

Food Access at the Farmers Market & Why it Matters

Tara McGinty
Washington Department of Social and
Health Services SNAP-Ed

Washington State Department of Social and Health Services



Transforming
Lives

Washington SNAP-Ed Mission:

To increase equitable access to healthy food and physical activity and enable choice for the SNAP-eligible population by breaking down barriers and building upon community assets.

Overview

- Poll
- American eating patterns
- Why fruits and vegetables matter
- Framing health behaviors
- Farmers markets
- Fun facts

Washington State Department of Social and Health Services



Poll!



Recommended daily intake of fruit: 1.5-2 cups • Recommended daily intake of vegetables: 2-3 cups

Washington State Department of Social and Health Services

Transforming
Lives

Only **1 in 10** Americans
consume the recommended amount of
Fruits and Vegetables

Lee et al., 2019

Washington State Department of Social and Health Services





In Washington State

17% of people eat vegetables **less than once per day**

37% of people eat fruit **less than once per day**

Fruit and Vegetable Intake, 2018

Washington State Department of Social and Health Services

Transforming
Lives

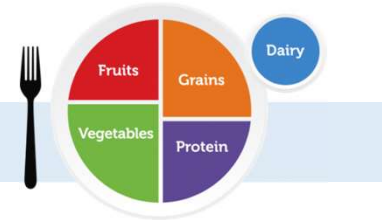


Dietary Guidelines for Americans

1. Healthy dietary pattern at every age

2. Personal, cultural, and budgetary customizability

3. Nutrient dense foods



4. Limit added sugars, saturated fat, sodium, and alcohol

Fruits and Vegetables

Are nutrient dense

Provide satiation and long-lasting energy

Protect against communicable disease

Protect against many chronic diseases

Reduce overall risk of illness and death





But **WHY** aren't we eating more Fruits and Vegetables?

People are **BUSY** and eating Fruits and Vegetables can be **HARD**

- Limited Access
- Prohibitive Price
- Conflicting Advertisement
- Cultural norms

Transforming
Lives

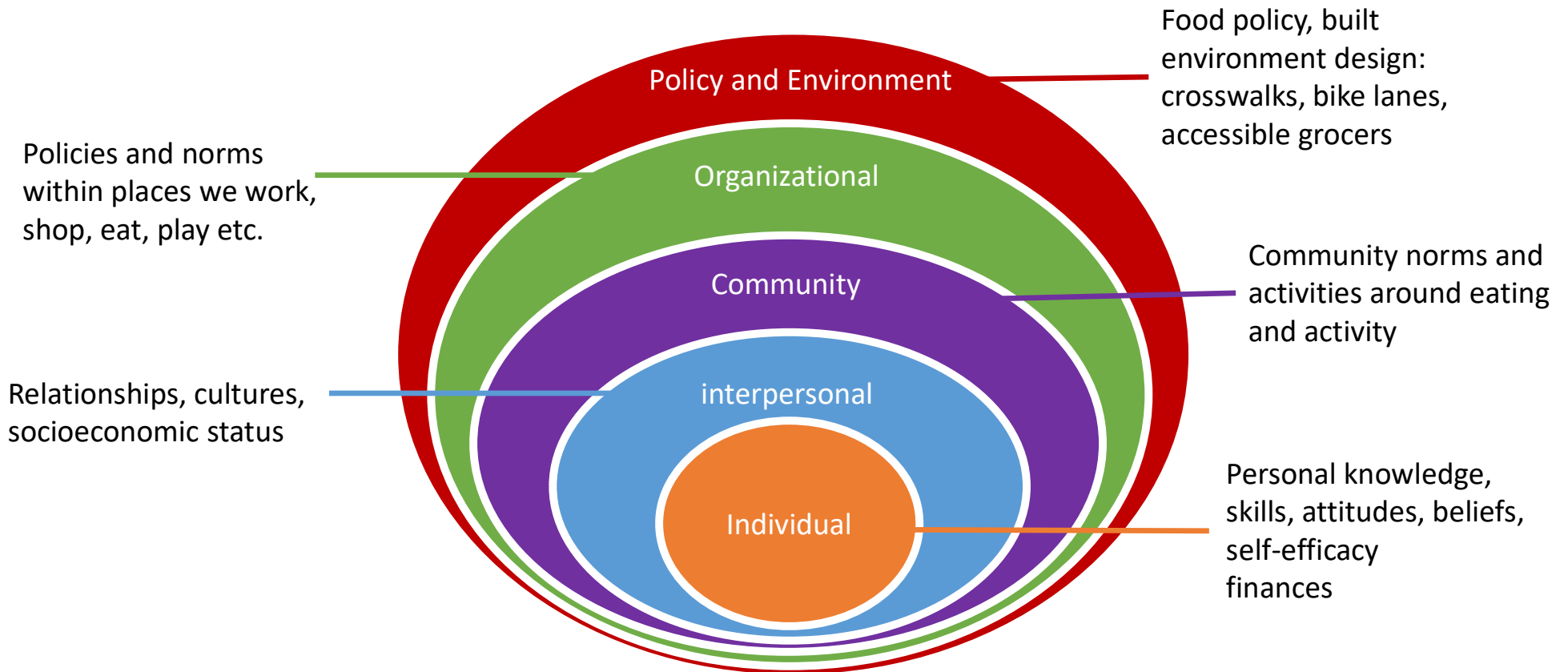
Washington State Department of Social and Health Services

Knowledge and ***will*** play a small role in our everyday health behaviors

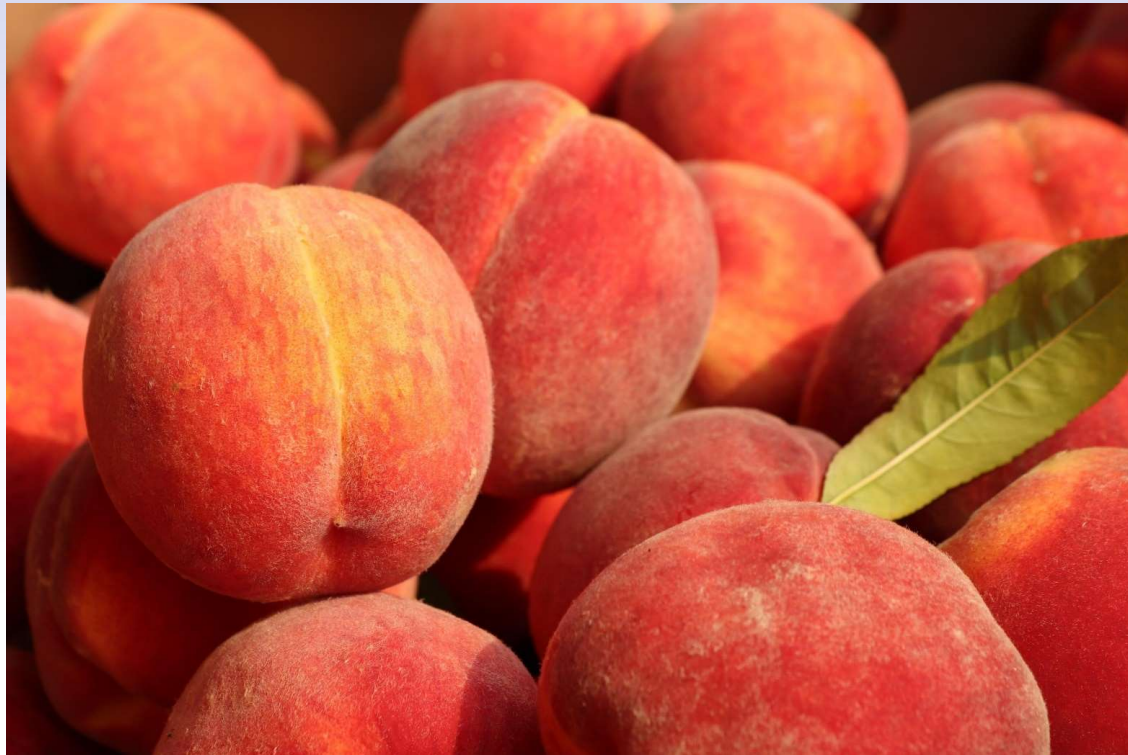
The rest is predicted by our ***environment***



Social Ecological framework



In the chat:
What does food access mean to you?



Washington State Department of Social and Health Services

Transforming
Lives

Farmers Markets



- Appealing produce in large quantities
- Community ties and trust
- Personal connection and norm setting
- Diverse foods and vendors
- Fill gaps in food deserts/apartheids

CDC Guide to Strategies to Increase
Consumption of Fruits and Vegetables, 2011

Washington State Department of Social and Health Services

Transforming
Lives

Local Solutions

Support for accepting benefits & incentives

Promotion of food access programs

Farmers market tours

Peer to peer ambassador programs

Nutrition ed. and food demos at markets

Washington State Department of Social and Health Services





Food Resource Action Center

Other Interesting Stats:

Each dollar in federally funded SNAP benefits generates **\$1.79** in economic activity.

In 2015, SNAP lifted 4.6 million people out of poverty

SNAP reduces food insecurity by **17%** and very low food insecurity by **19%**

“[SNAP Market Match] is a great opportunity for me to eat fresh fruit and veggies. It was absolutely a blessing. It really helps to ensure that I can choose the healthier food. Otherwise I cannot.”

—*participant*

Transforming
Lives

Washington State Department of Social and Health Services

Citations

Centers for Disease Control and Prevention. [*The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables*](#). *Strategies to Prevent Obesity and Other Chronic Diseases* Atlanta: U.S. Department of Health and Human Services; 2011.

Department of Health and Human Services. [Dietary Guidelines for Americans](#), 2020-2025. 9th Edition. December 2020.
Dong D. Wang, et al. [Fruit and Vegetable Intake and Mortality](#). Mar 2021
<https://doi.org/10.1161/CIRCULATIONAHA.120.048996> Circulation. 2021;143:1642–1654

[Fruit and Vegetable Intake](#). Washington State Health Assessment. 2018. Washington State Department on Health.

Lee SH, Moore LV, Park S, Harris DM, Blanck HM. Adults Meeting Fruit and Vegetable Intake Recommendations — United States, 2019. MMWR Morb Mortal Wkly Rep 2022;71:1–9. DOI: <http://dx.doi.org/10.15585/mmwr.mm7101a1external icon>.

The Positive Effect of SNAP Benefits on Participants and Communities. Food Resource Action Center. [The Positive Effect of SNAP Benefits on Participants and Communities - Food Research & Action Center \(frac.org\)](#)

[Washington State Fruit and Vegetable Incentive Program Overview Factsheet](#). The Washington Department of Health. June 2023.

Thank you!

Tara McGinty, CHES
Tara.mcginty@dshs.wa.gov

Sources:

Washington State Department of Social and Health Services

Transforming
Lives