



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

# FOOD ACCESS FORUM

*Regional Leads: Farmers Market  
Support and SNAP-Ed Opportunities  
in 2024*



Thursday, January 18, 2024  
12:00 - 1:00 pm

Funded by USDA Supplemental Nutrition Assistance Program – SNAP.

This is an equal opportunity provider.



# Welcome to Stacy!

foodaccess@wafarmersmarkets.org  
(206) 706-5198

Book Room  
Register  
Visit [www](http://www.wsfma.org)



*Annual Conference*  
February 23 - 24, 2024



# Today's Speakers

**Colleen Donovan**

WSFMA



**Jess Sappington**

West Sound Regional Lead  
WSU Kitsap County



**Sarah Kinnear**

Community Liaison, Kitsap  
Public Health



**Tina Eifort**

Southwest Regional Lead



**Angela Shields**

Program Coordinator, WSU  
Clark County SNAP-Ed





# SNAP-Ed

“To improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current DGA and the USDA food guidance.”



*Washington State*  
Department of Social  
& Health Services



Washington State Department of  
**HEALTH**



WASHINGTON STATE  
UNIVERSITY  
EXTENSION

**USDA** **Food & Nutrition Service**



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

To support and promote vibrant and sustainable farmers markets in Washington State.

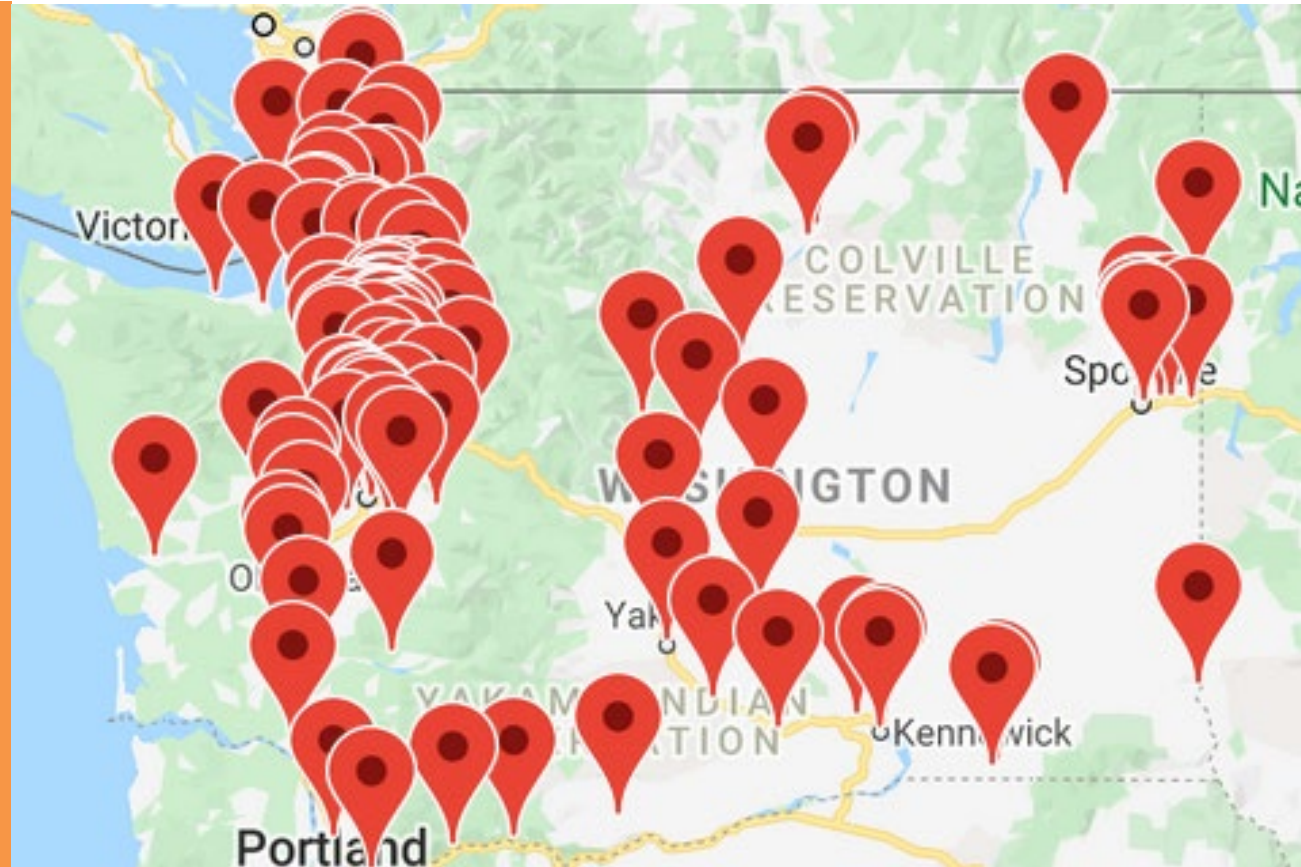
Founded in 1979

501c3 nonprofit

110+ Member Farmers  
Markets

“Roots Guidelines”

[www.wafarmersmarkets.org](http://www.wafarmersmarkets.org)



# SNAP-Ed & Farmers Markets

What do we have in common???



Photo by Tina Eifert, Camas FM

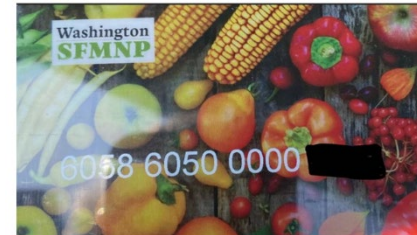
Fresh fruits  
Vegetables  
From WA Farmers  
Healthy foods  
Diverse mix of people  
Lots of people  
Lots of locations  
Engagement!  
Learning  
SNAP + Market Match  
WIC FMNP + Fruits & Veg  
Local incentives  
Community

# Food Access Benefits at Farmers Markets

## SHOPPER – INFO BOOTH - VENDOR



## SHOPPER - VENDOR



make a purchase.

**Information and Help**

- Eligible food items allowed.
- How to use or track your benefits.
- Who to contact when you need help.

**SFMNP Vendors** – Find a SFMNP authorized market or farm store near you.

Look for vendors displaying the sign “WIC and Senior Farmers Market Benefits Welcome Here!”



- My Benefits
- Purchase History
- QR Code
- Farmers Market Nutrition Program

# SNAP-Ed Farmers Market Initiative



If you get SNAP (Supplemental Nutrition Assistance Program) benefits on your Washington Quest Electronic Benefits Transfer (EBT) Card, you can shop at authorized farmer markets. Look for the Quest logo next to the farmers market name. To shop at farmers markets:

- » **GO** to the farmers market Information Booth.
- » **SWIPE** your SNAP card and receive tokens.
- » **SPEND** tokens on SNAP-eligible foods.
- » **SNAP** tokens do not expire.



SNAP Market Match gives shoppers who use SNAP EBT extra benefits to spend on fruits and vegetables at participating farmers markets. Look for the SNAP Market Match logo next to the farmers market name.

- » **SWIPE** your SNAP EBT card at the Info Booth.
- » **RECEIVE** \$1 for every \$1 in SNAP EBT, usually up to \$25 per day.
- » **SPEND** SNAP Market Match on fresh fruits, vegetables, herbs, mushrooms, seeds, and edible plants.
- » **SNAP Market Match** expires on Dec. 31, 2023.



Farmers Market Nutrition Program (FMNP) provides participants in Women, Infants, and Children (WIC) and low-income Seniors benefits to spend at farmers markets. Contact your local agencies to sign up.

- » **RECEIVE** WIC or Senior FMNP benefits on an electronic card (new in 2023).

## Washington Farmers Markets

2023

### King County



### Farmers Markets Perception of How WIC and Senior FMNP Sales in 2023 Compared to 2022 (n=73)

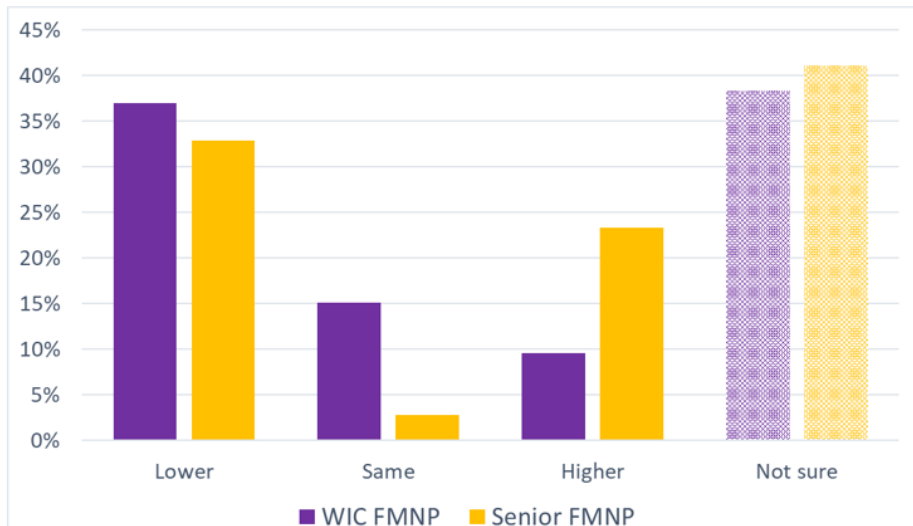


Photo by Tina Eifert, Camas FM





# WSFMA Regional Leads

- Each County has a Regional Lead
- Regional Leads are “boots on the ground” to know and support Farmers Markets
- Regional Leads are available to support SNAP-Ed activities at Farmers Markets
- Share information and tools statewide
- Resources for you!

# SNAP Market Match Program Promotion: Strategy for Targeted Outreach & Education in Kitsap County, Washington

*Presented By:*



WASHINGTON STATE UNIVERSITY  
**KITSAP EXTENSION**



Jess Sappington  
Interim Director, WSU Extension Kitsap County  
Regional Lead, WFSMA



KITSAP PUBLIC  
HEALTH DISTRICT



Sarah Kinnear  
Community Liaison, Kitsap Public Health District  
Local Implementing Agency (LIA), WA SNAP-Ed

# OVERVIEW

## WHAT

Strategy for targeted outreach and education to promote use of SNAP Market Match Program

## WHO

WSFMA Regional Lead  
Kitsap Public Health District SNAP-Ed  
Kitsap County Farmers Market Coalition  
WSU Extension Kitsap County SNAP-Ed

## WHEN

2023 Market Season

## WHERE

Kitsap County, Washington





# WHY

- Recognize that SNAP Market Match Program may transition to electronic benefits in the future
- Anticipate this change will require an expanded outreach and education strategy in order to be successful
- Proposed that early identification of opportunities to improve reach to SNAP-eligible populations will be a mutual asset

# DESIRED OUTCOMES REPORTED BY FARMERS MARKETS

01

Create a collaborative strategy to improve effectiveness and reach for promotion of SNAP Market Match Programs in Kitsap County

02

Increase awareness and decrease misconceptions about the SNAP Market Match Program amongst SNAP-eligible populations

03

Change behavior within SNAP-eligible populations so that utilizing the SNAP Market Match Program will be a first choice when purchasing fresh, nutritious foods

# STEP 1:

## LOCALIZE SNAP MARKET MATCH RACK CARDS



### PARTNERS

Farmers Market Manager  
WSU Extension & LHJ SNAP-Ed LIAs  
WSFMA Regional Lead



### GOAL

Create a shared print material to enable SNAP-eligible customers to learn about the SNAP Market Match program AND easily see where the nearest participating market is for them



### FUNDING

Small budget provided through WSFMA for printing costs

FRONT



## Double your SNAP/EBT dollars!

Markets match up to \$25 per day, per customer  
Check with your local market for their daily match amount

### Here's how it works:



**Go** to the farmers market information tent.



**Swipe** your EBT card for the amount you want to spend at the market.



**Match** your EBT dollars with SNAP Market Match.



**Shop** for fresh produce, seeds, and plant starts.

BACK

## Find Your Market!

### Poulsbo

**Poulsbo Farmers Market**  
Saturdays - 10am to 2pm  
April - Mid December  
18901 8th Ave NE

### Around the Table

**Farm Stand**  
Every day 9am - 7pm  
Open Year-Round  
20322 Pugh Rd

### Bremerton

**Bremerton Community Farmers Market**  
Thursdays - 4pm to 7pm  
May - Mid October  
1400 Park Ave  
(Evergreen Rotary Park)

### Kingston

**Fat Turnip Farms Farm Stand**  
Mon - Sat 10am to 5pm  
June - October  
9701 Norheim Way

### Bainbridge Island

**Bainbridge Island Farmers Market**  
Saturdays - 10am to 2pm  
April - November  
280 Madison Ave N  
(behind City Hall)

### Port Orchard

**Port Orchard Farmers Market**  
Saturdays - 9am to 2pm  
Mid April - Mid October  
Harrison Ave & Bay St

### Redeem SNAP Market Match dollars for:



Scan for more information and a full list of markets near you!

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# Localization Design



Utilized standard WA DOH design as a base

## Redeem SNAP Market Match dollars for:



Added information for all local markets participating in the program



Added QR Code to link to WA DOH SNAP Market Match Program website



Scan for more information and a full list of markets near you!



## Poulsbo

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# CLOSE-UP OF ADDED COMPONENTS

1. Market Name
2. Days of operation
3. Market times
4. Market season
5. Address/location



Scan for more information and  
a full list of markets near you!

# STEP 2: OUTREACH

## SNAP-Ed LIAs

Committed to outreaching to community organizations serving SNAP eligible populations

Reviewed communication pathways for SNAP Market Match Program

- Commonly asked questions
- Barriers for accessing program

Established a shared system to track project progress

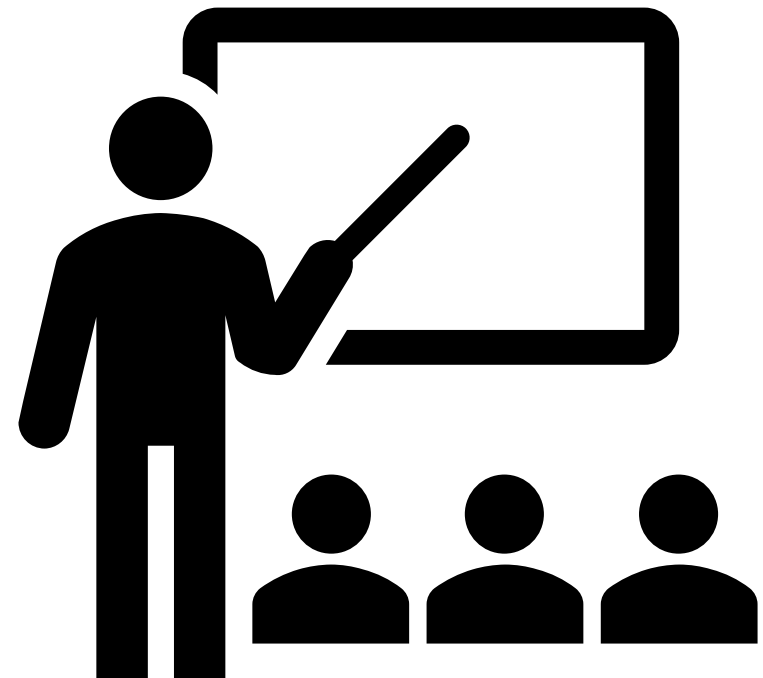




# STEP 3: EDUCATION SNAP-Ed LIAs

Prioritized taking time to providing **more comprehensive education to community partners** during outreach efforts

- ✓ Goal: Increase partner capacity for educating clients eligible for this program



## STEP 3: EDUCATION SNAP-Ed LIAs

Encouraged community partners **hand rack cards directly to clients**

- ✓ Goal: Increase opportunities for clients to hear about program from a trusted service provider and for partner to help address any perceived barriers to access



# WSU EXTENSION KITSAP COUNTY SNAP-ED OUTREACH & EDUCATION EXAMPLES

## **Bremerton Community Service Office**

- *Passive:* Included rack cards in packets given to new EBT clients
- *Active:* Educated window staff on program and encouraged to share with clients

## **St. Vincent De Paul Bremerton Food Bank**

- *Passive:* Attached rack cards to Senior Benefits applications and with client food boxes
- *Active:* Encouraged volunteers to share with clients when they checked in

# KITSAP PUBLIC HEALTH DISTRICT SNAP-ED OUTREACH & EDUCATION EXAMPLES

## **KPHD Parent-Child Health Program**

- *Passive:* Provided rack cards for client resource cabinet
- *Active:* Provided staff training for home-visiting nurses and encouraged them to share with clients

## **Pendleton Place**

- *Passive:* Provided rack cards for resident resource table
- *Active:* 1) Provided training for housing site manager and case manager. Sent copy of slides to enable training of other on-site staff 2) Attended monthly “house” meeting to present program to residents and answer questions they might have

Organization	Contact	Position/Title	Email/Phon	Region	Category	Assigned To	Date Comp	Notes
Fishline Food Bank				North	Food Bank	April	5/27/2023	Will bring stack of
Food Not Bombs - Kitsap				Bremerton	Low-income Food Distrib	Jess	TBD	
Gather Together Grow Together				Bremerton	Community Services	Jess	TBD	
Kitsap Harvest				All	Low-income Food Distrib	Jess	8/17/2023	Gave Paisley 23 sit
Meals on Wheels - Kitsap				All	Low-income Food Distrib	Jess	N/A	Jennifer has their c
Suquamish Tribe - WIC Office				North	Community Services	Jess	TBD	
Bremerton School Dist Child Nutrition Services				Bremerton	School Food Service	Julie	7/6/2023	Delivered 300 rack
Central Kitsap Food Bank				Central	Food Bank	Julie	6/6/2023	Delivered 300 rack
DSHS - Bremerton Community Service Office				Bremerton	Community Services	Julie	6/29/2023	Delivered rack card
St. Vincent De Paul Food Bank				Bremerton	Food Bank	Julie	6/29/2023	Delivered rack card
Bremerton Foodline				Bremerton	Food Bank	Sarah	6/20/2023	Provided rack card
City of Bremerton Police Department				Bremerton	Community Services	Sarah	7/5/2023	Provided a few rack
KPHD - Care Connect Program				Bremerton	Health Services	Sarah	5/22/2023	Provided a handfu
KPHD - HIV Case Management				Bremerton	Health Services	Sarah	5/23/2023	Provided stack of c
KPHD - Parent-Child Health				Bremerton	Health Services	Sarah	5/24/2023	Provided stack of c
Olive Crest				All	Foster Care	Sarah	8/3/2023	Will be handing of
Olympic College - Campus Food Pantry				Bremerton	Food Bank	Sarah	8/28/2023	Provided copies du
Pendleton Place				Bremerton	Low-income/Supported	Sarah	6/13/2023	Provided rack card
Peninsula Community Health Services				All	Health Center	Sarah	5/25/2023	Petey will be provi

# COORDINATING EFFORTS

# TRACKING COLUMNS

Organization

Contact  
(Name)

Position/Title

Email/Phone

Region

Category  
(Sector)

Assigned To

Date  
Completed

Notes



## ORGANIZATIONS REACHED

- 1 Olympic Community of Health – Care Connect Program
- 2 KPHD – HIV Case Management Program
- 3 KPHD – Parent-Child Health Program
- 4 KPHD – Clinic Services Lobby
- 5 KPHD – Equity Program
- 6 Peninsula Community Health Services
- 7 Scarlet Road
- 8 Fishline Food Bank & Comprehensive Services
- 9 Central Kitsap Food Bank
- 10 Pendleton Place
- 11 Bremerton Foodline
- 12 DSHS – Bremerton Community Service Office
- 13 St. Vincent De Paul – Bremerton Food Bank & Support Services
- 14 City of Bremerton Police Department – Behavioral Health Navigator Program
- 15 Bremerton School District – Child Nutrition Services
- 16 Olive Crest – Youth Foster Care Services
- 17 Kitsap Harvest
- 18 Olympic College – Campus Food Pantry & Student Support Services Program

# PROJECT RESULTS & LIMITATIONS

Objective results of this project are limited to:

- Approximate number of localized rack cards distributed
- Number of organizations provided localized rack cards
- Number of organizations provided enhanced education

While our efforts *may* have played a part, it's important to note that we are unable to definitively correlate any changes in SNAP customer purchasing at markets as being a result of this project.

# POTENTIAL NEXT STEPS

- Surveying community partners on impact that education and/or change in rack card distribution had
- Surveying market customers to learn whether they were influenced by rack card distribution
- Reassessing partner outreach strategy
  - Are there different partners we should be connecting with?

# CLOSING THOUGHTS

- Project may seem like “**low hanging fruit**” at first glance
  - Assume that many others likely are aware that SNAP-Ed LIAs work closely with networks of organizations directly serving audiences Markets are interested in reaching
- Our approach in targeting distribution mechanisms may additionally help **assist organizations** to more **deeply consider** and **improve upon** how they **deliver information for supportive programs** (e.g., SNAP Market Match) to clients
- In previous efforts to distribute rack cards, **partners have primarily reported using passive communication methods**
  - E.g., Leaving rack cards out in a lobby for clients to take



# THANK YOU!

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Jess Sappington – [Jess.Sappington@WSU.edu](mailto:Jess.Sappington@WSU.edu)



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*Thank you!*



**See you Thurs, Mar. 21 | 12 -1:00pm**