



# MARKET TOURS

## 2023 OVERVIEW



Market Tours help SNAP/EBT customers feel comfortable and confident shopping at Clark County farmers markets by showing them how to use their benefits, introducing them to farmers, and sharing cooking and storage tips for fresh fruits and vegetables.



**438**  
tour participants



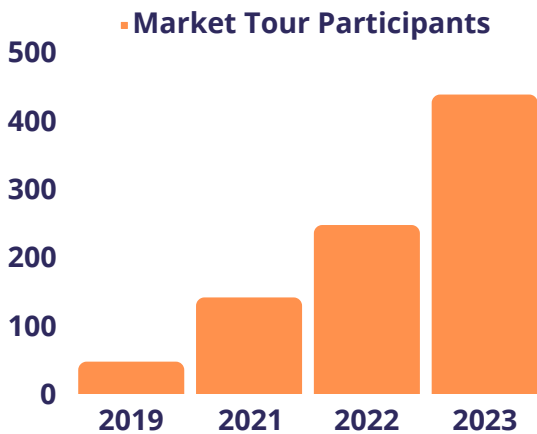
**\$4,110**  
incentives distributed  
for fruits and veggies (so far)



**3**  
Clark County  
Markets



**195**  
return visits  
documented (so far)

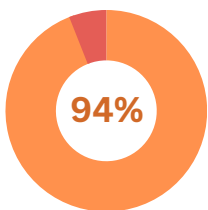


**4**  
languages offered  
(English, Spanish, Russian,  
Dari)

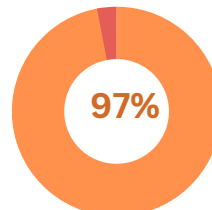


**3**  
Community Navigators  
employed and paid \$30 per  
hour for culturally relevant  
nutrition education

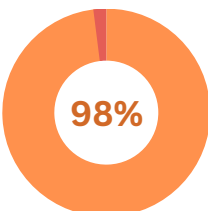
### After taking a Market Tour...



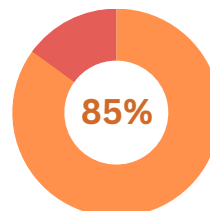
of participants are "very confident" or "completely confident" using SNAP/EBT at the farmers market



of participants "agree" or "strongly agree" that they will shop at the farmers market more often

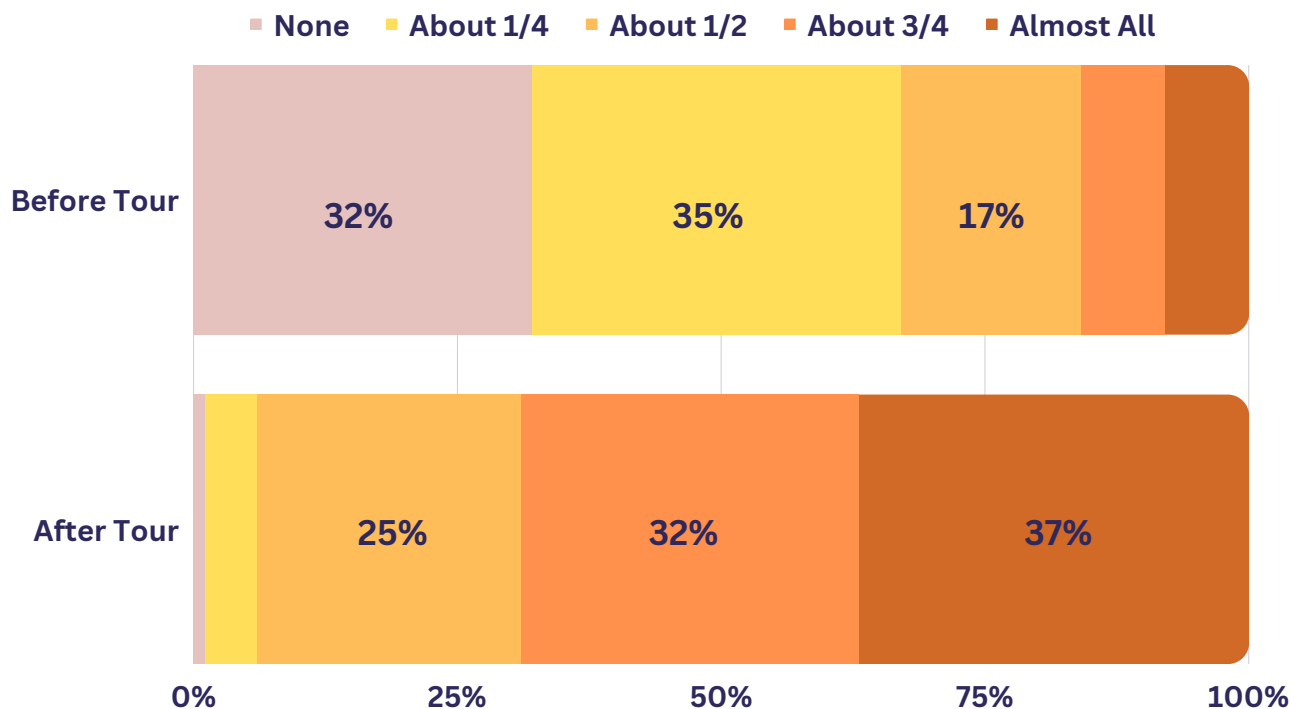


of participants "agree" or "strongly agree" that they will buy more fruits and vegetables at the farmers market



of participants "agree" or "strongly agree" that they will be less likely to run out of food

## BEFORE this market tour, how much of your household fruits and vegetables did you get at the farmers market?



## AFTER this market tour, how much of your household fruits and vegetables do you think you will get at the farmers market?

### Participant Quotes

“I loved the wealth of knowledge, the beauty of the food, and the staff touring. It was great getting to know my community more.”

“I liked everything about the tour. I am grateful for this opportunity to be able to afford Farmers Market products. Thanks a lot.”

“I liked the friendliness, abundance of information, language accessibility and additional financial opportunities.”  
(Russian quote translated).