EXPANDING ACCESS TO FARMERS’ MARKETS FOR UNDERSERVED POPULATIONS

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OUTLINE OF DISCUSSION

• SNAP and EBT Basics
• EBT at your Market
• Incentive Programs
• Considerations when Implementing Incentive Program
• Resources
SNAP AND EBT BASICS

Definitions
Eligibility (WI)
Statistics (WI)
Benefits
SNAP and EBT Basics

SNAP = Supplemental Nutrition Assistance Program
  • Formerly known as Food Stamps
    • Name changed in October 2008
  • Federal Food Assistance Program

WI SNAP = FoodShare

EBT = Electronic Benefits Transfer
  • 2002: full rollout of electronic funds by USDA
    • Monthly payments to cards

WI EBT = Quest Card
### WI FoodShare Eligibility
#### FY 2014

<table>
<thead>
<tr>
<th>Family Size</th>
<th>Gross Income (200% FPL*)</th>
<th>Net Income (100% FPL*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$1,946</td>
<td>$973</td>
</tr>
<tr>
<td>2</td>
<td>$2,622</td>
<td>$1,311</td>
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<tr>
<td>3</td>
<td>$3,300</td>
<td>$1,650</td>
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<tr>
<td>4</td>
<td>$3,976</td>
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</tbody>
</table>

*FPL= Federal Poverty Level. This number is a threshold calculated by the Federal Government to determine entitlement/assistance program eligibility.

For more information, please see: [https://www.healthcare.gov/glossary/federal-poverty-level-FPL/](https://www.healthcare.gov/glossary/federal-poverty-level-FPL/)
WI FoodShare- Statistics

In 2013

• 15% of Wisconsin’s 5.7 million people received FoodShare benefits
• Increased threefold from 2001
• 42% of those receiving benefits were minors
• 21% of those receiving benefits were working families
• Average monthly benefit: $239

Reference:
https://www.dhs.wisconsin.gov/foodshare/rsdata.htm
EBT AT YOUR MARKET

Implementation Steps

Benefits
Getting EBT at your Market

Three Steps:
1) Get licensed by the USDA Food and Nutrition Service (FNS)
2) Get EBT Equipment
3) Access Resources

Benefits of EBT at Markets

Economy
- Creates new revenue streams for small to midsize farms

Public Health
- Increases consumption of fruits and vegetables

Community
- Opportunities to teach about nutrition and encourage healthier habits

Reference and More information:
https://www.dhs.wisconsin.gov/publications/p0/p00673.pdf
INCENTIVE PROGRAMS

Description
Justification
Outcomes
Examples (US)
Examples (WI)
Description: Incentives

Incentive programs are used to encourage specific actions or behaviors by a specific group of people. Examples of incentive programs include providing $2 for additional fresh produce purchases for every $5 of FoodShare redeemed or a dollar for dollar match for WIC Farmers’ Market Nutrition Program or FoodShare redemptions.
Why Implement Incentives?

- Increase *buying power* for low-income shoppers
- Increase *fruit and vegetable intake* for high-need customers
- Complement *community outreach* efforts
- Increase *farmer revenue*
Positive Outcomes

According to the SNAP Healthy Food Cluster Evaluation (2013)

• 77% of customers reported increases in fruit and vegetable purchase or consumption due to participation in the incentive program
• 93% reported that incentives motivated them to spend SNAP benefits at the market
• SNAP incentive programs generated $2.1 million to $4.3 million in economic activity and saved or created 23 to 47 jobs
• 64% of vendors reported selling more produce, making more money, and having more customers due to SNAP incentives
Examples

Wholesome Wave Double Value Coupon Program
- **One-to-one match** of federal dollars spent at farmers’ markets

Fair Food Network Double up Food Bucks
- **One-to-one match** of federal dollars spent at farmers’ markets

NYC Health Bucks
- **$2 coupon/every $5** of federal assistance money spent at farmers’ markets

References:

http://www.wholesomewave.org/our-initiatives/double-value-coupon-program/
http://www.doubleupfoodbucks.org/
Incentive Programs in WI

Between 2009 and 2014:
- 17 markets offered incentive programs in 10 different counties
  - Prairie du Chien
  - Gays Mills
  - Ferryville
  - River Falls
  - Richland Center
  - Fond du Lac
  - Stevens Point
  - Madison
  - Wauwatosa
  - Milwaukee
  - Sturgeon Bay
  - Green Bay
  - Oneida

Program Administrators

- Health System
- Local Foundation
- Community Org
- Local Business
- Local Gov
- Farmers Market
IMPLEMENTING INCENTIVE PROGRAMS

Funding
Program and Staff Considerations
Challenges
Funding

Where can we get funding for our incentive program?

• Local Partnerships
• Grants
  • Wholesome Wave
  • USDA FINIP
  • Local Foundations
  • Local Credit Unions
• Fundraising
  • Local businesses and restaurants
  • Direct donations
  • Events
  • Sponsorships

What types of funding are going to help us sustain this program?
Program/Staff Considerations

Who is going to manage the incentive program? Will it be the same people managing the EBT program?

- Market Staff
- Volunteers
- Partner Organizations

How will the incentive program be managed?

- Promotion
- Programming
- Outreach
- Evaluation, Accounting, and Reporting
Challenges

Sustained funding cited as greatest challenge

- Often relied on multiple sources of funding
- Funder fatigue
  - Excess demand and little resources
- Program Changes/Accommodates to Funding Challenges
  - Reduction in incentive amount
  - Reduction in incentive period
  - Increase in fundraising activities

Staffing and accounting also cited as challenges

- Staff training
- Volunteer training
- Multiple forms of currency, including token or scripts systems

Resources

UW-Extension Community Food Systems Team

- Map of WI Farmers’ Markets accepting EBT
- Webinars
- USDA reports
- Funding resources
- Marketing and Outreach Resources

Reference: http://fyi.uwex.edu/cfsi/foodaccess/
Resources, cont’d

• Glossary of Terms for WI EBT at Farmers’ Market Programs

• SNAP/EBT At Your Farmers’ Market: Seven Steps to Success. Farmers Market Coalition

• National Association of Farmers’ Market Nutrition Programs

• Research Report: Farmers Markets as a Strategy to Improve Access to Healthy Food for Low-Income Families and Communities.

• USDA Study: Nutrition Assistance in Farmers Markets: Understanding the Shopping Patterns of SNAP Participants

• USDA Study: Nutrition Assistance in Farmers Markets: Understanding Current Operations
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