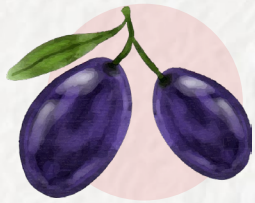


SHOPPER EXPERIENCE

using food access programs
at the Poulsbo Farmers Market



Destigmatize



Connect



Educate



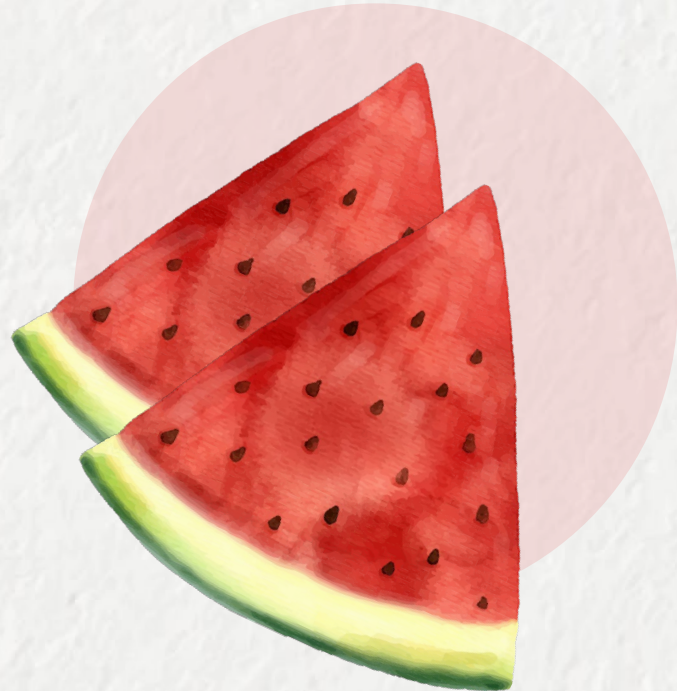
Assist

Connect

Customers who use food access programs may feel stigmatized or even embarrassed. Connecting with these customers is essential in helping them feel a sense of belonging at the market.

Tips for Connecting:

- Learn names, if possible
- Ask questions - especially to new faces
 - “Where are you from?”
 - “How did you hear about us?”
 - “What are you shopping for today?”
- Talk about recipes, how they like to prepare things



Educate

Questions

Food access programs can be confusing - especially to new users! We try to anticipate their questions and are ready with answers.



Handouts

We have information readily available to assist with understanding these programs.

Resources

We know related area resources: like services at our library, food bank, governmental agencies, and other area nonprofits.



Assist

- Many customers will have questions. Vendors will too.
- Customers may need help with their actual transactions.
- We're ready to hop in when customers or vendors need assistance.



Food Access Program

Customers



Keep them in mind!



THANKS!



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