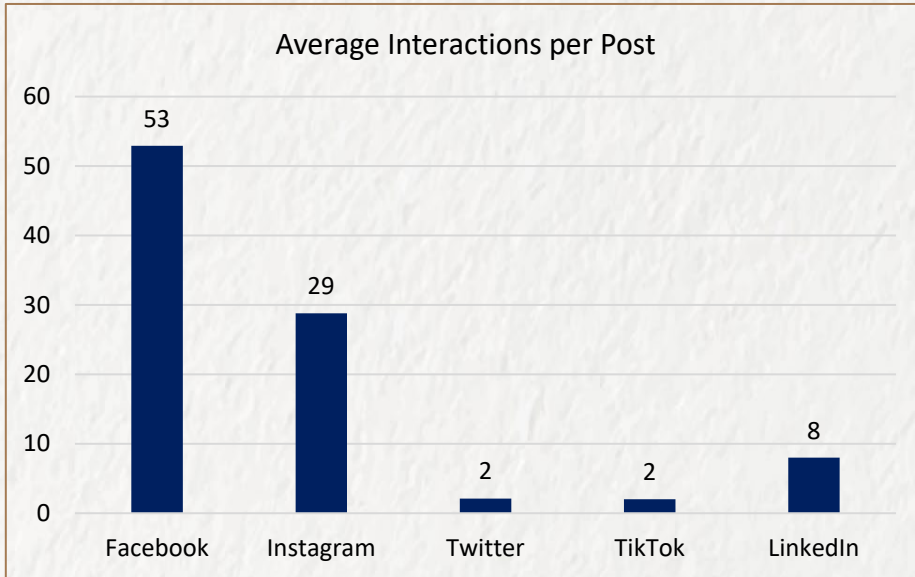
Toolkit Topics:

- Awareness of SNAP and SNAP Market Match
- Market logistics
- Market experience
- How to use produce
- Benefits of farmers markets

Additional Topics:

- The farmer's market is for everyone
- How to get involved
- The hardworking farmers
- There is representation at the farmers market
- Senior vouchers and WIC vouchers are available
- The friendly staff at the farmer's market

IMPACT



~6,800
Digital Interactions

Unique SNAP users
increased from:

1,342 → 1,929

IN-LANGUAGE



تفاصيل الفارمر ماركت حيث الخضروات الطبيعية بدون مواد كيميائية
كل يوم سبت ابتداء من ٦/٤ الى ٩/٢٤

Come check out the East Hill Farmers Market every
Saturday June 4th through September 24th!!!
From 10:00 AM to 3:00 PM

تفاصيل الفارمر ماركت 24604 104th Ave SE, Kent, WA 98030
حيث الخضروات الطبيعية بدون مواد كيميائية كل يوم سبت ابتداء من
٦/٤ الى ٩/٢٤

You and 1 other

2 comments 2 shares



Like



Comment



Share

IT'S YOUR MARKET.

Season it!

Food tastes better with seasonal
produce from the farmers market.



¿ES TU MERCADO!

¡Conócelo!

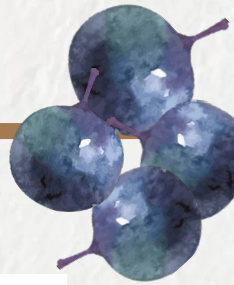
SNAP/EBT Puedes
usar SNAP en tu
mercado local.

Sabias que puedes usar tu targeta EBT en el Mercado de
agricultores! Solo pasa por el puesto de información antes
de comprar y convierte tu dinero al doble con snap market
match hasta \$40 (\$80) en Auburn farmers market.

Para saber más : <https://www.youtube.com/watch?v=Tp2z1uboo3Elink>... See more



TEMPLATE + PERSONALIZED



What an incredible summer it's been at the farmers market! Don't miss your chance to enjoy the last of the fresh, seasonal, locally grown produce our amazing farmers have to offer you.

#ItsYourMarket #MissionAfrica #FreshProduce

IT'S YOUR MARKET.

Enjoy it!



Your SNAP dollars go twice as far at the farmers market.



🍎 SNAP / EBT alcanza al DOBLE 🍅

a \$40 (total de \$80) para frutas, verduras, hierbas, champiñones, semillas y plantas comestibles. Pase por el puesto de información para obtener más detalles. Federal Way Farmer's Market está abierto los sábados de 9 am a 3 pm. Ubicado en el estacionamiento detrás de Commons Mall at Federal Way (detrás de Dick's Sporting Goods) www.doh.wa.gov/SNAPMarketMatch

¡ES TU MERCADO!

¡Conócelo!

Sábados, 9 - 3 pm



Federal Way
Mercado
Commons Mall

Puedes usar SNAP/EBT en tu mercado local.



TEMPLATE + PERSONALIZED



IT'S YOUR MARKET.

Stretch it!



Your SNAP dollars go twice as far at the farmers market.



Did you know that you can turn \$40 into \$80 when you shop with **SNAP/EBT at the farmers market**? The SNAP Market Match WA program makes it safe and easy! Come to the Information Booth and the friendly staff will help you. Why? Because It's Your Market and that's why Mission Africa's Executive Director made the below bowl of delicious Okra Soup with fresh organic Okra she bought from the Auburn Farmers Market!



KEY MESSAGE + PERSONALIZED



Farmers Market season is wrapping up online 3 more Saturdays. Come to the Des Moines Market today it is open 10-2p and it is a nice weather be outside. Bring your EBT and double your spending on fresh produce. #It'sYourMarket #FreshForAll It's Your Market!
<https://bit.ly/3O1sPsg> ✓



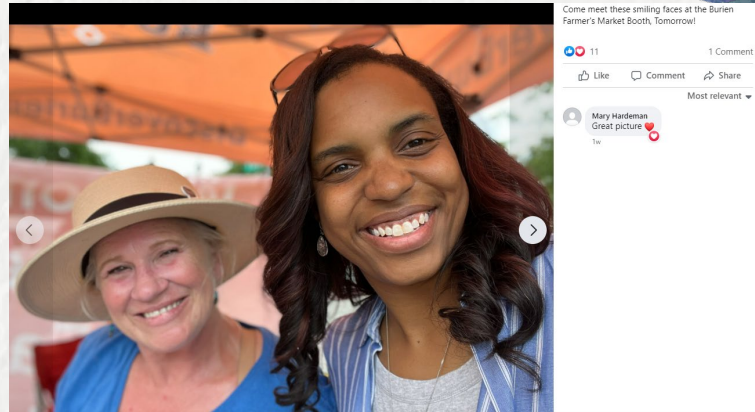
I always thought that farmers markets were too expensive, but the truth is that the in-season produce costs the same or less than at the grocery store – and its higher quality and locally grown! Come out this week and find delicious deals on in-season produce. In-season produce is inexpensive at the farmer's market, come check it out!– It's Your Market! <https://bit.ly/3O1sPsg>



AT-MARKET ACTIVITIES

Want to use SNAP at the farmers market but don't know how to do it? Come by the Information Booth at the farmers market this Today 10-2p to learn how to use your SNAP/EBT benefit. The staff are so friendly and helpful – it's their job to make you feel welcome. Why? Because It's Your Market!! #It'sYourMarket #FreshForAll <https://bit.ly/3O1sPsg>

I am heading to the farmers market this morning, if you are not busy come join me and my team members; I will be there until 12p (look for the t-shirt in the pictures). We have a great time hanging out at the market. See You There!



TOTALLY UNIQUE

Palava Sauce Leaves



@livingwellkent WoW! this week the youth and I found another culturally appropriate produce (Palava Sauce) widely eaten in West Africa, including Ghana, Liberia, Sierra Leone, and Nigeria. The word palaver comes from Portuguese and means a talk, lengthy debate, or quarrel. I am not sure how this led to the name of the plant. One theory is that the spices used in the stew mingle together like raised voices in an argument. It has been thought of as having the power to calm te... See more

TOTALLY UNIQUE

Lots to see and eat here at the farmer's market on this beautiful Saturday!
I got all these blueberries, blackberries & raspberries for \$20!!! If I had EBT benefits, I could double my spending to \$40!
I also used the Market cash coin Exchanged at the info booth!
I love it here and you will too! #itsyourmarket



This week is the last week for most of the Farmer's Market. Yesterday Gretchen and I found bitter balls or some calls it Garden Eggs or eggplant. I was amazed by the freshness and got me plenty to freeze for later. It as been fun going to the markets this season and hope to see there next year. #freshforall!#itsYOURMarke!! Happy Fall!



FARMERS MARKET EXPERIENCE SURVEY



SURVEY PARTICIPANTS

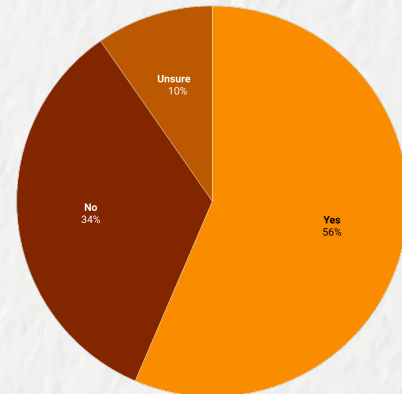
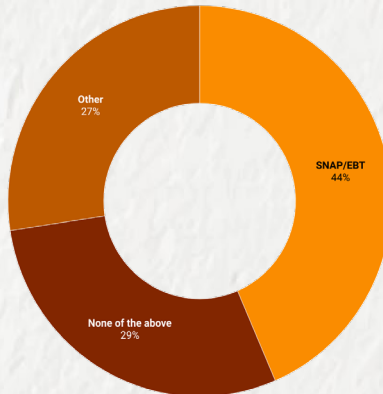


62 survey responses

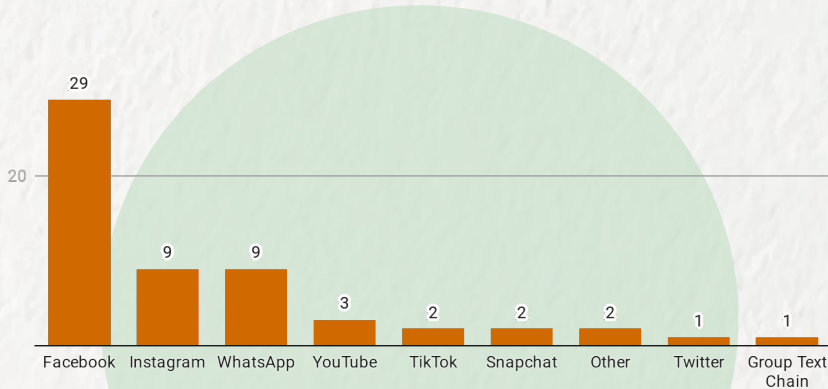
82% had visited a farmers market in King County before taking the survey

71% participate in a food assistance program;
44% participate in SNAP

Did you know you could receive a dollar-for-dollar match when you use SNAP at a farmers market?



SOCIAL MEDIA



Social media platforms where survey participants have seen posts promoting SNAP usage at farmers markets

42%

Indicated that they had seen posts on social media promoting SNAP usage at farmers markets

47%

Of the respondents who saw social media posts indicated that the posts affected their decision to visit a farmers market

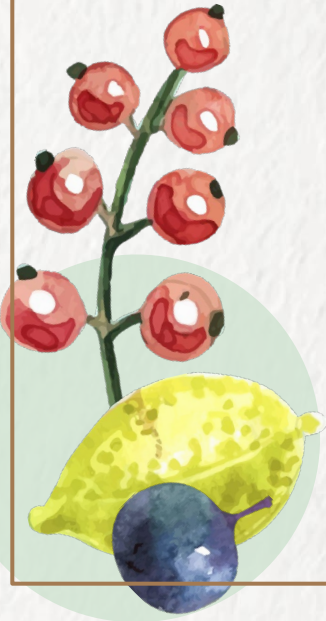
WHAT MAKES YOU WANT (OR NOT WANT) TO SHOP AT A FARMERS MARKET?

Want

- Access to a variety of fresh produce
- Community atmosphere
- Affordability of produce with food assistance
- Supporting local farmers

Not want

- Lack of awareness
- Not finding all the products they're looking for
- Transportation
- Cost
- Challenge visiting with children



WHAT WOULD MAKE OTHERS IN YOUR COMMUNITY WANT TO COME TO THE FARMERS MARKET?

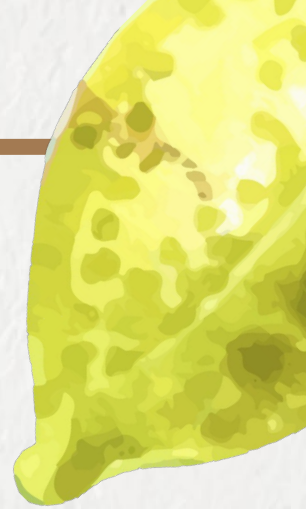


- **Outreach**
- **Market hours**
- **Variety of produce**
- **Accessibility of food assistance programs**

RECOMMENDATIONS FROM SURVEY PARTICIPANTS

- **More vendors who are diverse and can provide culturally appropriate items**
- **More promotion of food assistance**
- **Clear signs advertising produce available in different languages**

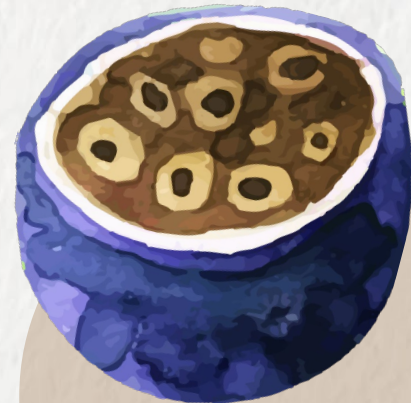




LESSONS LEARNED

PEER-TO-PEER OUTREACH

- Digital peer-to-peer outreach had positive response and engagement by community members
- Tracking engagement is a messy activity
- Hesitations to publicly talk about SNAP and poverty on social media



REPRESENTATIVE

Ideal Skills and Abilities:

- Trusted by community
- Proficient with social media
- Knowledgeable of the neighborhoods around the farmers market
- Familiar with SNAP experience

Quality of representatives over quantity of messengers



AT-MARKET ACTIVITIES

- Supports a welcoming farmers market experiences
- Requires additional level of skill in engagement for the community representative
- Benefits from connections to farmers market and physical connection to people
- **2023: Focus activities to Farmers Market Tours (modeled on Vancouver Farmers Market)**



MESSAGING TOOLKIT


- Appreciated developed messages and information
- Strictly using the pre-made content showed weak responses
- The more personal the post, the higher the relative reactions
- A less prescriptive toolkit requires a more skilled community representative

“People appreciate that we are sharing this information, using personal pages instead of [organizational] pages have been most effective in getting likes and comments.”



FARMERS MARKETS

- Widespread lack of knowledge on SNAP at farmers markets
- Widespread lack of awareness about SNAP Market Match
- Cost and access issues persist at farmers markets



"While the matching program is great, some are still discouraged to attend the market because of the price of goods and the lack of culturally relevant vegetables available."

THANK YOU!



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Public Health – Seattle & King County
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