

# EBT: Who Should Process - Market or Vendor?

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## How to Get and Retain Volunteers

Food Access Forum, December 21st, 2017



Washington State Farmers Market Association



WIRELESS



Ipod MODEL



# History

- 2012 Port of Chelan and City of Wenatchee begin renovation of old steel mill on the Columbia River into Pybus Public Market.
- Wenatchee Valley Farmers Market is included in plans as a permanent location for the market at Pybus.
- Same time, WVFM President is doing research on improving EBT sales at market.
  - With the help of Karen Kinney, found a nationwide study of improving EBT sales at Farmers Markets.
    - Incentive programs like Fresh Bucks.
    - EBT transactions done at vendor's booth.



# History cont'd

- Port receives HUD Grant which allots WVFM 35 “machines,” as well as 3 years licensing and transaction fees covered for EBT. 2 yrs for Credit/Debit transactions.
- All Farmers and Processors get their own “machine” as well as many Artisans and transactions begin at vendor stalls for seasons 2013, 2014, and some of 2015.

Sounds good on paper, right?



# History cont'd

- Market still needed to reimburse farmers for their EBT transactions.
  - To keep costs lower for this portion of the HUD grant, market carried the FNS instead of each farmer applying for an FNS number.
- Each of the “machines” needed to be separately licensed for Credit/Debit.
  - HUD grant had paid for 2 years of licensing for each of the machines. (WVFM was unaware of this)
- The “machines” included an Ipod.
  - Apps; 1 for EBT, 1 for Credit/Debit
  - Updates



# 2015 – My first year with WVFM

- World Pay required a renewal of the license, at over \$100, on each machine for Credit/Debit transactions. Plus a large percentage per transactions
- 3<sup>rd</sup> year using Ipod model.
  - Outdated technology. Wouldn't accept needed updates.
- Only about ½ of the “machines” could be used for EBT. Enough for Farmer use and one at the information booth to issue tokens.



# 2016

- All grant money had expired and EBT sales were very poor.
- Began looking into how to accept EBT and start an incentive program.
  - Still had EBT tokens from previous years.
- WSFMA put Catholic Charities of Spokane – Food For All in touch with us.
  - They did exactly what our job entails, options on how to accept EBT at the market and how we can introduce an incentive program into the Market.



# 2016 to Present

- EBT transactions through a machine provided by DSHS.
  - Wireless – sales over \$200 a month for a 6 month market season.
  - Wired – manual receipt, manual input.
- Fresh Buck incentive with the generous help of Catholic Charities – Food For All
- EBT sales went from \$150 (2015), to over \$1000 (2016) and continue to grow.





# Some things to think about...

- What are the markets' total EBT sales?
  - What are expected EBT sales per vendor?
  - Do they have a farm stand?
  - Are their sales high enough to make the business case for a vendor machine?
- Vendor comfort with technology.
- Marketing and outreach are critical to get SNAP shoppers to the market. Who is going to do this if vendors process EBT? Will the market still do it?
- Program legacy – what are the costs in the long-term and do you have a process to share information with future market managers or board members?



# VOLUNTEERS – How to Get and Retain



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# Volunteers – How to Get and Retain

- Volunteer program started in 2016
- Decided where we needed and wanted volunteers:

We offer a wide variety of volunteer opportunities. What areas are you interested in volunteering?

- \_\_\_\_\_ Set up/Take down
- \_\_\_\_\_ Information Booth (information/token distribution)
- \_\_\_\_\_ Food Access (gathering for local food banks)
- \_\_\_\_\_ Photography
- \_\_\_\_\_ Administration
- \_\_\_\_\_ Events
- \_\_\_\_\_ Youth Programs
- \_\_\_\_\_ Volunteer Coordinator



# Volunteers cont'd

- Display at events specific to organizations/volunteers finding each other.
  - Speed dating – sponsored by Be the Change Wenatchee Valley
  - Volunteer Day – sponsored by Pybus Public Market
- Other ways to find volunteers:
  - United Way
  - Senior Center
  - High Schools
  - Food Banks and Churches
  - RSVP, Retired Services Volunteer Program:  
<https://servewashington.wa.gov/programs/senior-corps/retired-senior-volunteer-program>
  - Find ways to contact people new to the area.



# Volunteers cont'd

- For WVFM market gleaning we:
  - Introduce program at Spring Vendor mtg.
    - When program begins, go around with gleaner to introduce to farmers
  - Preferably 2 individuals
  - Arrive 30 minutes before close
  - Receipt book with 3 copies, 1 to farmer, 1 to Community Action (if 501(c)3 is needed, 1 to Market)
  - Provide scale, wagon, and hopefully boxes (food bank, Community Action, distribution centers)



# Volunteers cont'd

- MOST IMPORTANT

- Remember, volunteers are giving up their free time to help something they believe in. Don't ruin that love.
- Be consistent with duties.
- Listen to their suggestions.
- Thank them at the end of season somehow-
  - Thank You note
  - Gift card
  - T-shirt (make sure it's something they would wear)



# Thank You!

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