

**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.




TODAY'S AGENDA

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?

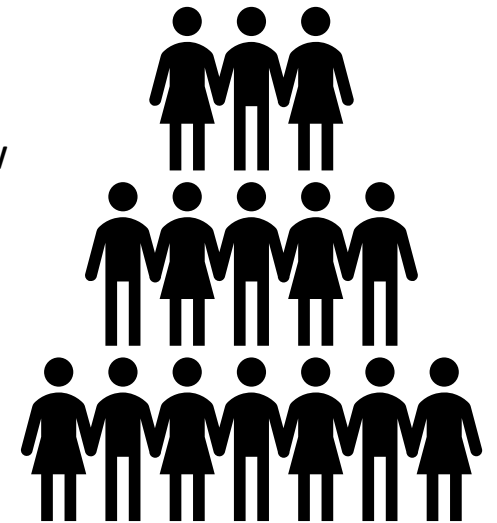
- Kids Activities
- Cooking Demos
- SNAP Ambassador Programs
- Entertainment
- Special Events (festivals, seasonal features, etc)
- Nonprofit Tabling

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 (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?



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Other ways to increase
access to local foods.



SNAP- Ed PSE Farm to Community Work in NE WA

Nils Johnson

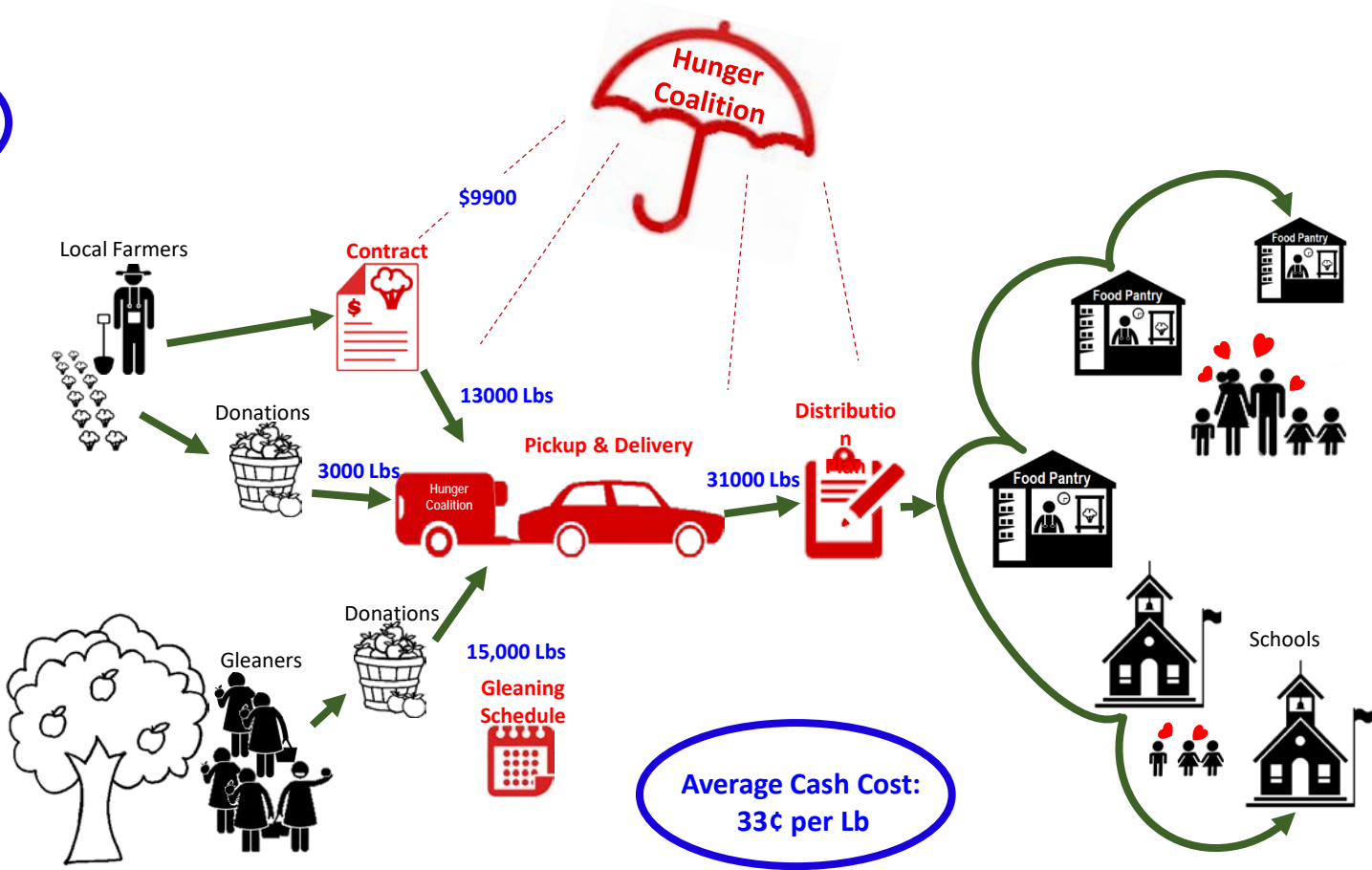
WSU Stevens County Extension

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

And because of community support....



Finished Version 2 CoolPup Trailer with all the hardware installed.



2018 Farm to Food Pantry Program Season Accomplishments

**\$18 for a week's
worth of produce
for a family of
four**

- 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



Many Possible Pickup, Delivery, and Aggregation Sites

Food Pantry Locations

- Colville Volunteer Food and ...
- Chewelah Food Pantry, 302 ...
- Cusick Food Pantry
- Curlew Food Pantry, 10 Main...
- Tum Tum Food Pantry, 5227 ...
- Hunters Food Bank
- Ione Food Pantry, 302 8th Ave
- Kettle Falls Community Ches...
- Loon Lake Food Bank, 3945 ...
- Orient Peoples Place
- Republic Peoples Pantry, 92...
- Tum Tum Food Pantry 6424 ...
- Valley Food Pantry
- Wellpinit Food Pantry
- West End Food Pantry
- Northport Food Bank
- Nespelem Food Distribution

Farms

- Front Porch Farm
- Meadow Lark Farm
- Drumming Grouse Farm
- Colville Corn Maze
- Kowitz Family Farm
- Lloyd Farms
- Sweet Meadows Ranch
- Wildwood Manor
- Red Beards Garden
- Dave and Ruth Bares Garden

Schools

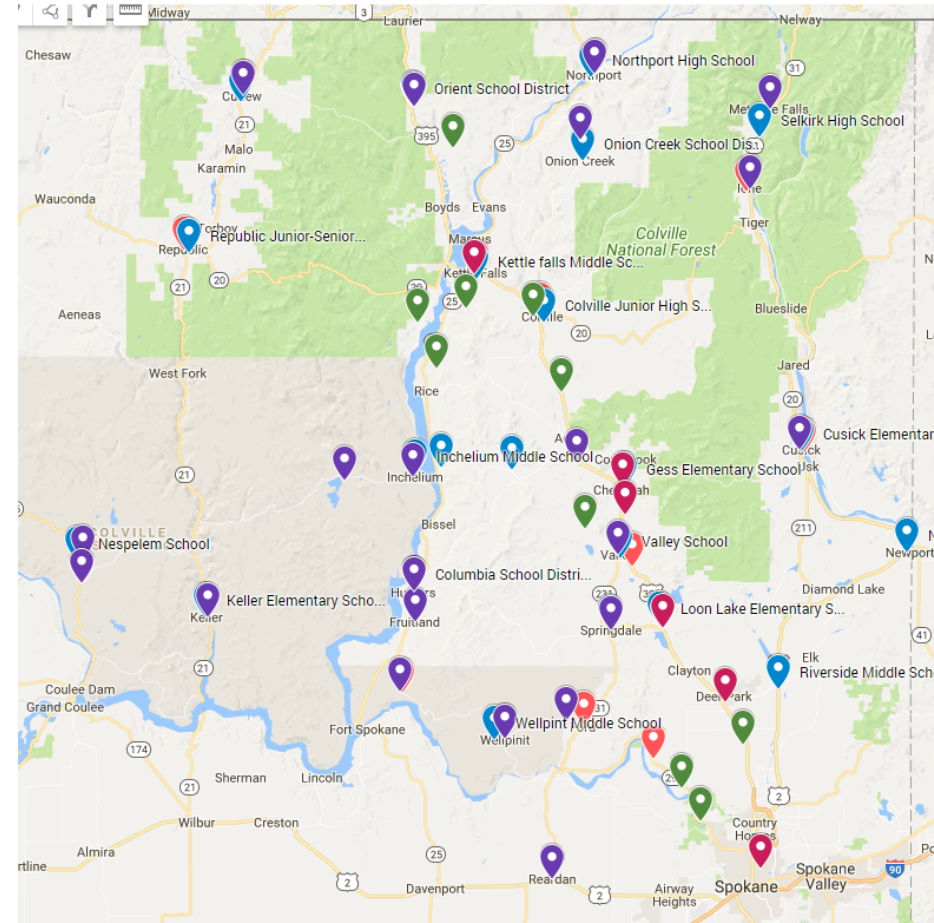
- Inchelium Middle School
- Columbia School District
- Cusick Elementary School
- Selkirk High School
- Kettle falls Middle School
- Gess Elementary School
- Colville Junior High School
- Valley School
- Loon Lake Elementary School
- Mary Walker School District
- Evergreen School
- Summit Valley School
- Orient School District
- Onion Creek School District 30
- Wellpinit Middle School
- Curlew Elementary & High Sc...
- Northport High School
- Republic Junior-Senior High ...
- Newport School District No 56
- Nespelem School
- Keller Elementary School
- Riverside Middle School

Aggregation Sites

- Chewelah City Park
- Happy Dell Park
- Chewelah Casino
- Loon Lake Access Rd
- Deer Park Strip Mall
- 3012 N Nevada St

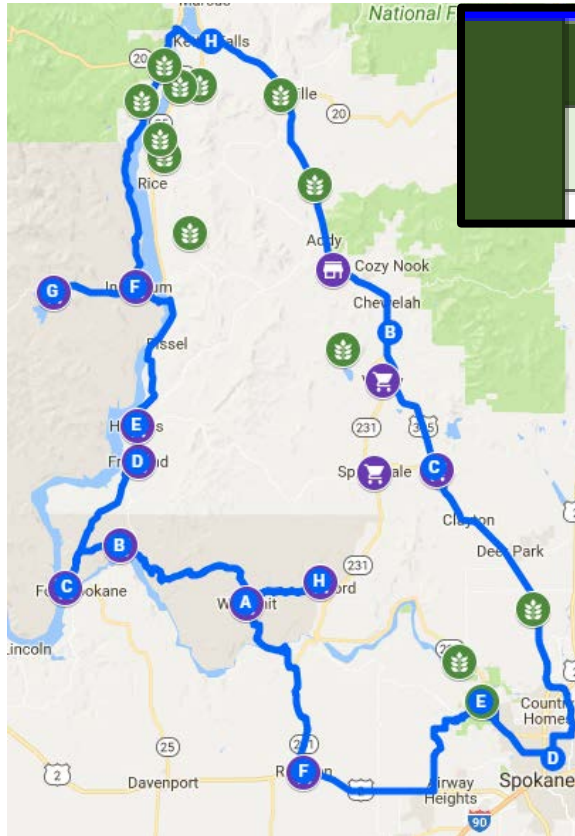
General Stores

- Panther Pit Stop - Conoco
- Fruitland Service
- Hunters Market & Liquor Store
- People Place
- Onion Creek General Store
- Curlew Store Inc
- Blue Creek Mercantile
- The Falls Market
- Ione Food Court
- All Season's Grocery & Hardw...
- Springdale Grocery & Hardw...
- Tony's Market
- Wellpinit Trading Post
- Kurt's Corner
- Valley Store
- Inchelium Community Store
- Inchelium Community Store
- Keller Community Store
- Colville Tribes Trading Post
- Trading Post Community Sto...
- Pappy's Korner
- Reardan Store



Farm to Community 2018 Overview

Route & Schedule

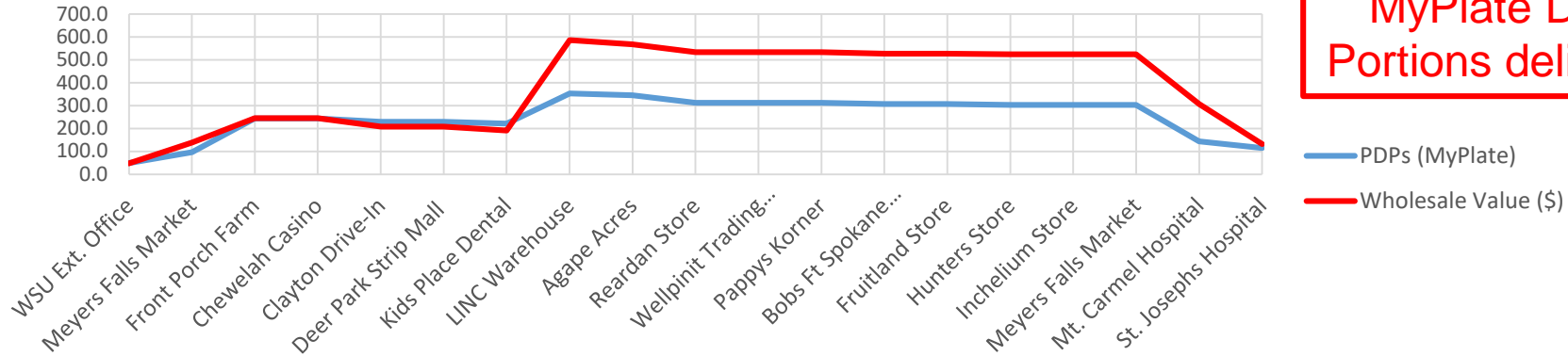


Mileage Cost								Staff Cost			
\$168.41								\$181.61			
								Map Total Cost \$350.02			
0	Start	Destination	Miles	Travel	Dwell	Buffer	(minutes)	Start	Arrive	Leave	
1	WSU Ext. Office	Meyers Falls Market	9	0:15	0:20	0:00	0:35	6:15 AM	6:30 AM	6:50 AM	
2	Meyers Falls Market	Chewelah Casino	34	0:42	0:10	0:10	1:02	6:50 AM	7:32 AM	7:52 AM	
3	Chewelah Casino	Loon Lake Access Rd	14	0:15	0:10	0:10	0:35	7:52 AM	8:07 AM	8:27 AM	
4	Loon Lake Access Rd	Deer Park Strip Mall	11	0:13	0:10	0:10	0:33	8:27 AM	8:40 AM	9:00 AM	
5	Deer Park Strip Mall	LINC Warehouse	22	0:34	0:20	0:10	1:04	9:00 AM	9:34 AM	10:04 AM	
6	LINC Warehouse	Agape Acres	26	0:37	0:20	0:10	1:07	10:04 AM	10:41 AM	11:11 AM	
7	Agape Acres	Reardan Store	29	0:40	0:20	0:10	1:10	11:11 AM	11:51 AM	12:21 PM	
8	Reardan Store	Wellpinit Trading Post	20	0:25	0:20	0:10	0:55	12:21 PM	12:46 PM	1:16 PM	
9	Wellpinit Trading Post	Kurts Korner	8	0:10	0:10	0:05	0:25	1:16 PM	1:26 PM	1:41 PM	
10	Kurts Korner	Pappys Korner	8	0:15	0:10	0:10	0:25	1:41 PM	1:56 PM	2:16 PM	
11	Pappys Korner	Two Rivers Resort	25	0:35	0:10	0:10	0:45	2:16 PM	2:51 PM	3:11 PM	
12	Two Rivers Resort	Bobs Ft Spokane Store	8	0:15	0:10	0:10	0:25	3:11 PM	3:26 PM	3:46 PM	
13	Bobs Ft Spokane Store	Fruitland Store	16	0:22	0:10	0:10	0:32	3:46 PM	4:08 PM	4:28 PM	
14	Fruitland Store	Hunters Store	5	0:07	0:10	0:10	0:17	4:28 PM	4:35 PM	4:55 PM	
15	Hunters Store	Inchelium Store	17	0:45	0:20	0:10	1:05	4:55 PM	5:40 PM	6:10 PM	
16	Inchelium Store	Twin Lakes Store	9	0:12	0:10	0:10	0:22	6:10 PM	6:22 PM	6:42 PM	
17	Twin Lakes Store	Meyers Falls Market	48	1:10	0:15	0:10	1:25	6:42 PM	7:52 PM	8:17 PM	
18	Meyers Falls Market		0	0:00	0:00	0:00	0:00	8:17 PM	8:17 PM	8:17 PM	

Quantitative Description

Breakdown – Delivery day 12 (September 11th)

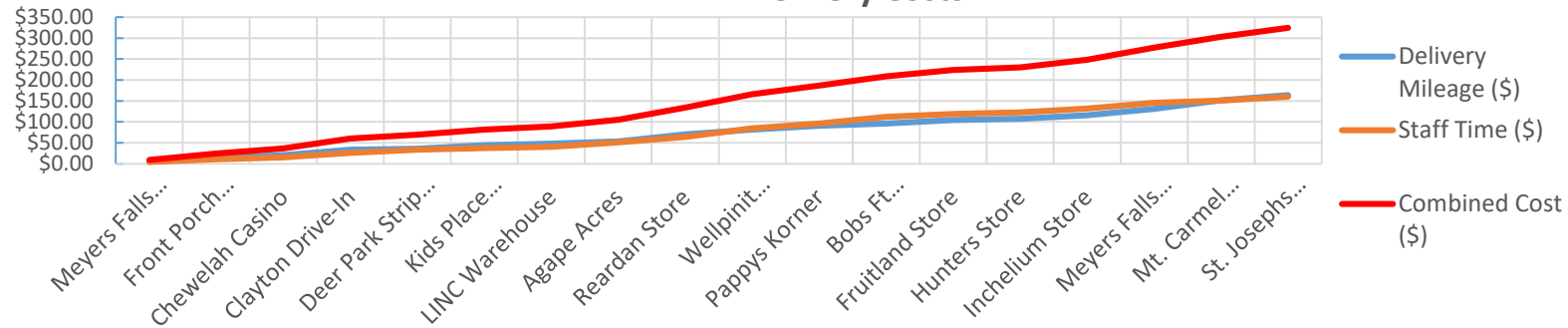
Value in CoolPup Trailer, 9/11/18 Delivery Day



About 250
MyPlate Daily
Portions delivered

Wholesale Value: \$500
Cost to deliver: \$325

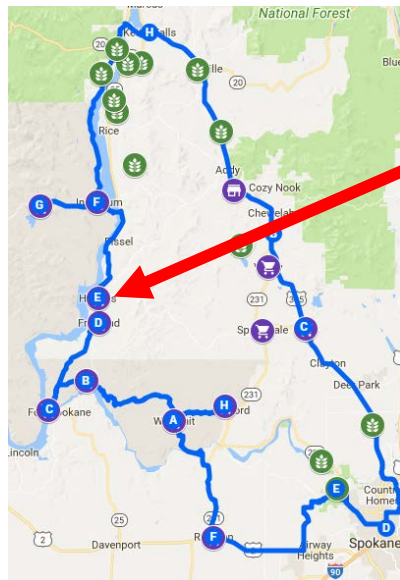
Delivery Costs



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

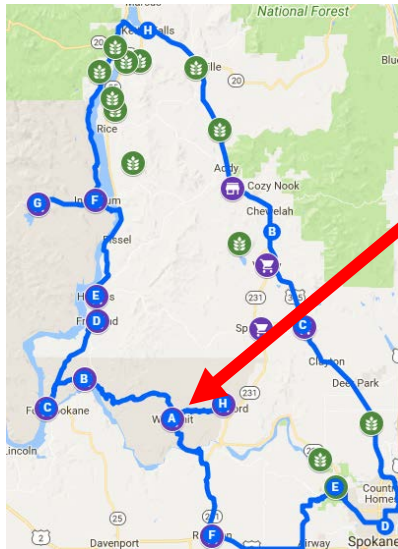
Lottery



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:

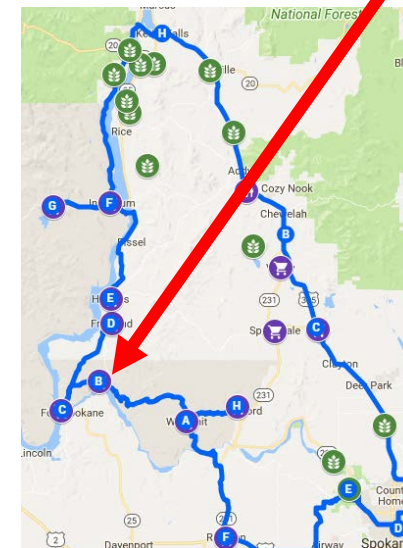
Community engagement around food

- 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



Traditional SNAP-Ed Work

Hunger Coalition Farm to Food Pantry work



Contact Information



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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.




 WA State WIC Farmers Market Nutrition Program
 Washington State Department of Health
 HC, BOX 47580 Olympia, WA 98504-2844

United Community Bank
 Mukwonago, Georgia 30141

XXXXXXXX

First Day to Use	Last Day to Use
June 01, 2018	October 31, 2018

Payment denied if stamp ID is missing or incorrect, or if the ID is handwritten.

Stamp authorized 8 Digit FMNP ID number here

Pay to the order of:
Washington WIC FMNP Authorized Grower — \$4.00
FOUR DOLLARS and no/100 — Tax Exempt

- Use only for eligible fresh fruits, fresh vegetables, and fresh cut herbs
- Honey is not an eligible food for WIC
- Use only where the "WIC and State FMNP Checks Welcome Here" sign is posted by growers at authorized Farmers Markets or Farm Stands
- Call: 1-800-841-1410 for FMNP information
- Authorized Grower Stamp and redeem check by November 15, 2018

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



#15

KERNEL

Kids Eating Right-Nutrition and Exercise for Life.

To find a properly fitting jump rope, place one foot on the middle of the rope. When you lift the handles, the tips of the handle should be at your armpit level. For beginners, try a beaded rope as it is easier to control than a cloth or vinyl rope.

Kernels of Truth:

- Skipping rope just 10 minutes a day can improve your health, with benefits including improved cardio fitness, bone and muscle strength, and flexibility.
- Skipping rope can improve your athleticism by coordination, speed, balance, timing and rhythm.
- The world record for speed jumping is 332 jumps in one minute.




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.



Salsa

Ingredients

- 1 pint cherry tomatoes
- 2 jalapeños or pick a hotter pepper, finely chop removing ribs and seeds (the insides)
- 1 teaspoon cumin
- 2 Tablespoons lemon or lime juice
- Salt and pepper to taste

Directions

1. Have an adult chop the tomatoes in half and finely chop the jalapeños.
2. Combine and mix ingredients in a bowl. Make sure to wash your hands after mixing because the jalapeño juices can sting.
3. Enjoy with chips or top a taco salad!

Notes

You could also add fresh garlic, onions, or cilantro from your farmers market!




SOME BENEFITS OF KERNEL



❖ 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

Free Food Safety Webinars

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 22, 2019 - 10 am AKDT/11 am PST/12 pm MST

This webinar will share how new Federal Food Safety laws may (or may not) affect your farm, where to go for more information, and how to assess and plan for enhanced food safety on your farm.

All Hands on Deck:

Health and Hygiene for Farm Food Safety

MONDAY, MAY 6, 2019 - 10 am AKDT/11 am PST/12 pm MST

Ensure that the people who live and or 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 14, 2019 - 10 am AKDT/11 am PST/12 pm MST

Repeat.

Ready to Eat: An Introduction to Preventative Controls for Human Food Rule

MONDAY, MAY 20, 2019 - 10 am AKDT/11 am PST/12 pm MST

Learn about this rule, how to determine if the rule affects you, 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 21, 2019 - 10 am AKDT/11 am PST/12 pm MST

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, MAY 28, 2019 - 10 am AKDT/11 am PST/12 pm MST

This webinar will focus on the pathogen risks associated with the use of manures and composts, and guide participants through best practices for making 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

MONDAY, JUNE 3, 2019 - 10 am AKDT/11 am PST/12 pm MST

Go 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 Safe and Wholesome Foods

MONDAY, JUNE 17, 2019 - 10 am AKDT/11 am PST/12 pm MST

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?

MONDAY, JUNE 24, 2019 - 10 am AKDT/11 am PST/12 pm MST

Keep your small food business on the cutting edge of food safety and efficiency with this webinar.

Register & learn more at
www.pnwfoodsafety.org



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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/>

