WASHINGTON SNAP-ED FRIDAY FORUM

FARMERS MARKETS AND INCREASING ACCESS TO LOCALLY GROWN FOOD
MAY 24TH, 2019
WELCOME TO FRIDAY FORUMS

• Purpose of Forums:
  • Expand on Systems Approaches for Healthy Communities Training.
  • Platform for sharing examples, resources and opportunities for delivering PSE.
  • Facilitate discussion and exploration among SNAP-Ed providers.
  • Provide an interactive learning experience.
During today’s forum, we will cover the following:

- Activities to support promotion of SNAP, SFMNP and other FMNP benefits as well as incentive programs.

- Assisting Farm Stands and smaller markets with eligibility for SNAP and other benefits (and other ways to increase access to local foods.)

- Partnering with local WIC providers on WIC distribution days.

- Engaging kids and families at the market.
Assisting Farm Stands and smaller markets with eligibility for SNAP and other benefits.
Activities to support promotion of SNAP, SFMNP and other FMNP benefits as well as incentive programs.
Activities to Support Promotion of SNAP, SFMNP, WIC benefits, and Incentive Programs at Farmers Markets

SNAP-Ed Friday Forum
May 24, 2019
What do Farmers Markets Need?

- Support farmers and increase sales of their products
- Increase overall market sales for all vendors
- Attract Customers
- Build Community
- Be seen as Asset to Funders and Partners
- Provide low-maintenance activities that can attract customers
What Activities Are You Already Doing?

- School Programs
- Staff Training
- Cooking Classes or Demos
- Shopping Trips or Other Field Trips with Clients
- Fitness Education
- Transportation Assistance
- Distributing Benefits
- Other
What is the Farmers Market Already Doing?

- Kids Activities
- Cooking Demos
- SNAP Ambassador Programs
- Entertainment
- Special Events (festivals, seasonal features, etc)
- Nonprofit Tabling

Visit the Market or Research their Website!
What Kinds of Activities Support SNAP, FMNP at Farmers Markets

- Almost ALL events & programs at farmers markets can support SNAP activities – the key is making sure that SNAP users KNOW about them
- Build a relationship with the farmers market
- Make sure you are mentioning farmers markets every time you pitch information to SNAP users (make shopping at the market as normal as a grocery store)
- Ask the farmers market to provide training to staff or, better yet, plan a field trip!
- Provide farmers markets with feedback you hear about their programs (Is it hard to use SNAP at the market? Is staff doing a good job explaining the programs? Is signage easy to spot? Do vendors know how to handle various currencies?)
- If you have an idea, pitch it to the market!
Questions?

CONTACT:

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Other ways to increase access to local foods.
SNAP-Ed PSE
Farm to Community Work in NE WA

Nils Johnson
WSU Stevens County Extension
5/23/19
N.E.W. Hunger Coalition Farm to Food Pantry Program (2018)

Average Produce Contract Price: $1.95 per Lb

Average Cash Cost: 33¢ per Lb

Local Farmers

Contract

$9900

Donations

13000 Lbs

Pickup & Delivery

15,000 Lbs

Gleaning Schedule

Distributio

13000 Lbs

31000 Lbs

Donations

3000 Lbs

Food Pantry

Schools

Donations

3000 Lbs

Food Pantry

S. L. Johnson WSU Stevens County Extension, 2019
And because of community support....
Finished Version 2 CoolPup Trailer with all the hardware installed.
**2018 Farm to Food Pantry Program**  
**Season Accomplishments**

- **Total Produce Delivered**
  - 30,215 Lbs
  - Produce Contracts: $9900
  - Average cost: $0.33/Lb

- **Number of Person Daily Portions**
  - 35,583

- **Retail Value (grocery store value)**
  - $55,982

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$18 for a week’s worth of produce for a family of four
Many Possible Pickup, Delivery, and Aggregation Sites
Quantitative Description
Breakdown – Delivery day 12 (September 11th)

Value in CoolPup Trailer, 9/11/18 Delivery Day

Wholesale Value: $500
Cost to deliver: $325

About 250 MyPlate Daily Portions delivered
PSE Success Story
Hunters Store

Low but significant volume
• Slow to grow as a customer
• Very consistent by season end
• Did some “potato chip model” here

• Total deliveries for the season
  • 50 lbs of produce
  • 55 Person Daily Portions (MyPlate)
  • Nutritional Daily Portion Score: 160
  • Wholesale Value (Food): $40

Tobacco & Smoking Products
Alcoholic Beverages
Unhealthy Snacks
Fresh Produce
Lottery
PSE Success Story: Summer Squash Sticks at the Wellpinit Trading Post

Wellpinit Trading Post Deli Counter
• Deep Fryer was broken down
• Solution: Zucchini sticks

• Staff didn’t know summer squash is good to eat raw
• I provided samples to try
• Deli crew packaged it
• 80% of the packages sold
Possible Future Work
Farm-type market in West End

Goal:
Community engagement around food

• Community focused event
  • Possibly once per month (Summer)
  • Traditional and gathered food
  • Outlet for craft sales
  • Micro-economic development

• SNAP-Ed involvement around food
  • Cooking demonstrations
  • Samples
  • Recipes
  • Produce giveaway

Hunger Coalition Farm to Food Pantry work

Traditional SNAP-Ed Work
Contact Information

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  Stevens County WSU Extension Ag Program Coordinator

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• Stevens Co. Extension Office:
  986 S. Main, Suite D, Colville WA

https://extension.wsu.edu/stevens/agriculture/
Partnering with local WIC providers on WIC distribution days.
SUPPORTING WIC SHOPPERS

• Vendor training to include pre-bundled produce in amounts on vouchers.
• Distribution of informational materials including tips for shopping and storing produce and recipes.
• Recipe samples and demonstrations.
• Kids activities.
Engaging kids and families at the market.
KERNEL: Kids Eating Right – Nutrition and Exercise for Life

- Educate and develop youth interest in Nutrition & Physical Activity

- Provide markets with more family-oriented programming in order to engage low-income families

- Increase family return visits to Farmers Markets

- Particularly families with Food Benefits

- Increase awareness that Farmers Markets are an accessible/affordable option for purchasing Fresh Produce

- Increase promotion potential for Markets and funding opportunities for sponsors
KERNEL ACTIVITIES

- Different nutrition, exercise, or garden related activities each week.

- Activity related information and a recipe given to the child along with a $2 KERNEL Kid Cash voucher.

- Activities include exercises, crafts, coloring pages, matching games, and scavenger hunts.
Parents report that they shop more at farmers markets because their kids want to go to KERNEL.

Through shopping and KERNEL, kids are active participants in the farmers market experience.

As an indirect result of KERNEL, kids develop shopping strategies at the market.

Some kids excitedly return to the booth to show what they purchased with the KERNEL currency.
KERNEL BY THE NUMBERS

- 35% of families were first time Farmers Market shoppers (2016)

- 16% of families planned to use FMNP on survey day (2016)

- 10% of families planned to use EBT on survey day (2016)

- Over 2700 kids participated over 8000 times in KERNEL activities in eastern Washington (2018)
FARMERS MARKET INCENTIVES

- Fresh Bucks
- Senior Farmers Market Vouchers
- WIC Farmers Market Coupons
GROW IT, MAKE IT, SELL IT – SAFELY

FREE FOOD SAFETY WEBINAR COURSE FOR SMALL SCALE GROWERS AND SPECIALTY FOOD PRODUCERS IN THE PACIFIC NORTHWEST

Ready to Grow: An Introduction to the Produce Safety Rule
MONDAY, APRIL 19, 2021 - 10 am PDT/1 am EDT/2 pm WST
This webinar will share key USDA Good Agricultural Practices (GAPs) and other food safety measures growers and farm owners can take to protect the quality and safety of their produce.

All Hands on Deck: Health and Hygiene for Farm Food Safety
WEDNESDAY, APRIL 21, 2021 - 10 am PDT/1 am EDT/2 pm WST
Ensures that the people who live and work on your farm or processing facility practice healthy habits that keep everyone safe.

Ready to Grow: An Introduction to the Produce Safety Rule
TUESDAY, MAY 4, 2021 - 10 am PDT/1 am EDT/2 pm WST
Replay.

Ready to Eat: An Introduction to Preventive Controls for Human Food Rule
MONDAY, MAY 10, 2021 - 10 am PDT/1 am EDT/2 pm WST
Learn about the rule, how your determination if the rule applies to your facility, if you qualify for an exemption, and what you should be doing to stay up-to-date and in compliance.

Food Safe From Field to Market: Harvest and Post-Harvest Sanitation Practices
TUESDAY, MAY 25, 2021 - 10 am PDT/1 am EDT/2 pm WST
This webinar will guide you through your entire harvest and packing flow, and help you identify any areas of risk along the way.

Compost Happens: Managing Food Safety Risks in Biological Soil Amendments
TUESDAY, JUNE 8, 2021 - 10 am PDT/1 am EDT/2 pm WST
This webinar will focus on the pathogen risks associated with the use of manures and composts, and guide participants through best practices for handling compost, as well as handling, storage, and use of these materials.

Intro to Preventive Controls for Human Food for Very Small Value-Added Food Processors
WEDNESDAY, JUNE 16, 2021 - 10 am PDT/1 am EDT/2 pm WST
Do more in-depth on exemptions, terminology, and best practices for producing safe food for your customers, no matter where you fall under this rule.

Starting Out Right: Food Safety for Eats and Wholesale Foods
WEDNESDAY, JUNE 23, 2021 - 10 am PDT/1 am EDT/2 pm WST
Find out more about Cottage Foods, and how to ensure that everything you make for your family and to sell is as safe as possible.

What are Good Manufacturing Practices (GMP)?
WEDNESDAY, JUNE 30, 2021 - 10 am PDT/1 am EDT/2 pm WST
Keep your small food business on the cutting edge of food safety and efficiency with this webinar.

Register & learn more at
www.pnwfoodsafety.org
THANK YOU FOR JOINING OUR FRIDAY FORUM

A recording of today’s call as well as links to the resources mentioned will be posted on the WA SNAP-Ed website.

https://wasnap-ed.org/