



# Farmers Markets Food Access Survey: 2023 Summary Report

Colleen Donovan, Washington State Farmers Market Association, December 31, 2023; updated February 15, 2024  
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Report available at [www.wafarmersmarkets.org](http://www.wafarmersmarkets.org) in “Farmers Market Data”

## Key Findings

1. Washington farmers markets are not homogenous in their perceptions of food access programs; they experience SNAP, SNAP Market Match, WIC and Senior FMNP in a variety of ways and generalizations are not supported by empirical data.
2. Within the same farmers market, there may be differing perceptions and experiences with each of the various food access programs they participate in.
3. Farmers markets have a high regard/concern for vendors and many are worried that they are not getting the information, training, technology, and staffing they need to continue to participate in food access programs. There is particular concern around language barriers and their ability to use/afford smart technology.
4. Farmers markets have a high regard/concern for shoppers and care about making sure they get the information they need to participate in food access programs and that how they get information is convenient, clear and reduces confusion.
5. Farmers markets are willing to invest their farmers market’s resources, time (paid and volunteer), and materials into food access programs. For many, food access programs at farmers markets are personally important to the market staff and volunteers, even when they are significant amount of work.
6. Farmers markets commonly support community food security and anti-hunger efforts that go beyond offering SNAP, SNAP Market Match, and WIC and Senior FMNP at their markets. This includes organizing vendors’ food donations to food banks/pantries, creating and funding local incentive programs, raising funds for incentives at kids’ programs, and partnering with their local SNAP-Ed partners to host activities.

# Farmers Market Perspectives on Food Access Programs

In 2023, there were three main changes to food access programs at farmers markets:

- The WIC and Senior FMNP program changed from having benefits distributed by using paper checks of \$4.00 each to an electronic benefit using QR codes and a PIN. This change significantly impacted shoppers, vendors, and farmers markets.
- With the change to a QR code, all WIC participants were able to use their Fruit and Vegetable Benefits at farmers markets for the first time. This benefit is greater than WIC FMNP, issued each month, and able to be used year-round.

The SNAP Market Match amount dropped from \$40.00 per day to \$25.00 per day.

- Also in 2023, the DOH's Fruit and Vegetable Incentive Program partnered with the Pasco Farmers Market to pilot a new approach and technology where vendors accepted SNAP directly at their booth instead of through the farmers market's central terminal model (at the Information Booth).

The purpose of this survey was to collect data on Washington farmers markets' experiences and perspectives with regard to food access programs in 2023. Key findings are important to consider when determining priorities, design changes, and implementation of food access programs at farmers markets in 2024 and beyond.

Primary data was collected from farmers market organizations (FMOs) in Washington State that participated in either SNAP or the Farmers Market Nutrition Program (FMNP) in 2023<sup>1</sup>. The survey population included members and non-members of the Washington State Farmers Market Association. An online survey was distributed on September 15 and closed on October 15, 2023. Respondents included 61 farmers market organizations, representing 76 unique farmers market locations in 26 Washington counties and the survey had a response rate of 55% (N = 138).

Each farmers market organization voluntarily participates in food access programs, and is responsible for fiscal oversight, compliance, operations, educating vendors, and promotions. For vendors to accept SNAP EBT, as well as incentives such as "SNAP Market Match," farmers markets must receive and maintain authorization from the USDA Food and Nutrition Service to be a "SNAP Retailer," manage Point of Sale equipment, disburse tokens or scrip, reimburse vendors, account for all funds/transactions, collect and report data, and post required signage. In 2023, 120 farmers markets were authorized to manage SNAP disbursements using a central terminal model at the Information Booth. While the exact number is unknown, these farmers markets enable an estimated 1,000 or more vendors to accept SNAP for a wide range of eligible products, including produce, meat, eggs, breads, value-added products, and other grocery items.

In 2023, there were 110 farmers markets that had an annual contract with the Washington State Department of Health to offer the statewide SNAP incentive program called "SNAP Market Match." This program gave shoppers getting SNAP tokens at the Information Booth a "match" of up to \$25.00 per day in the SNAP Market Match currency. This currency can be used to buy fresh fruits and vegetables and expires at the end of the calendar year. The amount of the match varies by year and was \$40.00 in 2022 and \$25.00 in 2023. The way the SNAP Market Match program is currently structured, farmers markets are responsible for all accounting, providing cash reimbursements to vendors until they are reimbursed by DOH, data collection and monthly reporting, promotions, and educating vendors and shoppers.

In the WIC and Senior Farmers Market Nutrition Program, farmers markets apply once every three years to become authorized by the Washington State Department of Health so that specialty crop growers and honey vendors (who are also authorized by DOH) can accept WIC and Senior FMNP benefits from shoppers to buy fruits and vegetables.

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<sup>1</sup> Farmers markets that participate in SNAP Market Match are included as they all accept SNAP.

(Seniors can also buy honey.) Participation includes being trained on the FMNP program, supporting vendors, communicating with local WIC and Senior agencies, monitoring signage, and educating shoppers. Shoppers redeem FMNP directly with authorized growers at farmers markets and a limited number of farm stands.

## Overview of Farmers Market Food Access Programs: 2022 and 2023

Food Access Program <sup>2</sup>	Benefit Level	2022		2023 <i>preliminary</i>		Year / Year Change in Redemptions	
		Number of Unique Adults	Total Redeemed at FMs and Farm Stands (\$)	Number of Unique Adults	Total Redeemed at FMs and Farm Stands (\$)	Total Redeemed (\$)	% Change
SNAP only <sup>3</sup>	No spending limit. Amount received varies by household.	Pending data	<i>Over</i> 1,606,686	Pending data	<i>Over</i> 1,277,101	- 329,585	-21%
SNAP Market Match <sup>4</sup>	Match of up to \$40 per day in 2022 and \$25 per day in 2023 <sup>5</sup>	20,488	1,470,401	Pending data	1,121,072	- 349,329	-24%
WIC FMNP <sup>6</sup>	\$28.00 per participant, up to 3 or \$84.00 per household, per "FMNP season" <sup>7</sup>	16,152 <sup>8</sup>	440,076	Pending data	446,966	6,890	2%
WIC Fruit & Vegetable Benefits	New for FMs as of June 2023; \$25 or more per month <sup>9</sup>	--	--	All WIC participants	47,312	--	--
Senior FMNP	\$80.00 per participant per "FMNP season"	27,200	1,634,848	34,409	1,867,540	232,692	14%
		<b>63,840</b>	<b>5,152,011</b>		<b>4,759,991</b>	<b>- 392,020</b>	<b>-8 %</b>

## Survey Data

- Over three-quarters of farmers market organizations are non-profit organizations which means they are governed by volunteer boards, programs are in the service of the organization’s mission, and they must fundraise to sustain employees’ time and programs.

<sup>2</sup> The City of Seattle also manages a "Fresh Bucks" program at Seattle farmers markets. Eligible and enrolled participants receive \$40 each month to spend at participating farmers markets, independent grocers, and supermarkets using a Fresh Bucks card or Healthy Savings app. This food access program is funded by Seattle’s Sweetened Beverage Tax. Data from this program is not included in this survey.

<sup>3</sup> Communication from the DOH FVIP. Note, data is only for those FMs participating in SNAP Market Match. FMs that accepted SNAP and did not participate in SNAP Market Match are not include in this data.

<sup>4</sup> Washington State Department of Health, Fruit and Vegetable Incentives Program, Data by County – January to December 2022 (DOH 340-412 June 2023)

<sup>5</sup> A small number of farmers markets have additional private or local funding and offer a higher SNAP Market Match limit per day.

<sup>6</sup> 2022 WIC and Senior Farmers Market Nutrition Programs, Grower Redemption Report by County (DOH 960-008 December 2022); Washington State WIC CVB, WIC and Senior Farmers Market Nutrition Programs Grower Redemption by County\* for 2023 (DOH 960-008 December 2023). (CVB = Cash Value Benefit for the monthly Fruit and Vegetable benefit)

<sup>7</sup> The FMNP season is June 1 to October 31 or 5 months. SNAP and SNAP Market Match can be redeemed year-round.

<sup>8</sup> Estimated number based on 30% of 53,840 women in WIC in FY2022. Total WIC participants, including infants and kids was 195,655. Source: "Washington State Annual Report Federal Fiscal Year 2022, DOH 962-1008 February 2023

<sup>9</sup> In FFY2024, per month, families may receive \$26.00 for children (1-5 years old); \$47.00 for pregnant and postpartum participants; \$52.00 for breastfeeding participants; \$78 for pregnant and breastfeeding with multiples (twins, etc.).

- Fortunately, the vast majority (81%) of farmers market organizations are well-established (norming and performing), a small number (16%) are either in a start-up (forming) stage or experiencing normal challenges (storming). As organizational capacity shifts over time, it is especially important to provide direct support to farmers markets with turnover of key personnel or less structured information management systems. Managing SNAP and SNAP Market Match place high management demands on farmers markets.
- While most (68%) farmers markets were operated by managers that were employed year-round, more than one in five (22%) managers have seasonal positions. The average length of employment for seasonal managers was 8 months per year. This means that food access program planning, communication, and trainings involving seasonal farmers markets should be scheduled when managers are available and being paid, meaning mostly after April and before the end of September.
- The survey represented farmers markets in 24 counties, including 11 in Eastern WA and 13 in Western WA. Over a third (37%) of farmers markets that responded to this survey are in King County, with 8% in Spokane County and 8% in Pierce County. This is generally representative of the how farmers markets are distributed throughout the state.
- Among respondents, 73 farmers markets accepted WIC and Senior FMNP; and 71 accepted SNAP and 68 participated in the SNAP Market Match program.
- Farmers market staff track the shopper traffic, vendor attendance, and overall sales per market day. This year, vendors had a harder time reporting daily sales from FMNP because all transactions ran through the Vendor Portal (in contrast to having physical FMNP checks to stamp and count). While most farmers market respondents were not sure how their 2023 FMNP sales compared to 2022, for those who responded, most thought both WIC (37%) and Senior (33%) FMNP would be lower. There were also almost a quarter (23%) of respondents that thought Senior FMNP would be higher in 2023, and 10% thought WIC FMNP would be higher. While we now know that overall FMNP increased from 2022 to 2023 (WIC 1% and Senior 10%), we have no data on where these sales took place; we only have data for which farms had the sales. Therefore, it is important to recognize that the WIC and Senior FMNP sales performance at individual farmers markets may still have declined even if the overall amount redeemed increased. Due to limitations in the Vendor Portal, how WIC and Senior FMNP sales/redemptions preformed, year-over-year, on a market-by-market scale is unknown and an incredibly important data point to collect and track. Was the transition to electronic benefits equitably distributed across all farmers markets, and growers? Or were there winners and losers, and, if so, why?
- The FMNP season starts on June 1. However, in many instances WIC participants and Seniors do not have their FMNP benefits in June. This pattern was greatly accentuated in 2023 due to the transition to an electronic benefit QR code and PIN, how QR codes were distributed and activated, as well as participants' need to learn how they work. In addition, the learning curve for growers to get set up and time finalizing the back end of the Vendor Portal processor (CDP) meant that farmers markets had fewer growers at farmers markets in June. It is the WSFMA's strong conviction (100% of respondents) that all participants should have their FMNP benefits by June 1. Fortunately, 99% of farmers markets reported having fruits, vegetables, and other products in their market in June.
- Thanks to the hard work of the FMNP Team, farmers market staff and volunteers, and partners like the WSFMA, by mid-September 58% of respondents reported that they had 6 or more authorized growers at their farmers market. This is an important data point to monitor because farmers markets need to meet the minimum of 5 authorized growers to participate in FMNP; and it is important that FMNP shoppers have an attractive variety of fruits and vegetables to buy at farmers markets.
- The transition to redeeming benefits with a QR code and PIN required growers to use the "WIC Direct Vendor Portal." The Vendor Portal is a mobile website (not an app) which requires growers to have a smart device and

access to the Internet. Given the challenges some farmers markets have connecting to the Internet, growers' ability to reliably connect was a significant concern. Fortunately, by the time of the survey, 74% of farmers markets reported that growers were able to access the Vendor Portal "most of the time." The most frequent comments about the Vendor Portal included:

*Tech savvy vendors had few issues; once they understood how the vendor portal work, they didn't have any problems.*

*Many growers did have a range of technical problems using the Vendor Portal. It was challenging for older vendors, and those who were not fluent in English or technical jargon.*

*Some vendors chose not to set up or stopped using the Vendor Portal (and accepting FMNP) because it was too difficult. This means that they lost sales and customers.*

*Having each transaction require a smart device to read a QR code and enter a PIN added considerable time per transactions. In addition, the shopper didn't always know how much their FMNP balance was and would have to change purchases or pay with multiple currencies. These is a significant challenge when a grower has a line of customers, and when the smart device is also being used to accept credit cards or other currency.*

- Percentage of farmers market reporting what they thought growers like **best** about electronic benefits:

Can charge any amount? (No more \$4.00 checks) (76%)

Not having to deposit (and pay to deposit) checks (75%)

Not having to stamp checks (69%)

Money deposited weekly (52%)

Increased sales (24%)

- Percentage of farmers market reporting what they thought growers like **least** about electronic benefits:

Trouble with the PIN numbers (71%)

Vendor getting their staff set up (65%)

Extra time with purchases (55%)

Trouble with scanning/reading QR codes (45%)

Shopper confusion (43%)

Other technological issues with the "WIC Direct Vendor Portal" (25%)

- Farmers markets reported a wide variety of suggestions on how to make e-FMNP better in 2024, in order of frequency:

*Need more support for shoppers, especially outreach to and phone support for Seniors, having the FMNP application available at farmer markets; create a way sign up for FMNP online.*

*Remove PIN number, or make sure Seniors get correct PIN and mitigate problems from getting locked out due to PIN problems.*

*Make it easy for FMNP participants, especially Seniors, to access to balance (e.g., digital, screen confirmation, receipt) without having to make a phone call.*

*Real-time reporting of sales by farmers market location. Report sales by farmers market or county.*

*Improve communication with and training for farmers markets.*

*Streamlined process (all online) with more consistent operations; have one card for all food access programs.*

*Provide more grower support: Free technology for vendors/market; or stipends for smart phone/tablet; provide work around for markets to support them if grower has technology issues (e.g., be able to key in benefit).*

- When asked about how SNAP sales compared to 2022, far fewer farmers market indicated that they were “not sure” compared to when this question was asked about FMNP sales. This is likely due to farmers markets touch point with SNAP shoppers at the Information Booth to get tokens and information about where they can spend SNAP. Most (49%) farmers markets reported that SNAP sales were lower; however, 27% reported that they were higher year over year. As with other data points, farmers markets have a varied range of experiences in terms of their food access programs generally and SNAP in particular.
- Nationally and in WA, there are a few small pilot projects at farmers markets to explore having vendors accept SNAP and SNAP Market Match directly at their booth. Farmers markets were asked if they thought vendors should be able to accept SNAP directly at their booth or if farmers markets should continue to manage SNAP for vendors, *assuming the right technology, policies, and support were in place*. Given the scant information that they had, farmers market reported a strong mix of perspectives: most (46%) indicated that they thought vendors should be able to accept SNAP at their booth; followed by just under a third (31%) who thought both options should be available; and just under a quarter (23%) reporting that shoppers should continue to get SNAP tokens at the market’s Information Booth. Additional comments included (in order of frequency):

*Concern about farmers being able to make change and challenges with the POS technology.*

*Sees benefits of vendors accepting SNAP directly.*

*Concern about issues this will create for farmers market (e.g., market needs; vendor sales, managing their matching program).*

*Loss of benefits for in-person touch point created by token system (e.g. opportunity to educate shoppers, community match, accountability).*

- When asked about how SNAP Market Match distribution and sales compared to 2022, results mirrored those for SNAP. There were far fewer farmers market that indicated that they were “not sure” compared to when this question was asked about FMNP sales. Likewise, most (50%) farmers markets indicated that SNAP Market Match was lower, while almost a third (31%) thought they were higher. Here again we have divergent experiences among farmers markets, rendering any generalization highly problematic.
- In 2022, shoppers could match their SNAP with up to \$40 in SNAP Market Match; in 2023, this was reduced to \$25 per day. While a quarter of markets indicated that this reduction had “no impact,” most (65%) of markets thought this had a negative impact.
- One of the challenges with how SNAP Market Match is managed is that farmers markets are responsible for redeeming vendors for the SNAP Market Match they receive from shoppers. The farmers markets are then reimbursed by the Department of Health. This structural program design has a significant impact to farmers market operations and cash flow. Regrettably, only 17% of markets reported being reimbursed “on time” and over half (53%) reported that they are “sometimes” reimbursed on time or “never” reimbursed on time. Ensuring that farmers markets are reimbursed on time is an urgent equity issue. Problem-solving how to minimize the structural capital burden placed on farmers markets is a high priority for farmers markets.

- SNAP-Ed partners and activities at farmers markets help to increase awareness and people’s ability to use food access programs at farmers markets. Over half (52%) of farmers markets reported that they had organized or worked with SNAP-Ed partners for people with SNAP or eligible for SNAP.
- Farmers markets have a variety of experiences, perspectives, and assessments of the food access programs they help make possible for their community of shoppers and vendors.

When asked about which program was most **important** to the respondent in terms of sales, SNAP with SNAP Market Match was highest at 89%. WIC and Senior FMNP were most important for only 5% of markets, despite being the single largest food access program in terms of redemptions and only five months of the year.

When farmers markets were asked which was the most **work**, SNAP Market Match was the highest for over two-thirds (66%) of markets.

When asked which was the most **important** personally, to the respondent, SNAP Market Match was the highest followed by SNAP. This is likely due in part to farmers markets one-on-one, weekly contact with SNAP shoppers who come to their Information Booth for tokens.

- In addition to the bigger, statewide federal food access programs (i.e., FMNP, SNAP and SNAP Market Match), many farmers markets also are part of or create additional projects to help address community food security. While we have focused this survey on the major food access programs, farmers markets do more, often on their own:

Over half (52%) of farmers markets facilitate donations from vendors to Food Banks or Pantries;

Nearly a third (29%), organize or host KERNEL, Power of Produce, Produce Pals, or other Kids Club programs tied to food access;

One in five (21%) also offer Fresh Bucks; and

One in five (21%) create and self-fund "Market Bucks" that the market manages to support food access goals.

## Characteristics of Farmers Market Organizations

Survey responses were representative in terms of the proportion of Washington state farmers market organizations that manage a single farmers market and how they are incorporated.

### Type of Farmers Market Organization (n=61)

Response	Percentage
Multi-market organization	10%
Single market organization	90%
<b>Total</b>	<b>100%</b>

### Number of Farmers Markets Represented (n=61)

Type of Farmers Market Organization	Percentage
Multi-market organization	26%
Single market organization	74%

<b>Total</b>	<b>100%</b>
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**How is your Farmers Market Organization incorporated? (n = 61)**

<b>Response</b>	<b>Percentage</b>
Nonprofit or a project of Nonprofit (either state or federal)	77%
City, Recreational District, PDA or other public entity	11%
Private, For-profit	10%
Farmers market is not incorporated	2%
<b>Total</b>	<b>100%</b>

**In your opinion, which of the below best describes your Farmers Market Organization in 2023? These are the Four Stages of Normal Group Growth. (n=60)**

<b>Response</b>	<b>Description</b>	<b>Percentage</b>
FORMING:	Getting organized, high energy and ideals. Figuring out rules and norms; optimism, uncertainty, anticipation.	7%
STORMING:	Realization of challenges, collaborating meeting resistance. Testing rules and new plans; frustration, tension, defensiveness.	9%
NORMING:	Working cooperatively, as a group. Accepting rules, roles clearer. Relief, feeling realistic, and making progress.	24%
PERFORMING:	Group is settled, focused on tasks. Expectations are aligned and rules more functional. Minimal conflict, can work through differences, achieving goals.	57%
	None or Not sure	3%
<b>Total</b>		<b>100%</b>

**Month When Seasonal Farmers Market Manager Positions Starts**

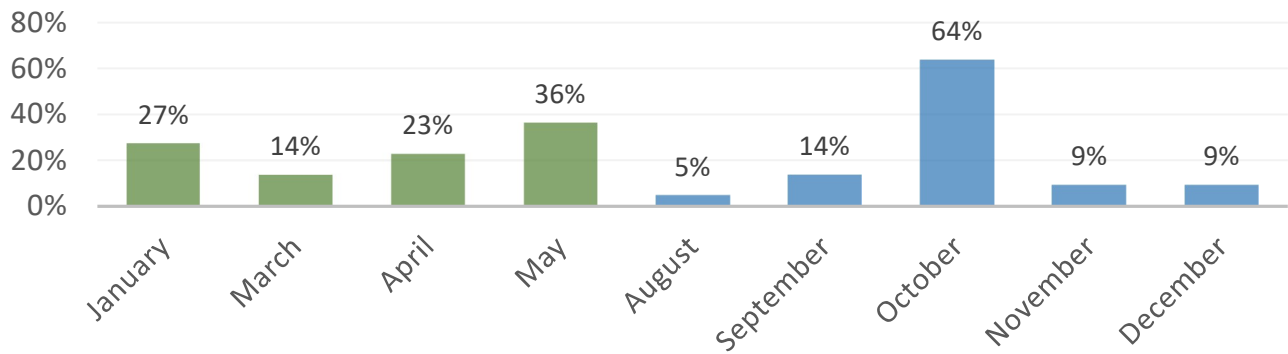
<b>Responses</b>	<b>Percentage</b>
January	27%
February	0%
March	14%
April	23%
May	36%
<b>Total</b>	<b>100%</b>

**Month When Seasonal Farmers Market Manager Positions Ends**

<b>Responses</b>	<b>Percentage</b>
August	5%
September	14%
October	64%
November	9%
December	9%
<b>Total</b>	<b>100%</b>



### Months Seasonal Market Manager Employment Starts and Ends (n = 22)



### What County is/are your Farmers Market(s) in? (n=76)

County	Percentage
Asotin	1%
Benton	3%
Benton	1%
Chelan	3%
Clallam	3%
Clark	1%
Clark	1%
Cowlitz	3%
Franklin	1%
Island	1%
Jefferson	3%
King	37%
Kitsap	3%
Klickitat	1%
Lewis	3%
Mason	1%
Okanogan	3%
Pend Oreille	3%
Pierce	8%
Skagit	3%
Snohomish	4%
Spokane	8%
Stevens	1%
Thurston	1%
Walla Walla	1%
Yakima	3%
<b>Total</b>	<b>100%</b>

## Did any of your Farmers Market locations accept WIC or Senior FMNP or SNAP in 2023?

Response	Count of FMOs	Percentage	Count of Farmers Mkts	Percentage
No	2	3%	2	3%
Yes	59	97%	74	97%
<b>Total</b>	<b>61</b>	<b>100%</b>	<b>76</b>	<b>100%</b>

Farmers market organizations that did not accept FMNP or SNAP in 2023 are not included in the remaining survey results.

## WIC and Senior Farmers Market Nutrition Program (FMNP)

Most (98%) of farmers market organizations responding to this survey accepted FMNP in 2023. This does not mean that 98% of farmers markets in WA accept FMNP; the WSFMA estimates that closer to 80% of farmers markets participate in FMNP.

### Did your Farmers Market accept FMNP in 2023?

Response	Count of FMOs	Percentage	Count of Farmers Mkts	Percentage
No	1	2%	1	1%
Yes	58	98%	73	99%
<b>Total</b>	<b>59</b>	<b>100%</b>	<b>74</b>	<b>100%</b>

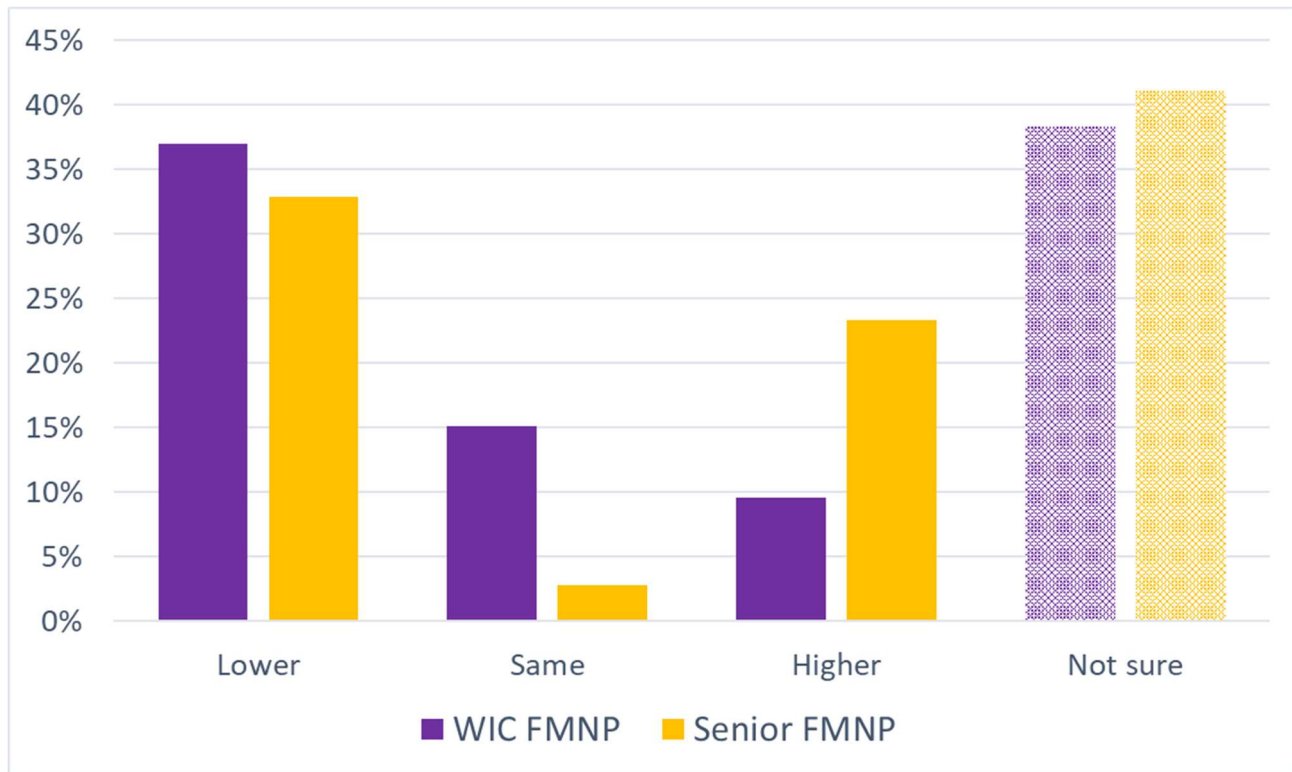
### In 2023, to date, how do WIC FMNP sales compare to 2022? (Best guess.)

Responses	Percentage
Lower	37%
Same	15%
Higher	10%
Not sure	38%
<b>Total</b>	<b>100%</b>

### In 2023, to date, how do Senior FMNP sales compare to 2022? (Best guess.)

Responses	Percentage
Lower	33%
Same	3%
Higher	23%
Not sure	41%
<b>Total</b>	<b>100%</b>

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



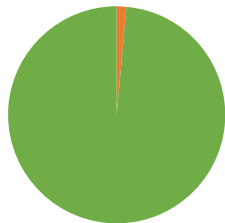
Does your Farmers Market typically have fruits, vegetables, and other products that FMNP shoppers could buy available in June?

Responses	Percentage
No	1%
Yes	99%
<b>Total</b>	<b>100%</b>

Do you think that WIC and Senior FMNP shoppers should have their benefits available to use at Farmers Markets on June 1? (The FMNP season starts on June 1.)

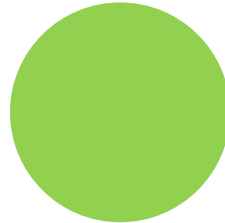
Responses	Percentage
No	0%
Yes	100%
<b>Total</b>	<b>100%</b>

Does your Farmers Market typically have fruits, vegetables, and other products that FMNP shoppers could buy available in June?



■ No ■ Yes

Do you think that WIC and Senior FMNP shoppers should have their benefits available to use at Farmers Markets on June 1?

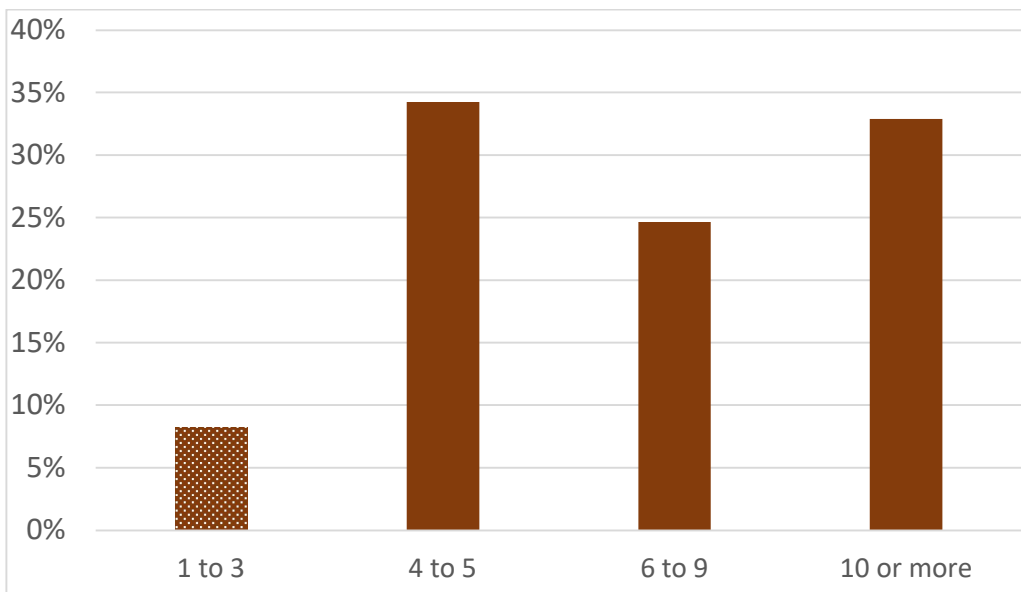


■ Yes

By mid-September, how many authorized FMNP growers sold at your Farmers Market in 2023?

Responses	Percentage
1 to 3	8%
4 to 5	34%
6 to 9	25%
10 or more	33%
<b>Total</b>	<b>100%</b>

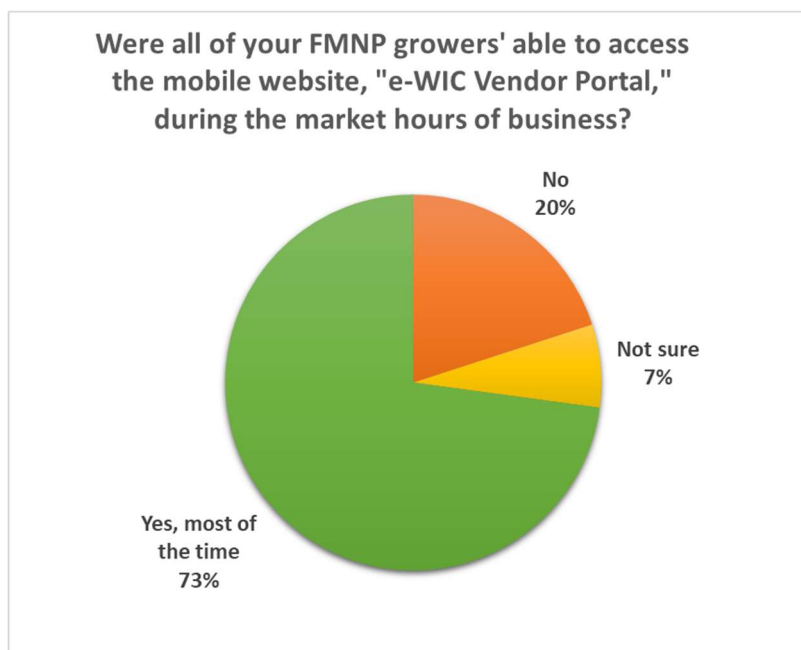
**Number of authorized FMNP growers Selling at Farmers Market by mid-September (n=73)**



Were all of your FMNP growers' able to access the mobile website, "Vendor Portal," during the market hours of business?

Responses	Percentage
No	19%
Not sure	7%
Yes, most of the time	74%
Total	100%

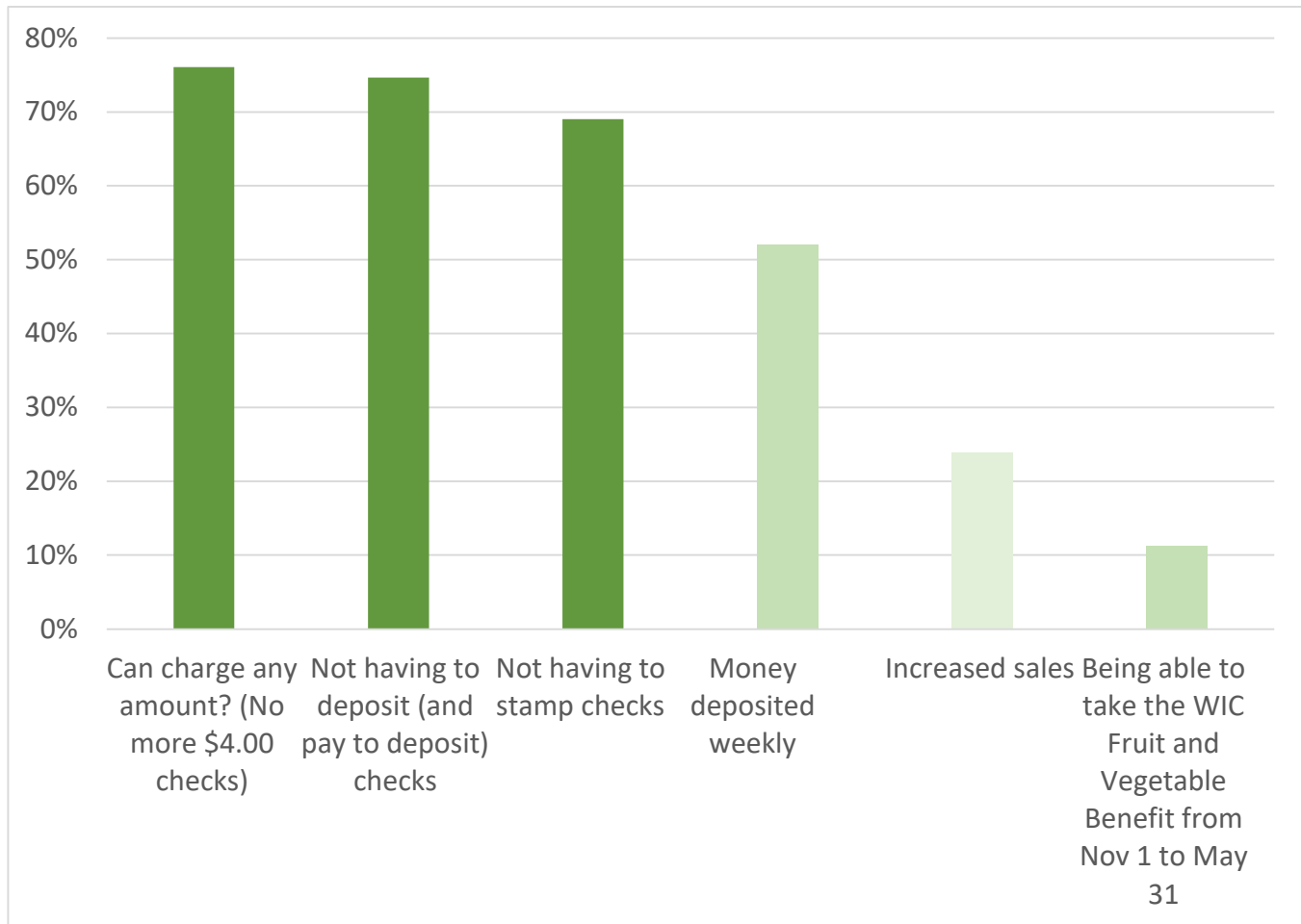
**Percentage of FMNP growers who were able to access the mobile website, "Vendor Portal" during the market ours of business. (n=73)**



What do you think most FMNP growers who got set up like BEST about the electronic benefits? (n=71)

Responses	Percentage
Can charge any amount? (No more \$4.00 checks)	76%
Not having to deposit (and pay to deposit) checks	75%
Not having to stamp checks	69%
Money deposited weekly	52%
Increased sales	24%
Being able to take the WIC Fruit and Vegetable Benefit from Nov 1 to May 31	11%
Not Sure	6%

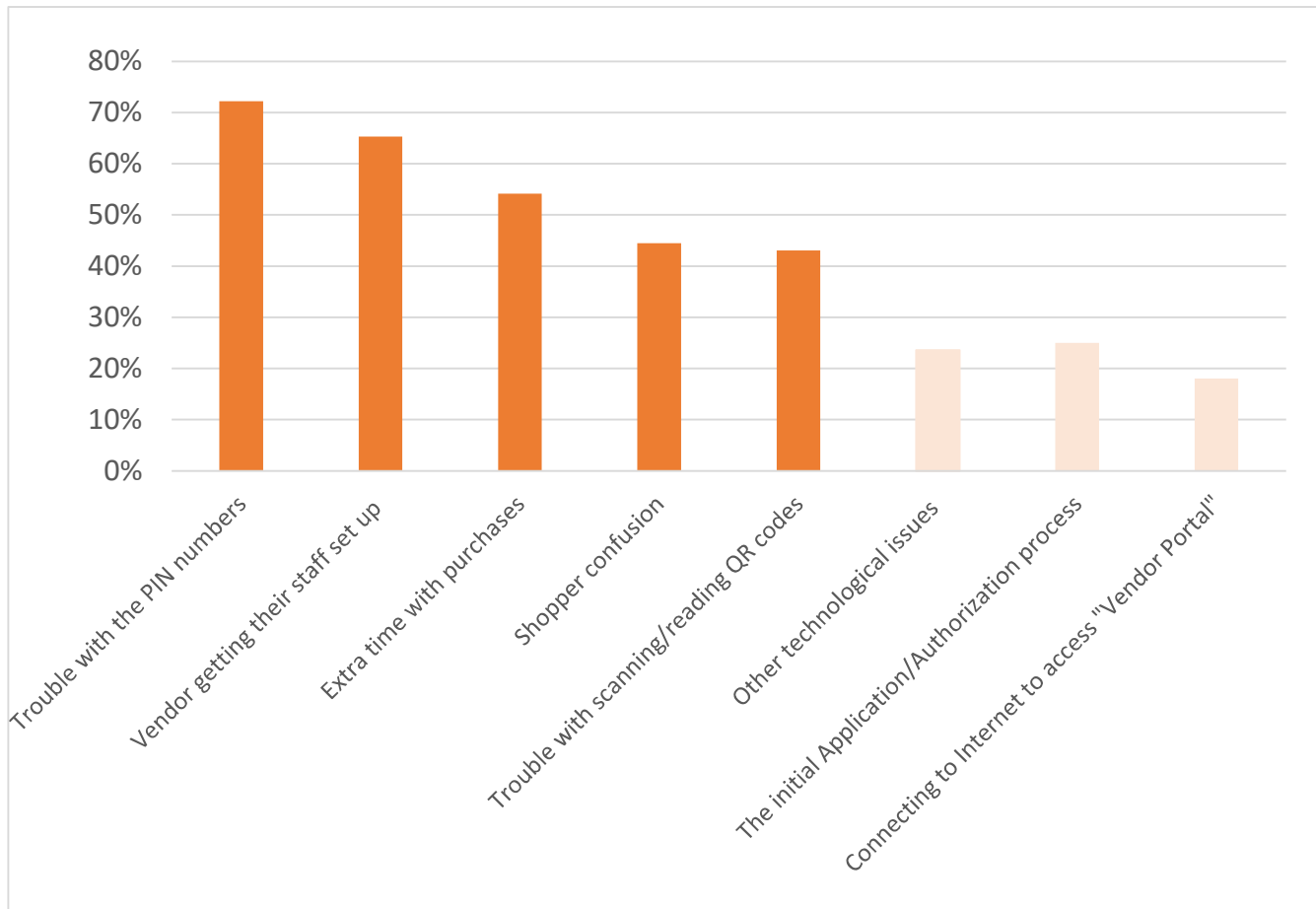
**Farmers Markers' Perception of What FMNP Growers liked Best about Electronic Benefits (n=71)**



**What do you think most FMNP growers who got set up like LEAST about the electronic benefits now?**

Responses	Percentage
Trouble with the PIN numbers	71%
Vendor getting their staff set up	65%
Extra time with purchases	55%
Trouble with scanning/reading QR codes	45%
Shopper confusion	43%
Other	28%
Other technological issues with the "WIC Direct Vendor Portal"	25%
The initial Application/Authorization process	22%
Effort or expense of connecting to Internet at market in order to access "WIC Direct Vendor Portal"	19%
Not sure	3%

## Farmers Markers' Perception of What FMNP Growers liked Least about Electronic Benefits (n=71)



## Supplemental Nutrition Assistance Program (SNAP)

Did your Farmers Market accept SNAP in 2023?

Response	Count of FMOs	Percentage	Count of Farmers Mkts	Percentage
No	3	5%	3	4%
Yes	56	95%	71	96%
<b>Total</b>	<b>59</b>	<b>100%</b>	<b>74</b>	<b>100%</b>

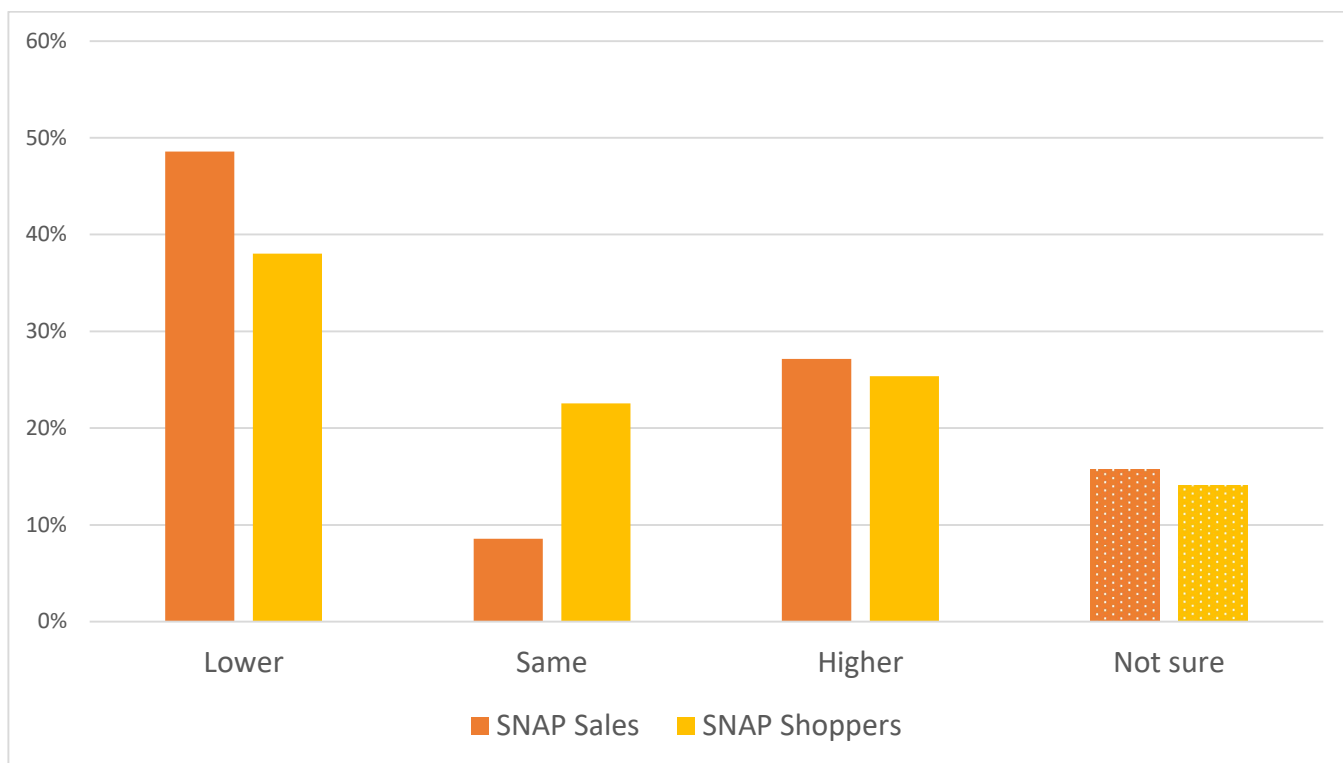
In 2023, to date, how do SNAP sales compare to 2022? (Best guess.)

Responses	Percentage
Lower	49%
Same	9%
Higher	27%
Not sure	16%
<b>Total</b>	<b>100%</b>

In 2023, to date, how does the number of SNAP shoppers at your market compare to 2022? (Best guess.)

Responses	Percentage
Lower	38%
Same	23%
Higher	25%
Not sure	14%
<b>Total</b>	<b>100%</b>

**Farmers Markets Perception of SNAP Sales and Number of Shoppers in 2023 Compared to 2022 (n=70, 71)**



Assuming the right technology, policies, and support is in place, do you think Vendors should be able to accept SNAP directly at their booth OR in your opinion, should farmers markets manage SNAP for vendors and continue offering SNAP tokens (or scrip) at the Information Booth?

Responses	Percentage
Both options should be available	31%
Shoppers should continue to get SNAP tokens at the Market's Information Booth	23%
Vendors should be able to accept SNAP directly	46%
<b>Total</b>	<b>100%</b>



# SNAP Market Match

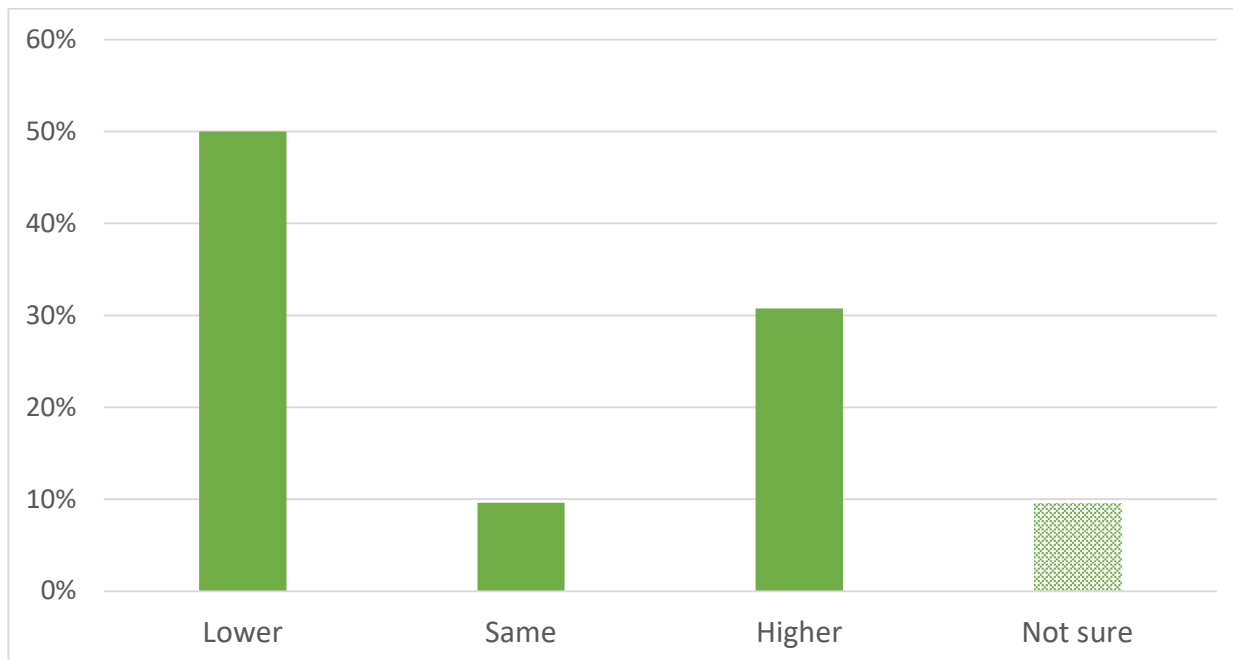
Did your Farmers Market accept SNAP Market Match in 2023?

Response	Count of FMOs	Percentage	Count of Farmers Mkts	Percentage
No	3	5%	3	4%
Yes	53	95%	68	96%
<b>Total</b>	<b>56</b>	<b>100%</b>	<b>71</b>	<b>100%</b>

In 2023, to date, how do SNAP Market Match distribution and sales compare to 2022?

Responses	Percentage
Lower	50%
Same	10%
Higher	31%
Not sure	10%
<b>Total</b>	<b>100%</b>

Farmers Markets Perception of SNAP Market Match Distribution and Sales in 2023 Compared to 2022 (n=52)



In your opinion, what impact did the reduction of match from \$40 in 2022 to \$25 in 2023 have on SNAP Market Match at your market?

Responses	Percentage
Strong positive impact	0%
Positive impact	0%
Neutral - no impact	25%
Negative impact	42%
Strong negative impact	23%
Not sure	11%
<b>Total</b>	<b>100%</b>

In 2023, how often is your farmers market's monthly SNAP Market Match reimbursement from the Washington State Dept of Health paid on time? "On time" means within 30 days of DOH receiving your correct A19 invoice and transaction.

Responses	Percentage
Never	19%
Sometimes	34%
Always	17%
Not sure	30%
<b>Total</b>	<b>100%</b>

## Farmers Market Activities and Events to Promote Food Access

Did your Farmers Market organize or work with local partners to offer any food access-related activities or events for people with SNAP or who are eligible for SNAP? This may include kids activities, cooking demos, market tours, and special promotions.

Responses	Count of FMOs	Percentage	Count of Farmers Mkts	Percentage
Yes	29	52%	37	52%
No	25	45%	32	45%
Not sure	2	4%	2	3%
<b>Total</b>	<b>56</b>	<b>100%</b>	<b>71</b>	<b>100%</b>

## Comparison of the Food Access Programs

Note: farmers market managers/organizers have more direct engagement with SNAP and SNAP MM as the customers must visit the Info Booth whereas FMNP is typically directly with vendors.

Which Food Access Program is most important to your farmers market(s) in terms of SALES?

Responses	Percentage
SNAP alone	3%
SNAP with SNAP Market Match <sup>10</sup>	89%
Senior FMNP	4%
WIC FMNP	1%
Not sure	3%
<b>Total</b>	<b>100%</b>

Which Food Access Program is the most amount of WORK for your farmers market team (staff, volunteers)?

Responses	Percentage
SNAP (alone)	13%
SNAP Market Match	66%
Senior FMNP	11%
WIC FMNP	4%
Not sure	6%
<b>Total</b>	<b>100%</b>

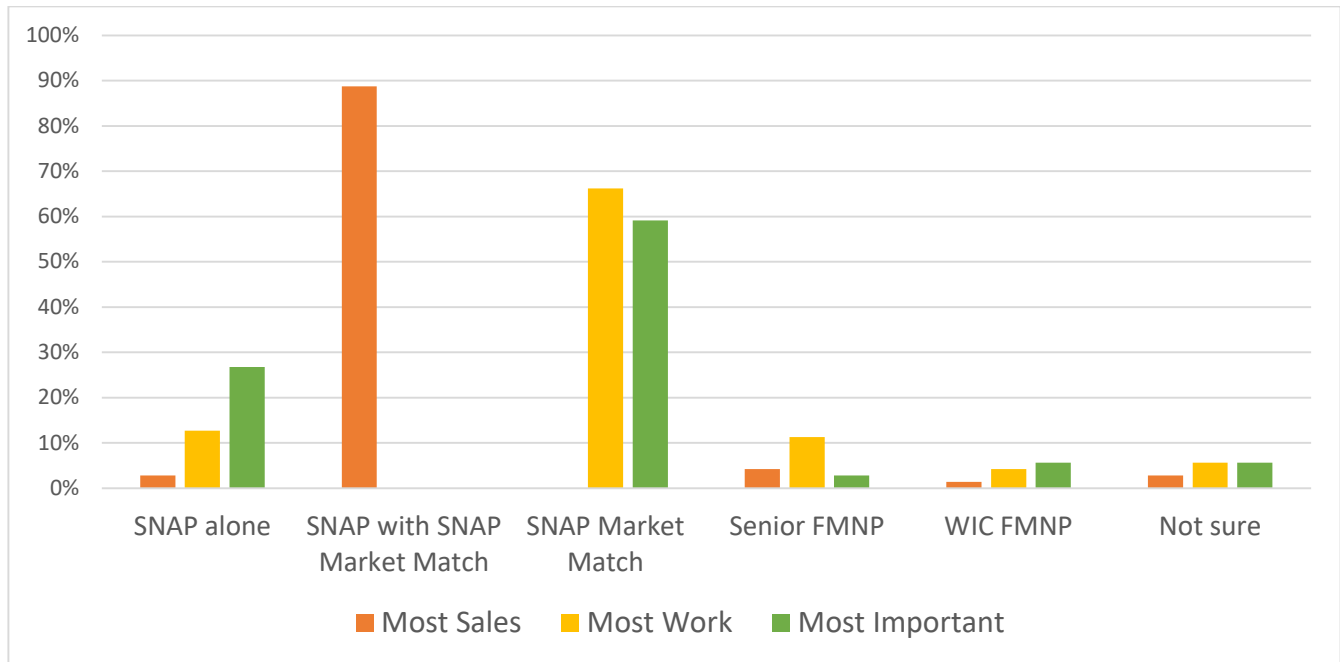
Which Food Access Program is the most IMPORTANT to you personally?

Responses	Percentage
SNAP (alone)	27%
SNAP Market Match	59%
WIC FMNP	3%
Senior FMNP	6%
Not sure	6%
<b>Total</b>	<b>100%</b>

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<sup>10</sup> Note: To be comparable with other questions, this response should have been “SNAP Market Match,” not “SNAP with SNAP Market Match.”

## Farmers Markets' Comparison of Food Access Programs



How does/did your farmers market pay for staff time and supplies needed to offer WIC and Senior FMNP, SNAP and/or SNAP Market Match in 2023?

Responses	Percentage
n=71	
Operating or unrestricted funds from farmers market	82%
Grants or contracts	36%
Sponsorships	21%
Fundraising	21%
Other	7%

## Other Food Access Programs at Your Farmers Market(s)

What other Food Access Programs (besides WIC and Senior FMNP, SNAP, and/or SNAP Market Match) did your farmers market offer in 2023? (n=71)

Responses	Percentage
Facilitate donations from vendors to Food Banks or Pantries	52%
Organize/host KERNEL, POP (Power of Produce), Produce Pals, or other Kids Club tied to food access	29%
Fresh Bucks	21%
Create/fund "Market Bucks" that market manages to support food access goals	21%
None	15%
Other	15%
Matching program for WIC and/or Senior FMNP	5%