

The logo for the Washington State Farmers Market Association (WSFMA) features the letters 'WSFMA' in a bold, white, sans-serif font. The letters are set against a red, distressed, rectangular background that resembles a piece of paper or a sticker.

WASHINGTON STATE
FARMERS MARKET
ASSOCIATION



FOOD ACCESS FORUM
THURS. DECEMBER 19, 2024

12:00 TO 1:00 PM



JOE LESAUSKY
Food Access Director



MICHIGAN
FARMERS MARKET
ASSOCIATION

Purpose & Plan

SNAP Trends in WA & at WA Farmers Markets

Lessons, Intel & Inspirations from Michigan
with Joe Lesausky, Food Access Director, MIFMA

Fast Feedback & What's Ahead...

Next Farmers Market Food Access Forum

January 16, 2025 🍎 12:00 – 1:00 pm

Getting Ready for the 2025 Farmers Market Season: Policy with Claire Lane, Director of the Anti-Hunger & Nutrition Coalition

Funded by USDA Supplemental Nutrition Assistance Program – SNAP.
This institution is an equal opportunity provider.



WA SNAP-Ed's goal:

To make it easier for people who are eligible for SNAP/Basic Food to eat healthy and be physically active.



Think of SNAP-Ed as the *Nutrition* branch of SNAP.

We work to ensure that all people have access to nutritious foods and opportunity for physical activity, conducive to lifelong health.

Today's Food Access Forum Vocabulary

Authorized Retailer = Any store, including online and farmers markets, that has been authorized by the USDA Food & Nutrition Service to accept SNAP.

Basic Food = Washington State's name for SNAP

Benefit = Amount of money given to people who qualify, usually based on income, for a specific purpose.

Double Up Food Bucks = Another name that is commonly used for incentive programs at farmers markets.

EBT or Electronic Benefit Transfer = a debit card that people use to receive and spend their government benefits on eligible items at retailers who "accept EBT."

Eligible = qualifies to be receive or be paid for with SNAP funding.

Emergency Allotments = Temporary increases to SNAP benefits during the COVID-19 pandemic.

FFY = Federal Fiscal Year, Oct 1 to Sept 30

Incentive Program = Incentive or matching programs give people more money, usually for fruits and vegetables, when they use their SNAP EBT card at a farmers market.

Maximum Benefit = Maximum monthly benefit amount allowed for SNAP, determined by the USDA Thrifty Food Plan.

P-EBT or Pandemic EBT. Temporary federal program that provided additional food benefits to children who were unable to eat at school or child care due to the COVID-19 pandemic. Treated like SNAP but is a separate benefit.

POS or Point of Sale = Equipment or app needed to transfer money from a person to a retailer.

Redemptions = Amount of a monetary benefit that was spent (in \$).

SNAP or SNAP EBT or EBT = Supplemental Nutrition Assistance Program. Food benefits for families to supplement their grocery budgets. Families qualify by income and household size.

SNAP-Ed = Supplemental Nutrition Assistance Program Nutrition Education

Summer EBT = Supplemental Nutrition Assistance Program, formerly known as "food stamps"

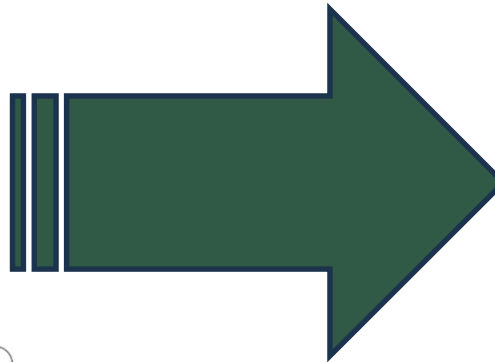
SNAP Market Match = Name of WA state's SNAP incentive or matching program launched in 2021 by Dept of Health Fruit and Vegetable Incentive Project with funding from federal grant.

SUN Bucks = Rebranding of Summer EBT. Money for school aged kids during summer.

Quest Card = Washington State's name of the EBT card that is loaded with public benefits, including SNAP.



Supplemental Nutrition Assistance Program



2020 - 2023



2024 - present

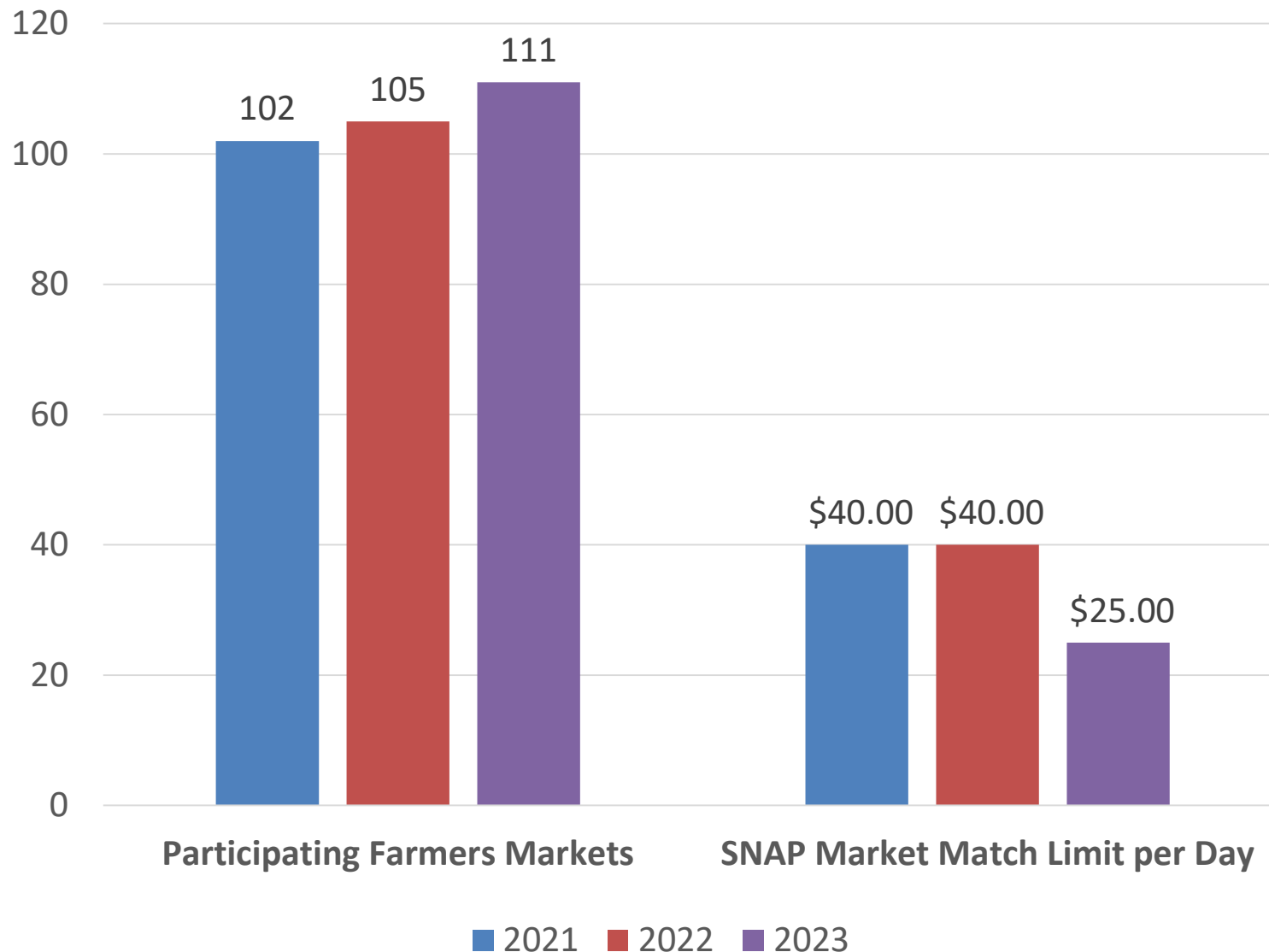


SNAP Trends at Farmers Markets in Washington State, 2021-2023

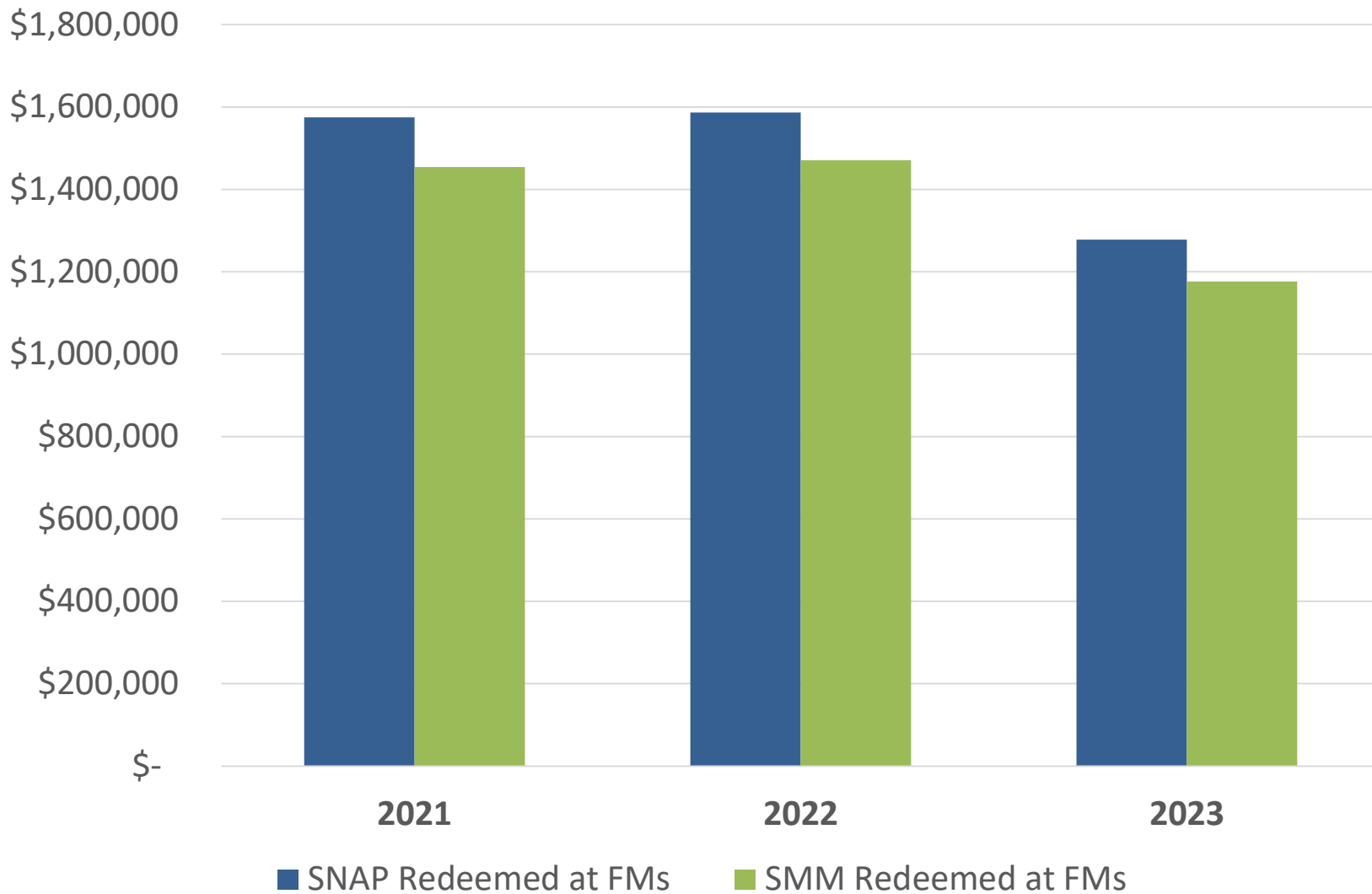
FINE PRINT

- Only for Farmers Markets that are also participating in SNAP Market Match program
- Does not include Farmers Markets that accept SNAP but are not currently participating in SNAP Market Match Program. Therefore, SNAP sales at Farmers Markets are greater than reported here.
- Does not include any Direct Marketing Farmers that accept SNAP directly (not through Farmers Market central terminal).
- Does not include SNAP or SNAP Market Match redemptions at Farm Stands.

Farmers Markets Participating in SNAP Market Match & Statewide SNAP Market Match Limit, 2021-2023



Total SNAP & SNAP Market Match Redeemed at Washington Farmers Markets, 2021-2023

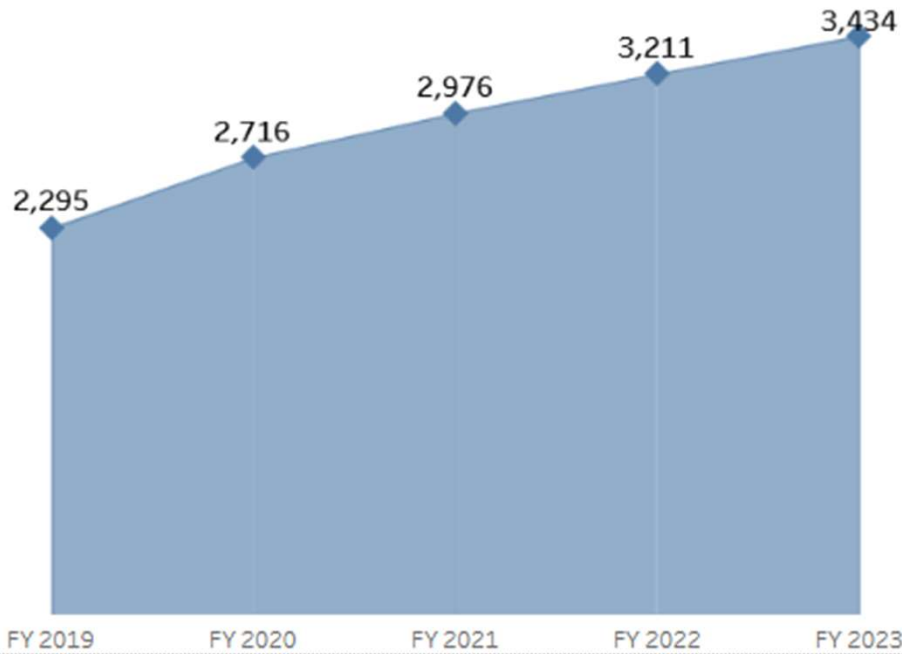


National SNAP Trends at Farmers Markets, 2019-2023

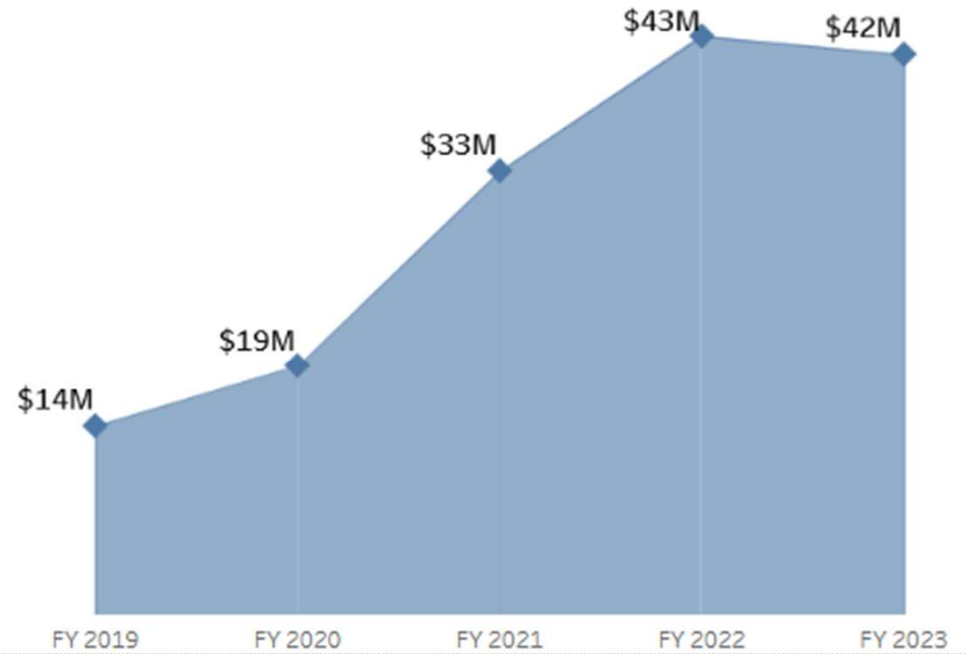
Farmers Market



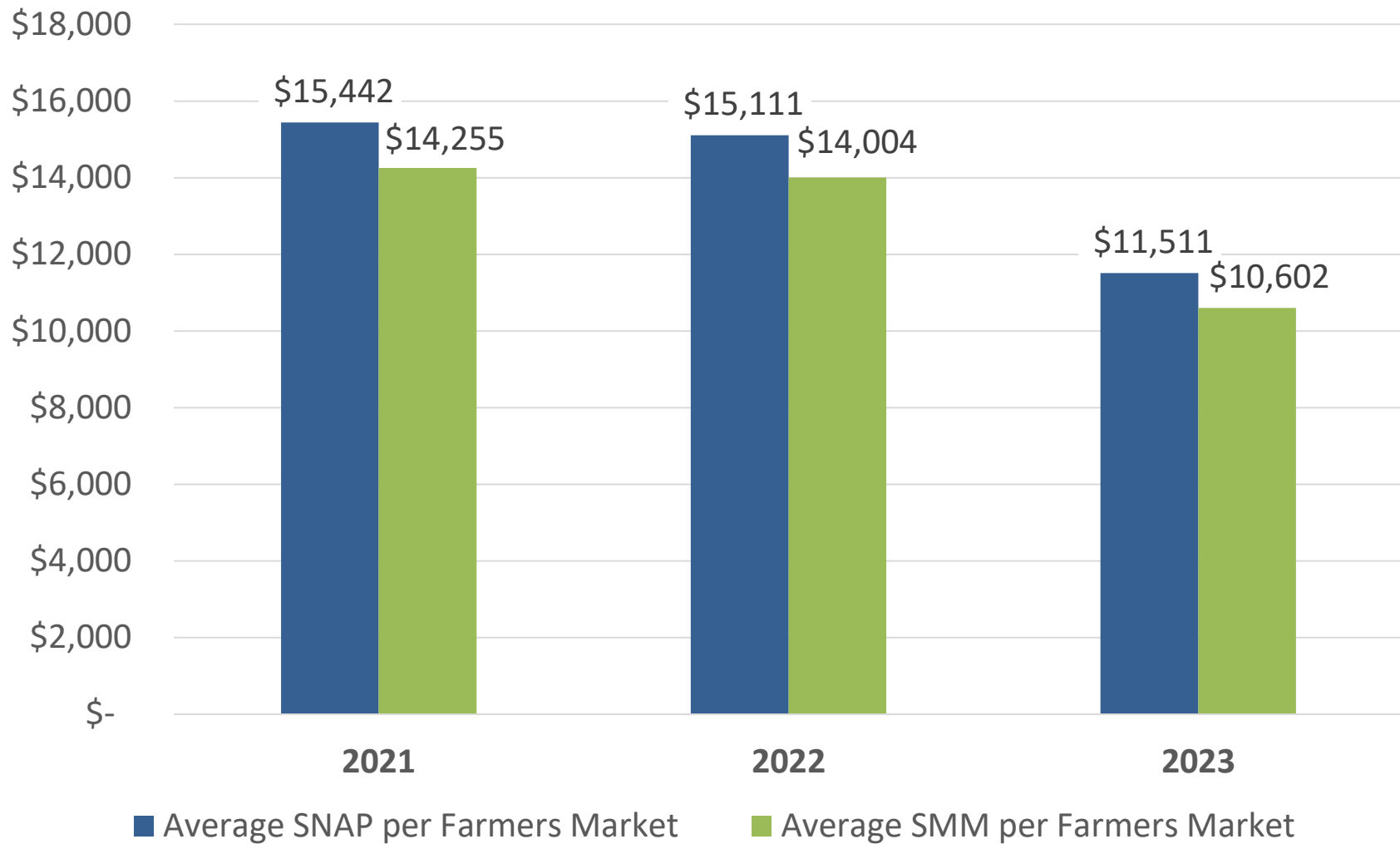
Authorized Retailers



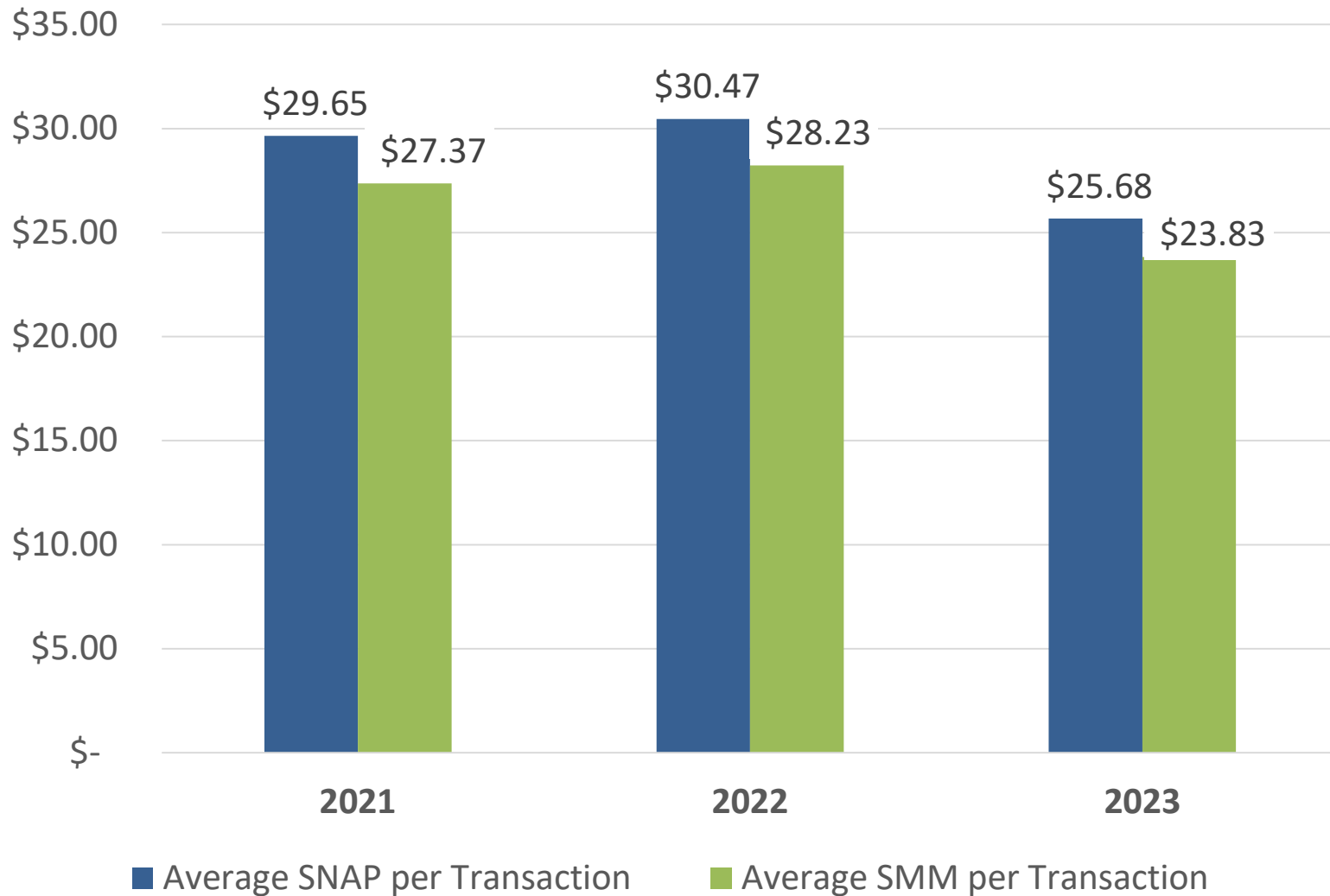
Redemptions



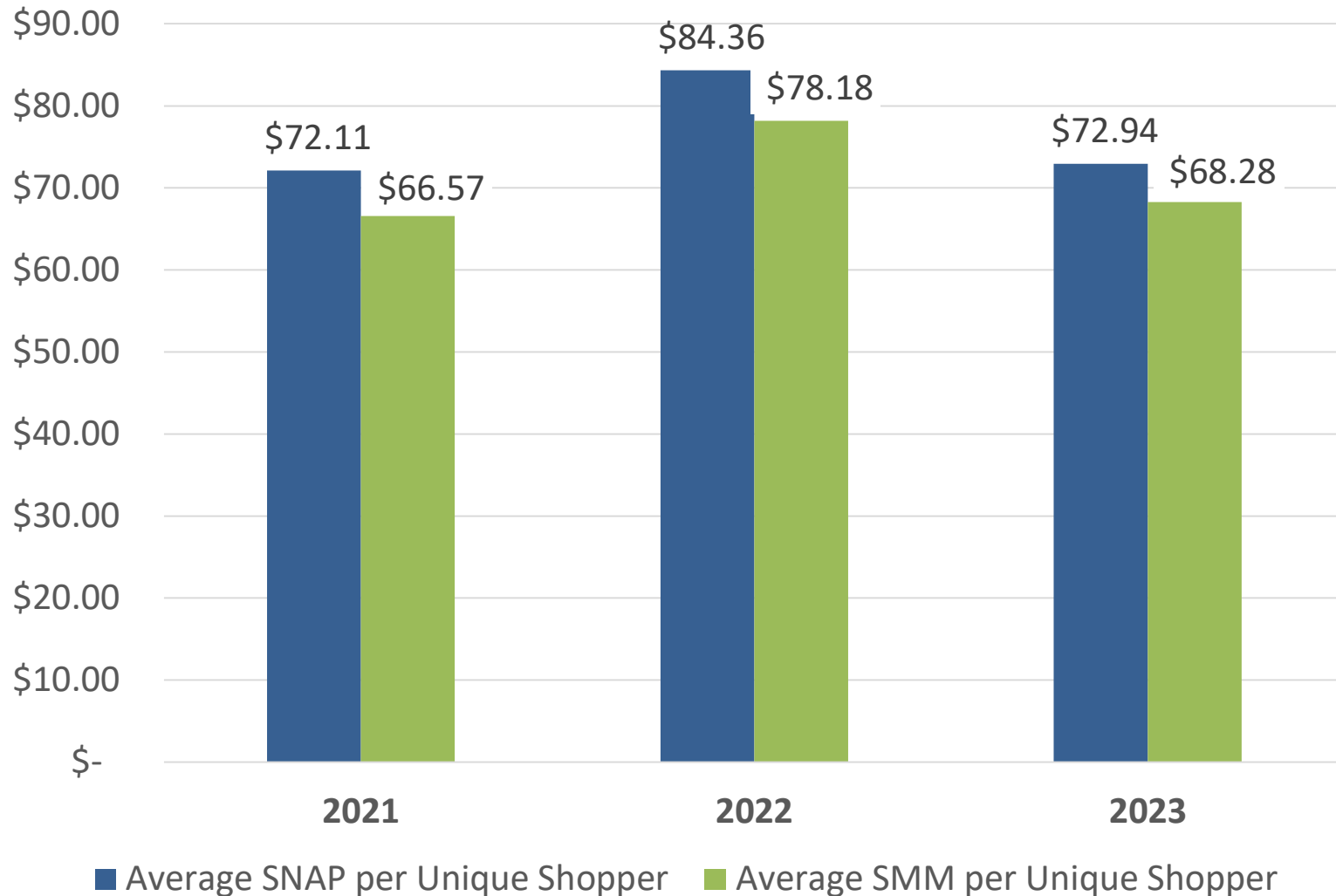
Average SNAP & SNAP Market Match Redeemed per Washington Farmers Market, 2021-2023



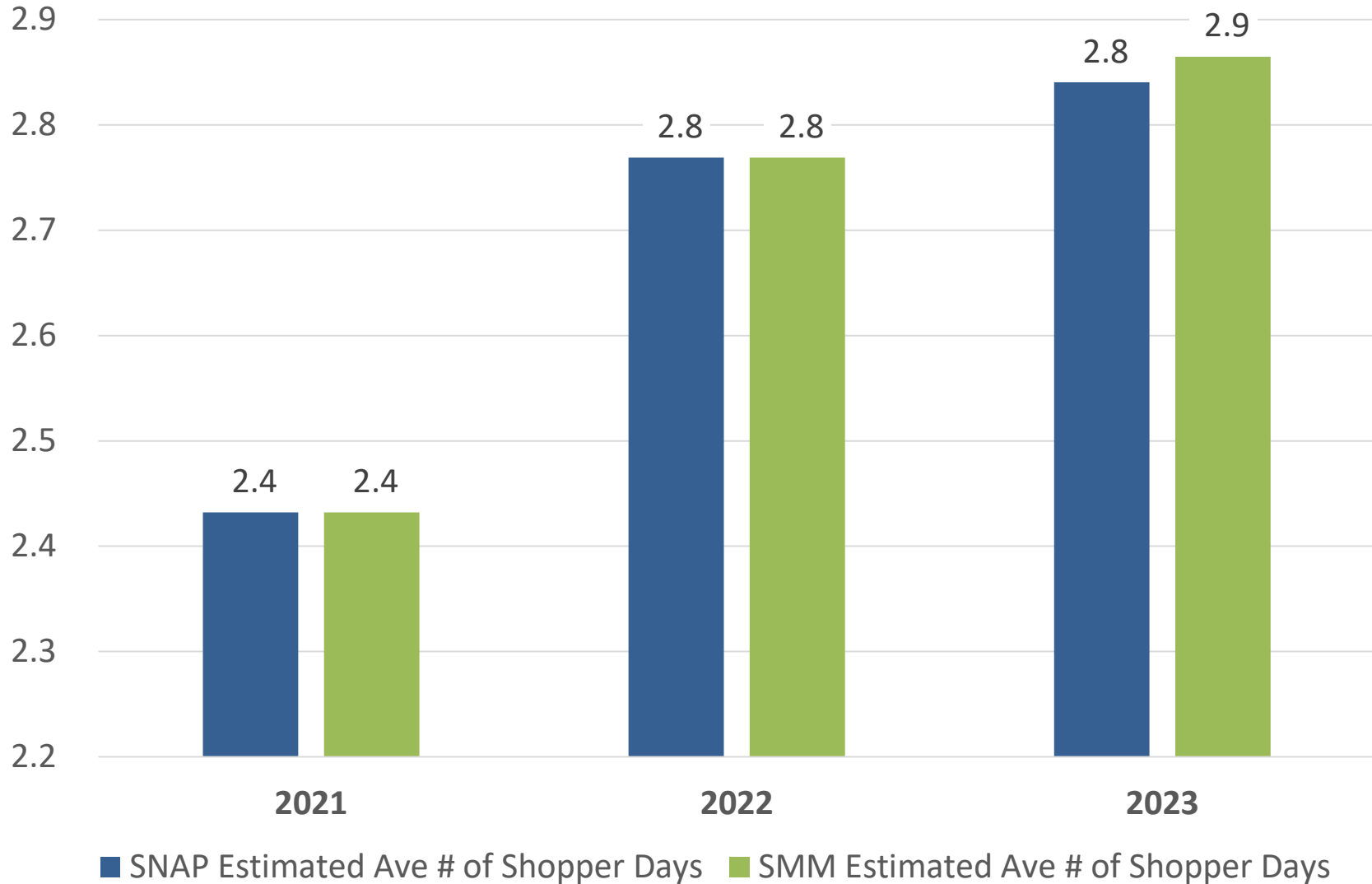
Average SNAP & SNAP Market Match **per Transaction** at WA Farmers Markets, 2021-2023



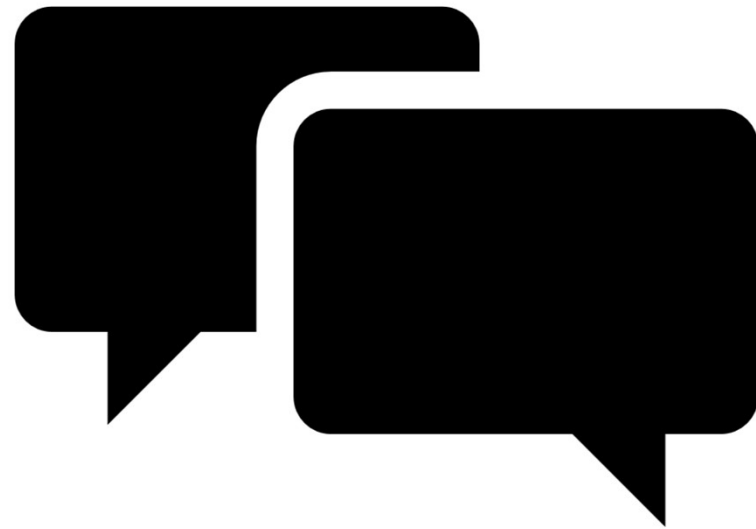
Average \$ SNAP & SNAP Market Match **per Shopper per Year** at Washington Farmers Markets, 2021-2023



Estimated Number of Days SNAP/ SNAP Market Match Shoppers Shopped at Farmers Market, 2021-2023



Your Fast Feedback?



2025 WSFMA FARMERS MARKET CONFERENCE

February 21 & 22



100 Washington Ave. | Bremerton, WA
kitsapconferencecenter.com

Calling all farmers market staff, board members, vendors, and volunteers. Come learn from peers, partners, and other professionals to build your operational toolkit, organizational skills, and technical know-how. Most of all, build your community and realize your farmers market's goals!

THURSDAY, FEB. 20

Early Registration
 Informal networking

FRIDAY, FEB. 21

Trade Show
 Full day of Workshops & General Sessions
 Reception & Silent Auction

SATURDAY, FEB. 22

WSFMA Annual Meeting
 Half day of Workshops
 Closing Plenary

[REGISTER HERE](#)

- \$275 General Admittance, \$225 WSFMA Members through Jan. 31.
- The price increases on Feb. 1 and closes on Feb. 15.
- Lodging at Fairfield or Hampton Inn & Suites. Please use hotel links on [Conference Website](#) to register with the WSFMA room rate.
- WSFMA Room Rates available until sold out or Jan. 31.



FARMERS MARKET BOOT CAMP

Just hired as a new manager? Just elected to the board of directors? Boot Camp is for you!



General Sessions

Thurs, March 13 & 20, 2025
 9:00am - 12:00pm (Pacific Time)



Board Member Session "Add On"

Tues, March 18
 3:00pm - 5:00pm (Pacific Time)



"State Day" hosted by FM Association

WA, OR, ID, UT: Thurs, March 27
 OH on March 7 & AK on April 3



Virtual via zoom

Registration via Eventbrite

\$100 for General Admission.
 \$25 with Promo Code for members of WSFMA and State Partner Farmers Market Associations and Networks (\$75 without Promo Code). The 2025 Boot Camp discount made possible by USDA AMS FMPP grant 24FMPPWA1211. See FM Association for Promo Code.

2025 BOOT CAMP STATE PARTNERS



Boot Camp website
www.wafarmersmarkets.org



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