



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION

FOOD ACCESS FORUM

*Think Like a Shopper: Review of
Food Access Promotions to Improve
Outreach & Sales*



**Thurs. April 18, 2024
12:00 to 1:00 pm**

Funded by USDA Supplemental Nutrition Assistance Program – SNAP.

This is an equal opportunity provider.

Your Food Access Support System

Regional Leads Team



Tina Eifert
Southwest: Clark, Pacific,
Cowlitz, Wahkiakum, Lewis,
and Thurston



Hannah Duffany
WSFMA
Program Associate
King Co. Regional Lead



Jess Sappington
West Sound + Pierce Co:
Kitsap, Mason, Grays Harbor,
Clallam, Jefferson



Michelle Progar
Northeast Tri-Counties:
Ferry, Stevens, Pend Oreille,
Eastern Okanogan



Hannah Ladwig
Columbia Gorge: Klickitat,
Skamania



Damien Davis
Southeast Tri-Cities: Yakima,
Benton, Franklin, Walla
Walla, Whitman, Columbia,
Garfield, Asotin



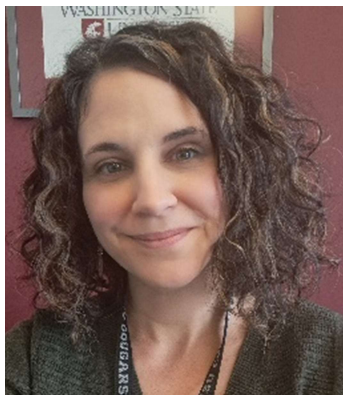
Karyna Goldsmith
Greater Spokane County:
Spokane

On the Ground Support – What does it Look Like?

Q&A with WSFMA Regional Leads



Tina Eifert
Southwest



Jess Sappington
West Sound + Pierce Co



Hannah Ladwig
Columbia Gorge

- For market staff, managers and partners who may not know, can you give specific examples of how you have supported markets in the past?
- What do you want markets and providers to know about your work?

2024 Regional Food Access Directories



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).
- » **SHOP** for fresh fruits, vegetables, and herbs. Seniors can also buy honey.
- » **FMNP** can be used June 1 to Oct. 31.
- » New in 2023, WIC participants can use their Fruit and Vegetable Benefits at farmers markets that accept FMNP.

Other Matching Programs

Some farmers markets offer additional benefit or match programs. Check at each market's information booth to see what other benefits programs the market offers.



DOH 340-387 June 2023

WFSMA, Washington Department of Health, Washington State Senior FMNP, and WIC FMNP do not discriminate. To request this document in another

Northeast Washington Farmers Markets

2023

Chelan, Grant, Okanogan,
Pend Oreille, Stevens



Northeast Washington Farmers Markets

Food benefits are accepted at farmers markets! The list below shows which are accepted: SNAP EBT SNAP Market Match WIC & Senior FMNP

County and Markets	Benefits Accepted	Dates	Days	Hours
Chelan County				
Cashmere Community Farmers Market Cashmere Museum, 600 Cotlets Way cascademarkets.org/cashmere		May 14 – Oct 15	Sunday	9:00 am – 1:00 pm
Leavenworth Community Farmers Market 330 Evans St cascademarkets.org		Jun 1 – Oct 12	Thursday	4:00 pm – 7:00 pm
Wenatchee Valley Farmers Market Pybus Public Market, 3 N Worthen St wenatcheefarmersmarket.com		May 13 – Oct 28 Jun 21 – Aug 9	Saturday Wednesday	8:00 am – 1:00 pm 8:00 am – 1:00 pm
Grant County				
Moses Lake Farmers Market McCosh Park, 401 W 4th Ave moseslakefarmersmarket.com		May 6 – Oct 28	Saturday	8:00 am – 1:00 pm
The B Street Market - Quincy 11 B St SE thebstreetmarket.com		Jun 3 – Sep 16	Saturday (1st & 3rd)	9:00 am – 1:00 pm
Okanogan County				
Methow Valley Farmers Market - Twisp 201 Hwy 20 S, Parking Lot methowvalleyfarmersmarket.com		Apr 6 – Oct 28	Saturday	9:00 am – 12:00 pm
Okanogan Valley Farmers Market American Legion Park, 2nd Ave N okanoganfarmersmarket.org		May 13 – Oct 28	Saturday	9:00 am – 1:00 pm
Omak Famers Market Downtown, Eastside Park		Jun 20 – Oct 24	Tuesday	3:30 pm – 6:30 pm
Oroville Farmers Market 1276 Main St okanogancountry.com/poi/oroville-market		May 6 – Oct 28	Saturday	9:00 am – 1:00 pm
Tonasket Farmers Market Triangle Park Hwy 97 & Western Ave tonasketfarmersmarket.com		Apr 22 – Nov 19	Thursday	2:00 pm – 6:00 pm
Pend Oreille County				
Newport Farmers Market Newport Rodeo Grounds, 1101 1st St		May 6 – Oct 28	Saturday	9:00 am – 1:00 pm
Stevens County				
Chewelah Farmers Market Chewelah City Park chewelahfarmersmarket.com		May 12 – Oct 13	Friday	11:00 am – 3:30 pm
Northeast Washington Farmers Market - Colville 287 E Astor Ave newfarmersmarket.org		May 3 – Oct 28	Wednesday/Saturday	9:00 am – 1:00 pm

This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP.
This institution is an equal opportunity provider.

2024 Regional Food Access Directories

- 2024 order form is now open.
 - The order form is available as a Google form and is available on the WSFMA Food Access Forum webpage.
- Orders due by May 23.
- Directories are available in 4 languages:
 - English, Spanish, Vietnamese, and Russian.
- Directories are always free and delivered to your door.
- If you need to order for more than one region, please submit a separate order form.
- You can find PDF copies of the directories on www.findamarket.org.



Regional Farmers Market Food Access Directory

Regional Farmers Market Food Access Directories help shoppers find farmers markets that offer food assistance benefits such as SNAP-EBT, SNAP Market Match, WIC and Senior Food Bank, in Seattle only, Fresh Bucks.

REGIONS AVAILABLE: North Sound; King County; Seattle; Pierce & Thurston counties; West Sound/Olympic Peninsula; Southwest/Columbia Gorge; Central WA; Greater Spokane/Tri-Cities/Palouse; and Greater Yakima/Tri-County.

LANGUAGES AVAILABLE: English, Spanish, Russian, and Vietnamese.
COST: Free

Submit your order by MAY 23, 2024.

Orders received by May 23 are expected to ship in June. Regional Directories ordered after May 23 will be available on a first come, first served basis.

PDFs of the Regional Farmers Market Food Access Directories are posted on wafarmersmarkets.org

Regional farmers markets directories are brought to you by the WSFMA in partnership with the Washington State Department of Social and Health Service's SNAP-Ed program. They have been funded with funds from USDA's Food and Nutrition Service. USDA is an equal opportunity employer.

What Washington REGION do you want Farmers Market Food Access Directories for? Please select only one region. If you would like to order cards for more than one region, please submit separate order forms for each region.

- North Sound (Whatcom, Skagit, Snohomish, Island, San Juan)
- King County, excluding Seattle
- City of Seattle
- Pierce & Thurston
- West Sound / Olympic Peninsula (Clallam, Jefferson, Kitsap, Mason, Clallam, Grays Harbor, Lewis and Clark, Mason, Skagit, Snohomish, Whatcom)
- Southwest / Columbia Gorge (Pacific, Lewis, Wahkiakum, Cowlitz, Clatsop, Klickitat)
- Central WA (Okanogan, Kittitas, Chelan, Douglas, Grant, Adams, Lincoln)
- Greater Spokane / Tri-County (Spokane, Pend Oreille, Stevens, Ferry)
- Yakima / Tri-Cities / Palouse (Whitman, Garfield, Asotin, Columbia, Walla Walla, Franklin, Benton, Yakima)

Languages

Directories are available in English, Spanish, Russian, and Vietnamese. **Indicate the number of directories you would like for each language below.** Minimum order is 50. Maximum order is 500. If you need larger quantities, please email foodaccess@wafarmersmarkets.org for availability.

Think Like a Shopper:

The importance of looking through the shopper lens.



Review of Food
Access Promotions
to Improve
Outreach & Sales

Your Promotions Toolkit and Best Practices

How do you connect with your shoppers?

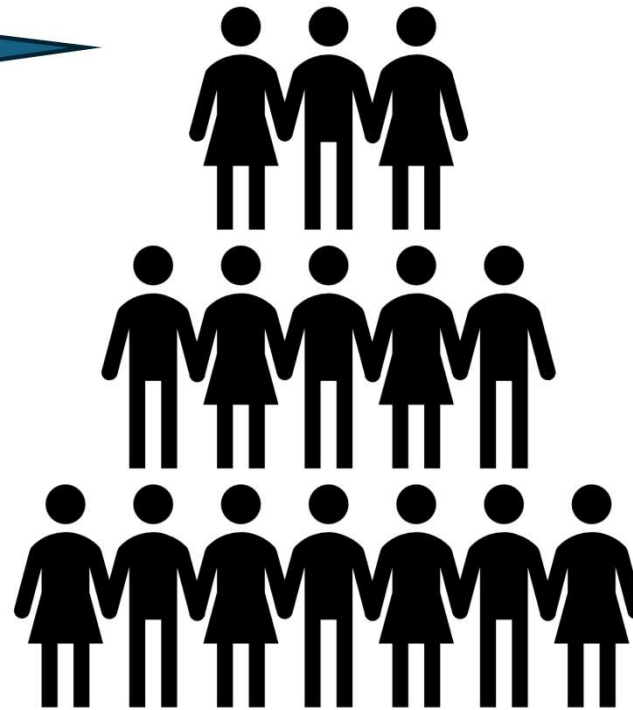
Social
Media

Word of
Mouth

Partners
Orgs

Posters

Market
Signage



Your Promotions Toolkit and Best Practices

What promotions are in your toolkit?

- WSFMA Toolkit Recourses
 - We Aggregate, We Share, We Create.

FMNP for SHOPPERS

Women, Infants and Children

WIC FMNP is available to low-income mothers with young children who shop at grocery stores and other retail outlets. In 2024, WIC participants in FMI spend at farmers markets between June 1 and Oct 31. Shoppers can use markets and farm stands to buy fresh fruits, vegetables, and herbs. If you call 841-1410 or click [here](#).

Seniors

Senior FMNP is available to low-income seniors. To qualify, you must be at or below the Federal Poverty Level. Seniors with FMNP will get \$80 for the season to buy fresh fruits, vegetables, herbs, and honey at farmers markets between June 1 and Oct 31. For Senior FMNP, please call Senior Information and Services at (206) 448-1410.

WIC "Fruit and Vegetable Benefits"

Starting in 2023 with the transition to an electronic benefit, all WIC participants can use their "Fruit and Vegetable Benefits" at farmers markets. (This benefit is also known as "Cash Value")

- WIC shoppers can buy fresh fruits, vegetables, and cut flowers at farmers markets from FMNP growers.
- To use these benefits at a farmers market, they must have a sticker and their PIN.
- These benefits are in addition to the WIC FMNP benefit

WHAT CAN YOU BUY?

Poulsbo Farmers Market - Currency Sheet



EBT Tokens

CAN be used for these EBT eligible items:
(Must be packaged for consumption off site)

• Fruits	• Baked Goods	• Bread
• Vegetables	• Jams & Jellies	• Dairy Products
• Vegetable Starts	• Syrup & Honey	• Nuts
• Seeds	• Meat/Fish/Poultry	• Mushrooms

NO hot or prepared food or drink products - No cash back given



Debit/Credit Tokens

CAN be used for any market items. They spend just like Cash!



SNAP Market Match

CAN ONLY be used for these eligible items:

• Fruits	• Herbs
• Vegetables	• Vegetable Starts
• Mushrooms	

NO honey, hot/prepared food or drink products - No cash back given



pre-2021 punch card



2021 punch card

PFM Frequent Shoppers Cards are worth \$5 with any vendor once the card has been filled with 8 punches.
*1 card per sales transaction *No cash back or change given*

WIC/Senior FMNP

CAN Purchase with FMNP QR Code:

Fresh Fruits & Vegetables	Edible Fresh Cut herbs
Honey (Seniors ONLY)	*No cash back given*

Look for the FMNP Sign at the vendors booth



NEW in 2023!

WIC Fruit & Vegetable Benefits at Farmers Markets



Look for this sign at your farmers market!
Use your WIC QR code and PIN to shop with your "All Fruit Veg - WIC" benefits.

Starting this year you can use your WIC Fruit and Vegetable Benefit to shop from local farmers at farmers markets. Buy fresh fruit and vegetables from any farmer. Look for the "WIC Fruit and Vegetable Benefits" or FMNP signs. With your personal QR code and PIN, you can use these WIC benefits all year long at farmers markets. Stock up this fall to celebrate the harvest and holidays!

Questions? Please call WIC customer service: (800) 841-1410.

Your Promotions Toolkit and Best Practices



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

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Oroville Farmers Market 6 Main St okanogancountry.com/poi/oroville-market		May 6 - Oct 28	Saturday	9:00 am - 1:00 pm
Skagit Farmers Market Gle Park Hwy 97 & Western Ave skagitfarmersmarket.com		Apr 22 - Nov 19	Thursday	2:00 pm - 6:00 pm
Stevens County Fort Farmers Market Fort Rodeo Grounds, 1101 1st St		May 6 - Oct 28	Saturday	9:00 am - 1:00 pm
Wenatchee Farmers Market City Park farmersmarket.com		May 12 - Oct 13	Friday	11:00 am - 3:30 pm
Washington Farmers Market - Colville Ave market.org		May 3 - Oct 28	Wednesday/Saturday	9:00 am - 1:00 pm

Your Promotions Toolkit and Best Practices

Partner Agency Toolkit Resources

SNAP, SNAP Market Match, WIC & Senior FMNP

Static Assets for Facebook, Instagram, Reddit, Web and more!

And there's videos too! 15 to 30 second videos to promote your programs.



Your Promotions Toolkit and Best Practices

Your Market Food Access Toolkit

– the bird's eye view

- Use all the resources provided by WSFMA and partner organizations
- Create promotions that are specific to your markets and your shoppers
- Promote your programs as a whole, rather than in silos
- View your promotions through the lens of your shoppers
 - Can you get shopper input?
 - Do your images and language resonate with your audience?
 - Is it clear, concise, and compelling?

Congratulations You've Done It!

What makes it most likely that your customers will have a positive and successful shopping experience at your market?

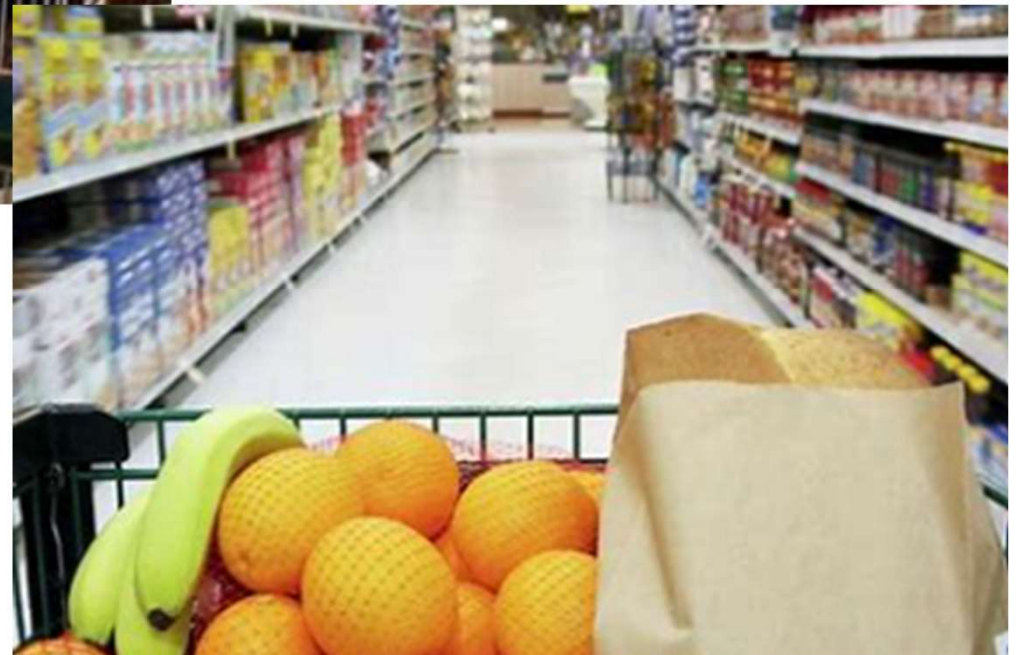


- Go to the information booth.
- Swipe you EBT card / Match up to \$25.
- Shop for eligible foods.



- Sign up for benefits.
- Go to your farmers market.
- Find the growers with this sign.
- Shop for eligible foods.

Think Like a Shopper - I'm Comfortable Here.



Think Like a Shopper - I'm here, now what?

Viewing your market through a first-time shopper's lens.



Food Access Signage Checklist

Viewing your market, outreach, and promotions through the shopper's lens.








Food Access Signage Checklist

Viewing your market through a first-time shopper's lens.

















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Program	Image	Placement	Notes & Tips	Where to Get Signs
WIC & Senior Farmers Market Nutrition Program (FMNP)		<input type="checkbox"/> Grower Booth required if grower is authorized to accept FMNP <input type="checkbox"/> Info Booth <i>recommended</i>	<p>There are directions for signs on the back of them. The senior sign is for HONEY vendors only.</p> <p>Tip: Have extras on hand for farms that forget their signs.</p>	<p>From the FMNP Team: fmnp@doh.wa.gov (360) 236-3721 or (800) 841-1410</p> <p>You can order as many signs as needed.</p>
WIC Fruit and Vegetable Benefit		<input type="checkbox"/> Grower Booth <input type="checkbox"/> Info Booth <i>recommended</i>	<p>This program started at farmers markets in 2023 and is still new to growers and shoppers.</p>	<p>Same as FMNP</p>
SNAP EBT A-board		<input type="checkbox"/> At farmers market entrance <i>recommended</i>	<p>More than one A-board may be available.</p>	<p>Amanda Weyrauch SNAP Market Match amanda.weyrauch@doh.wa.gov (360) 485-6430</p> <p>Or the WSFMA</p>
SNAP EBT Banner		<input type="checkbox"/> At Info Booth <i>recommended</i>	<p>Measures 2 feet x 10 feet</p>	<p>Amanda Weyrauch SNAP Market Match amanda.weyrauch@doh.wa.gov (360) 485-6430</p> <p>Or the WSFMA</p>
SNAP EBT "Accepted Here"		<input type="checkbox"/> Info Booth, required	<p>There are a variety of these signs that can work. Important thing is to be sure to have one of them.</p>	<p>USDA Food and Nutrition Services (FNS).</p>
SNAP Market Match		<input type="checkbox"/> Stick on SNAP EBT A-board, <i>recommended</i>	<p>This is an 8-inch sticker</p>	<p>Amanda Weyrauch SNAP Market Match amanda.weyrauch@doh.wa.gov (360) 485-6430</p>

2024 Farmers Market Food Access Currencies

	SUN Bucks (Summer EBT)	Supplemental Nutrition Assistance Program - SNAP		Farmers Market Nutrition Program		WIC Fruit & Vegetable Benefits
		SNAP EBT	SNAP Market Match	Senior FMNP	WIC FMNP	
					Women Infants, & Children (WIC)	
Logos or signs						
Currency used with Vendors				 or 	 or 	
Where does customer get market currency?	Information Booth	Information Booth	Information Booth	Local senior agency or DSHS	Local WIC clinic or DOH	
How much does customer get?	\$120 per summer	No limit	Up to \$25 per day	\$80 per season	\$30 to 90 per season	\$26 or more per month
When can customer use currency?	Starting mid-June	Anytime	Anytime	June 1- Oct 31	June 1- Oct 31	Anytime
When does it expire?	122 days from issuance	Never	Dec 31	Oct 31	Oct 31	End of month
Do customers get change?	No	No	No	N/A	N/A	N/A
Where do people sign up?	Through schools	Local DSHS office	Automatic. No need to sign up	Local senior agency (DSHS)	Local WIC clinic (DOH)	

2024 Farmers Market Food Access Currencies

PRODUCTS	Summer EBT or SUN Bucks	SNAP EBT	SNAP Market Match	Senior FMNP	WIC FMNP	WIC Fruit & Vegetable Benefits
<u>Fresh</u> fruits, vegetables, cut herbs, mushrooms						
<u>Dried</u> fruit, vegetables, herbs, beans, and nuts						
Plants or seeds that produce food						
Honey						
Meat, fish, poultry, eggs, dairy						
Bread, pastries, and other baked goods						
Value-added, pantry items e.g., jams, salsa, hummus, pickles, etc.						
Snacks, pre-packaged beverages						
Hot, ready-to-eat foods	Not allowed					
Alcohol	Not allowed					
Flowers or any other product humans don't eat	Not allowed					

WSFMA Website Resources

[Order 2024 Regional Farmers Mkt Directories Here](#)

General Resources for Farmers Market

- [2024 Farmers Market Food Access Calendar](#)
- [New! Farmers Market Food Access Info Mgmt and Check Lists](#) is a Word document to help farmers markets organize their food access program information and signage in one place.
- [Overview of Food Access Program at Farmers Markets](#) designed to help train new market staff, volunteers, and vendors
- [New! Farmers Market Food Access Currencies Cheat Sheet 2024](#) designed for quick reference for market staff and volunteers at the Information Booth or for growers and their staff
- [Farmers Market Currency Sheet](#) Shopper facing example from Poulsbo Farmers Market
- [Link to Google Drive with promotional graphics](#) for SNAP Market Match, WIC and Senior FMNP. Created by Rescue Agency for SNAP-Ed.

Senior FMNP Mobile App



Senior Farmers Market Nutrition Program



How to Get the Senior Farmers Market Nutrition Program (SFMNP) Shopper App

On your mobile device:

1. Search your app store (see below) for "**SFMNP app**".

Apple
Phone/Device
Download on the
App Store

Android
Phone/Device
ANDROID APP ON
Google play

2. Select **Install**.
3. Select **Washington**.

Washington
SFMNP WASHINGTON

Phone/Device
Download on the
App Store

Phone/Device
ANDROID APP ON
Google play

2. Select **Install**.
3. Select **Washington**.

Washington
SFMNP WASHINGTON

4. Register your **SFMNP card**.
5. As needed, select **Settings**, and set the **language**.
6. You are now ready to use the app!

Find everything you need on the Senior FMNP Mobile App:

- Benefit Balance
- SFMNP Vendors
- Digital QR Code

Available in 22 languages!

-Find in Settings tab



App Features



My Benefits – Will show your current benefit balance.



Purchase History – Will show any purchases made.



QR Code – This code is what you use at the market to make a purchase.



Information and Help

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

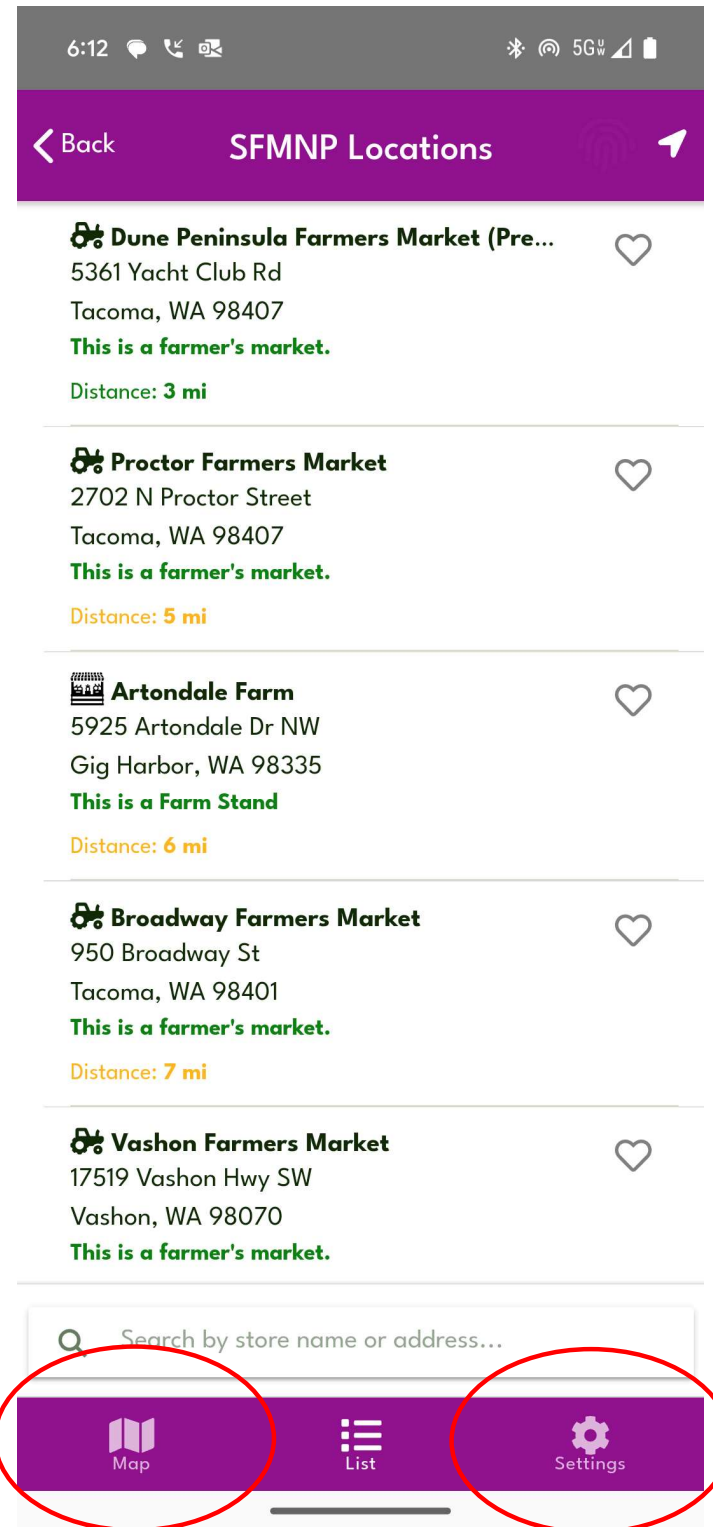
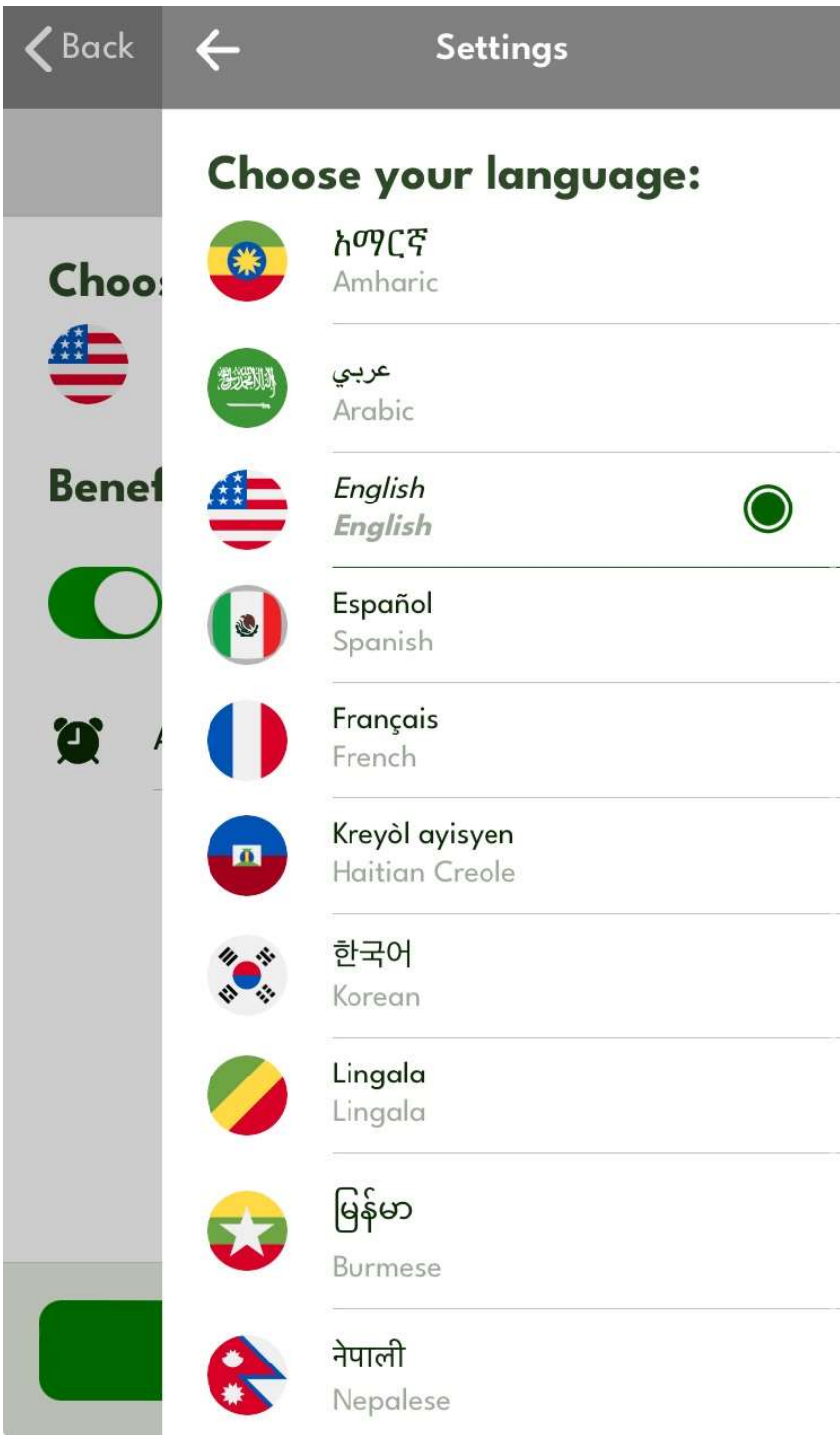


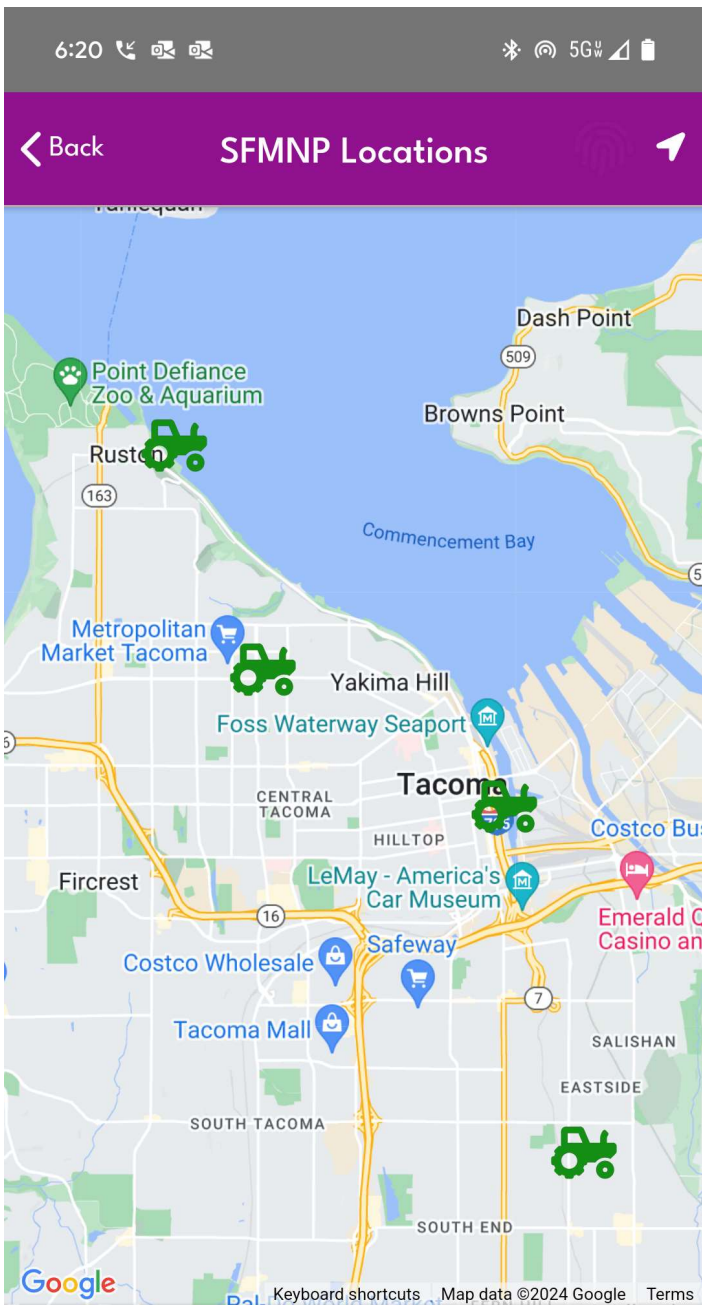
SFMNP Vendors – Find a SFMNP authorized market or farm store near you.



Look for vendors displaying the sign "**WIC and Senior Farmers Market Benefits Welcome Here!**"







Search by store name or address...



Maximum Distance to Store: 5 mi

Close ————— Far

Find stores anywhere

Only specific types of stores:

Any type of store

eWIC Certified Stores

Farmers Markets (FMNP)

Pharmacies

Mobile Vendor

Military Commissary

Farm Stand

Honey Vendor

Favorites and Top Pick:

Only show my favorites

✓ APPLY SEARCH CRITERIA

Reminders and Resources

- 🍎 Food Access Forum recordings, presentation slides, and other materials are available from the [WSFMA Food Access Forum webpage](#).
- 🍎 WIC Fruit and Veggies Benefit:
 - If you have markets that are open now they can accept the WIC FVB
 - Let markets know their growers can accept WIC FVB
 - Markets can request signage from FMNP by emailing fmnp@doh.wa.gov
- 🍎 **FMNP Upcoming Date of Import:**
 - **May 1:** all seasonal markets need to apply to accept FMNP at their market by May 1.

See you in November- Food Access Forum - Nov 21, 2024

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Thank you!

