Farmers Markets as SNAP-Ed Partners

A vital source of fruits, vegetables, and other local foods for SNAP eligible shoppers, promoting healthy eating for everyone.

Colleen Donovan, Executive Director
SNAP-Ed Forum
April 12, 2023 | Spokane
What is a Farmers Market?

A Farmers Market is a market place designed to bring the consumer face-to-face with the producer of agricultural products. The consumer can find:
- Fresh locally grown fruits and vegetables
- Bedding plants, house plants, flowers and herbs
- Honey, eggs, meats and cheeses
- Quality handicrafts, prepared foods and entertainment

Why Shop at a Farmers Market?

For a wide variety of reasons including:
- Freshness of in-season produce
- Availability of bulk amounts
- Reasonable prices for quality foods
- Convenience of shopping in one central location
- Fun, outdoor atmosphere — talk to farmers, share recipes and ideas

Where are Farmers Markets?

Everywhere! Both small towns and urban areas are seeing a growth in both the number and size of markets. Consumers find fresh, high quality, chemical-free foods. Producers find local distribution brings efficient marketing opportunities.

What is the Washington State Farmers Market Association?

WSFMA is a network of Farmers Markets across the state. It was created in 1978 as a nonprofit organization funded by member markets. It works with other agricultural groups and government agencies to provide workshops and marketing resources.

The Mission Statement of the association is:
- To promote the sale of locally grown and produced Pacific Northwest agricultural products directly to the consumer through farmers markets.
- To provide a means by which farmers markets, their growers and producers can meet and work together.
- To support and provide educational opportunities for farmers market management and producers.
- To research and share technical information and to assist new and existing farmers markets.

For more information contact:
Washington State Farmers Market Association
11910-C Meridian E., Suite 29
Puyallup, WA 98373
Voice Mail (425) 710-2064
Revised 3/98

Getting Back to our Roots!

WASHINGTON STATE FARMERS MARKET ASSOCIATION
% of SNAP redeemed at Farmers Markets?

% of Farmers Market Sales are from SNAP, SMM, and FMNP?

What does it take for farmers markets to manage food access programs?
Eligible Foods – SNAP, SNAP Market Match, WIC/Senior FMNP

<table>
<thead>
<tr>
<th>Use SNAP Tokens on These Items ONLY:</th>
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<tbody>
<tr>
<td>FRUIT</td>
</tr>
<tr>
<td>VEGETABLES/HERBS</td>
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<tr>
<td>PLANTS THAT GROW FOOD</td>
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<tr>
<td>FOOD SEEDS</td>
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<tr>
<td>BREAD</td>
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<tr>
<td>DAIRY</td>
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<td>BAKED GOODS</td>
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<tr>
<td>JAMS &amp; JELLIES</td>
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<td>SYRUP &amp; HONEY</td>
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<td>MEAT/FISH/POULTRY</td>
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<td>NUTS</td>
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<td>MUSHROOMS</td>
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<thead>
<tr>
<th>Use SNAP Market Match Dollars on These Items ONLY:</th>
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<tbody>
<tr>
<td>FRESH FRUIT</td>
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<thead>
<tr>
<th>Use WIC FMNP on These Items ONLY:</th>
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<tr>
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<table>
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<tr>
<th>Use Senior FMNP on These Items ONLY:</th>
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<tr>
<td>FRESH FRUIT</td>
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<tr>
<td>FRESH VEGETABLES/HERBS</td>
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<td>HONEY</td>
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<tr>
<th>Use Senior &amp; WIC FMNP Match up to $12/visit, thanks to Goosefoot/Goose Grocery.</th>
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<tbody>
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<td>FRESH FRUIT</td>
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NO CHANGE given for any currencies. This material was funded by USDA Food and Nutrition Service. This institution is an equal opportunity provider.
What else do Farmers Markets do?

Event planning
Compliance: food safety, permits, fire dept, insurance
Credit/Debit cards
SHOPPERS!
Promotion, social media, posters, PR
Data collection
HR, managing seasonal staff, volunteers
VENDORS! Recruiting, rules & policies, curating product mix, managing personalities
Place-makers, entertainment
Policies & rules for market and FM org
Conflict management
Sponsorships, fundraisers
OTJ training galore
Securing locations and planning
Other duties as assigned
How important is it to you that low-income people can shop at this farmers market with SNAP EBT (food stamps) or WIC / Senior FMNP?

16% Important

65% Very Important

N = 3,724

Source: C. Donovan, 2017 USDA Cooperative Agreement
Food Access Programs at Farmers Markets in Washington
<table>
<thead>
<tr>
<th>Program Features</th>
<th>Supplemental Nutrition Assistance Program (SNAP EBT)</th>
<th>Farmers Market Nutrition Program (FMNP) for WIC and Senior</th>
<th>SNAP Market Match</th>
</tr>
</thead>
</table>
| Year program started in Washington State | 1939 | WIC FMNP – 1992  
Senior FMNP – 2001 | Statewide Program with new logo  
2019 or 2020 |
| Who is eligible to receive benefits? | Low-income individuals or households that meet poverty guidelines and other criteria. | • WIC FMNP: Low-income women and children participating in the WIC program.  
• Senior FMNP: Low-income adults over 60. | SNAP recipients |
| When can benefits can be used? | Year-round | June 1 to October 31 | Year-round |
| How are benefits distributed? | EBT card (Quest card) | Paper checks worth $4.00 each  
e-FMNP | SMM Currency |
| How much are the benefits worth? | The average monthly benefit per person in Washington is $???. | • WIC provides $28 per participant/$84 family  
• Senior provides $80 per participant per season | $25 per day  
(Was $40 per day in 2022) |
| Where can benefits be used? | Any authorized SNAP EBT retailer. | At authorized farm vendor booths at authorized farmers markets or authorized farm stands. | At farmers markets that are participating in SNAP Market Match (and accept SNAP). |
| What can benefits be used to buy? | Any food for home consumption (i.e., breads and cereals, fruits, vegetables, meat, fish, poultry, dairy) and plants that produce food. | Washington State fresh fruits, vegetables and cut herbs. Senior FMNP checks can also be used to buy honey. | Fruits, vegetables  
Food plant starts, seeds  
Mushrooms |
| Sales/Redemptions in 2022 | $1.6 Million (2022) | $1.7 Million at FMs  
$=>$2 Million Total (2022) | $1.47 Million (2022) |
Goal: Farmers markets are vital source of fruits, vegetables, and other local foods for SNAP eligible shoppers, promoting healthy eating for everyone
Regional Lead Support for SNAP-Ed LIAs

Exploring and planning projects! In the winter…

Getting to know farmers markets and aligning goals.

Coordinating with other markets in area.

- Kids activities
- Chef demos
- Market Tours
- and more!

Materials such as SNAP A-Boards, Banners

Sharing with WSFMA

EBT Customers

Ask us about a FREE book for your child!

Books are provided by the Readers to Eaters program through WSFMA and are aimed at promoting food literacy.
Subject matter expertise on farmers markets organizations, economic impacts, trends throughout WA

Regional Lead Team for local support

Farmers market directories: statewide, regional, online

Farmers Market Food Access Forum

National networks and best practices re: nutritional educational activities that take place in farmers markets and with farmers market shoppers

Farmers market data and data collection methods

Educational materials on SNAP, SNAP Market Match, and FMNP.

Technical support for SNAP Market Match

Policy and advocacy support, state and federal

Annual Farmers Market Conference and Boot Camp

foodaccess@wafarmersmarkets.org
I love my Farmers Market

wafarmersmarkets.org