

ChangeLab Solutions



# farmers' markets:

*fresh food pops up!*



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**Heather Wooten, MCP**  
Vice President of Programs  
ChangeLab Solutions

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Vice President of Programs  
ChangeLab Solutions

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**Community Food Bank**  
of Southern Arizona



Nadia Delgado  
Farmers' Market Outreach & Education Coordinator, Community Food Bank of Southern Arizona






Allen J. Moy  
Director of Community-Based Programs, Pacific Coast Farmers' Market Association

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## AGENDA

1. Benefits of farmers' markets
2. Engage & build partnerships
3. Assess local data
4. Enhance access
5. Policies that maximize benefits




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## 1. Benefits of Farmers' Markets




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What's a  
*farmers' market?*

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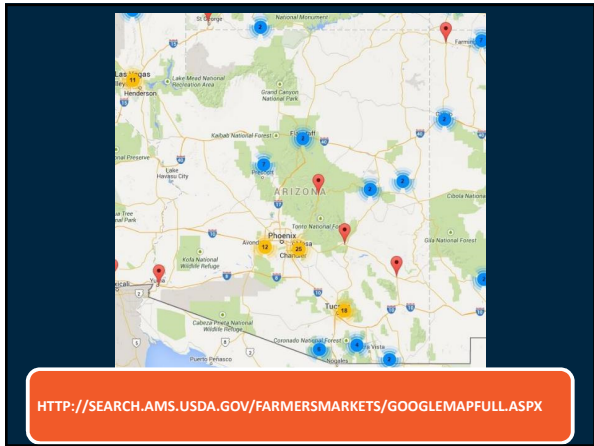
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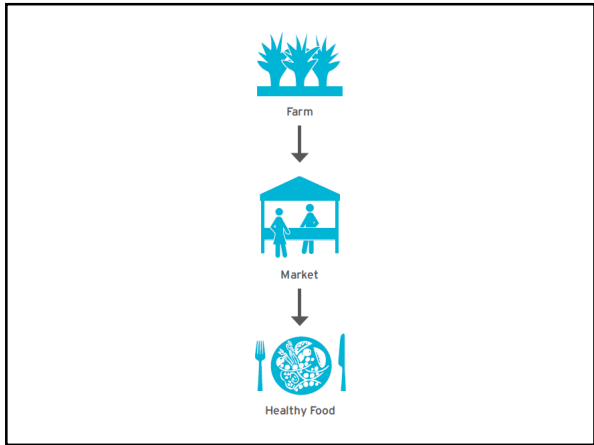
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*farmers' markets*  
& healthy communities

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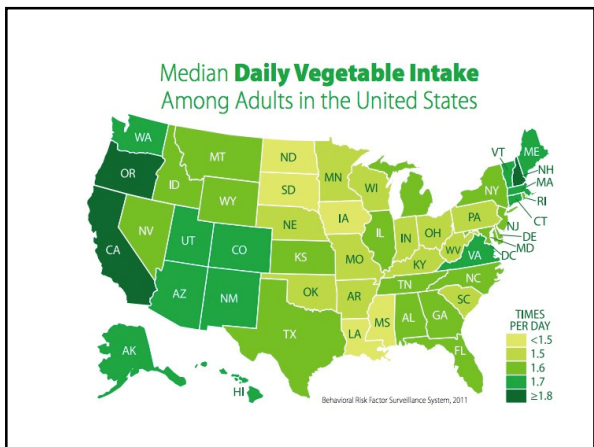
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*Oregon and California are also above the national score on access to a healthier food retailer, farmers market density, and farmers market acceptance of nutrition assistance program benefits.*

**State Indicator Report**  
on  
**Fruits and Vegetables**  
2013

[www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf](http://www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf)

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# Poll:

Farmers' markets are more expensive than grocery stores – **TRUE OR FALSE?**

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# Poll:

What percentage of AZ farmers' markets accept SNAP and AZFMNP?

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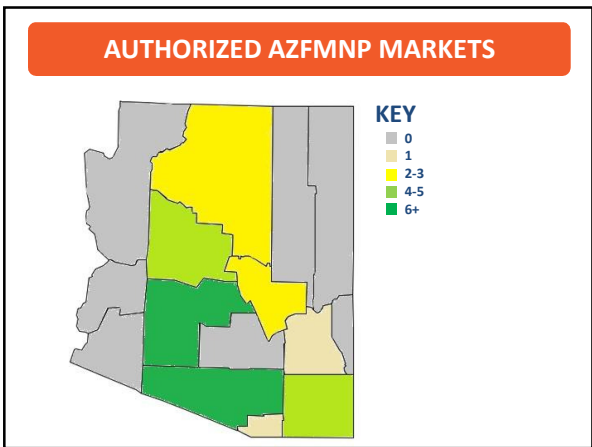
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Learn how to accept SNAP at markets



www.ams.usda.gov/AM5v1.0/getfile?dDocName=STELPRDC5085298

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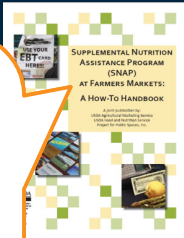
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- ✓ Why to accept SNAP benefits
- ✓ How to install EBT systems at farmers markets
- ✓ How to use scrip projects to accept SNAP benefits at farmers markets
- ✓ How to become an FNS SNAP retailer
- ✓ What equipment is required to accept SNAP benefits at farmers markets
- ✓ How to make SNAP EBT succeed at farmers markets



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# Questions?



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## 2. Engage & build partnerships



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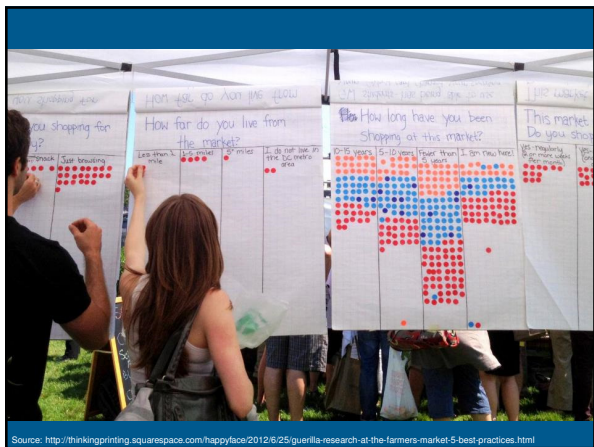
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**Sample Survey for Farmers**

A new farmers market is being proposed for \_\_\_\_\_ We are trying to assess the level of interest of producers in participating in the market, once it has been developed. Providing answers to these questions will help us to gather that information and in no way obligates you to participate.

Yes, I would like to have the opportunity to sell my agricultural products directly to consumers at a local farmers market.

1. The distance I would be willing to drive to a market to sell my products is:

- 5 - 10 miles
- 11-20 miles
- 21-30 miles
- Over 30 miles

2. I would be interested in a market on the following day(s):

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

**National Farmers' Market Coalition**  
[farmersmarketcoalition.org](http://farmersmarketcoalition.org)

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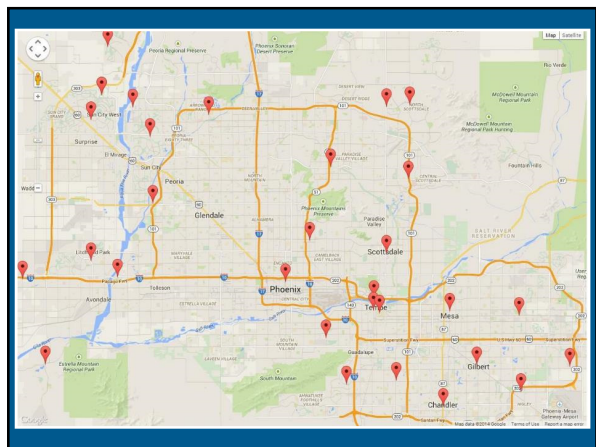
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**Know Your Foodshed**

Source: 2011 Arizona Agricultural Statistics Bulletin  
[www.nass.usda.gov/arizona/](http://www.nass.usda.gov/arizona/)

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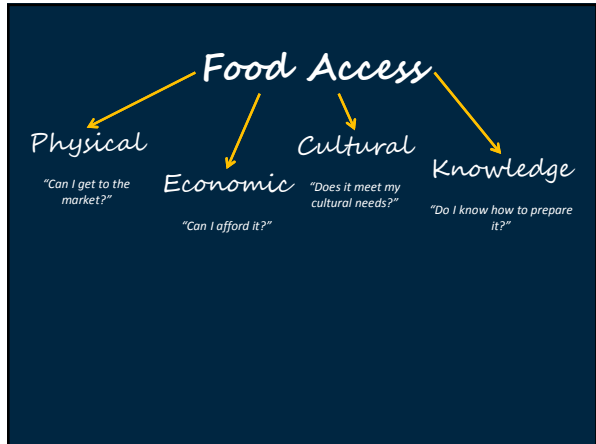
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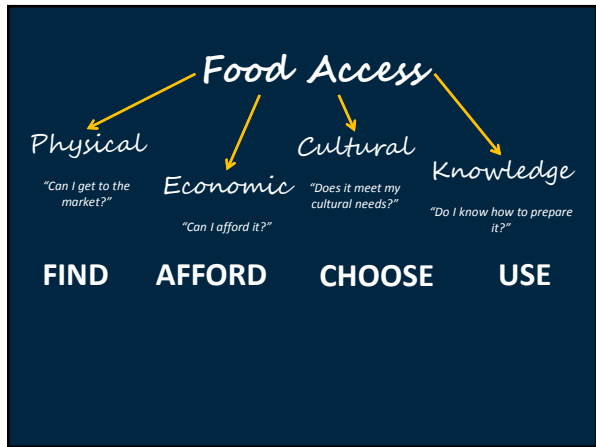
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**CalFresh EBT and CalFresh Incentives at Farmers' Markets**

CHANGELAB SOLUTIONS  
JANUARY 8, 2015

**Fresh Approach**   **market match**

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### CalFresh EBT in PCFMA's Farmers' Markets

- The Pacific Coast Farmers' Market Association (PCFMA) operates 64 certified farmers' markets in the San Francisco Bay Area.
  - CalFresh EBT is accepted in every PCFMA farmers' market where, per the PCFMA rules, every farmers' market producer who sells a CalFresh eligible product is required to accept PCFMA's CalFresh tokens from customers. Farmers redeem the tokens with the market manager at the end of the day.
  - Customers purchase CalFresh tokens from the farmers' market manager. Many farmers' markets process CalFresh transactions using a card swipe terminal while others use a manual voucher system verified by cell phone.

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### PCFMA's Market Match CalFresh Incentives

- PCFMA offers Market Match at every PCFMA farmers' market with a market manager. (Several PCFMA markets are farmer-managed.)
- CalFresh recipients who purchase at least \$10 in CalFresh tokens with their EBT card receive an additional \$5 in bonus tokens.
  - These bonus tokens can only be used for fresh fruits and vegetables.
  - Recipients can only receive one \$5 bonus per market, per day.
- Market Match is offered only in designated months due to funding constraints.




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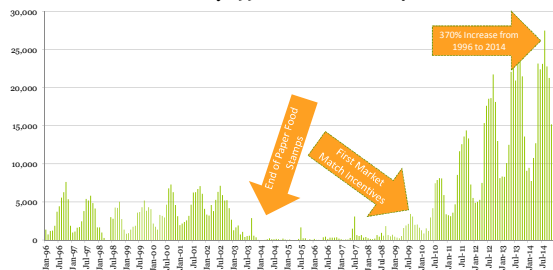
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### Farmers' Market Impact: 1996-2014

CalFresh EBT Redemptions at PCFMA Farmers' Markets  
January 1996 to December 2014




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### Outreach Strategy: Tabling at Community Events

- Outreach tables at health fairs, festivals and other community-based events.
- Benefits: Low cost and can provide opportunities to promote multiple messages at the same time.
- Drawbacks: Depending on event could be hard to reach CalFresh or CalFresh-eligible populations.



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### Outreach Strategy: Nutrition Education Classes

- Nutrition classes at schools, community centers, senior centers and other community-based sites.
- Benefits: Can target low-income or food desert areas. Opportunity for deeper interaction with participants.
- Drawbacks: Can be expensive to equip and staff. Depending on the site options may be limited by fire regulations. Small group sizes.



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### For More Information

- **Pacific Coast Farmers' Market Association**  
5060 Commercial Circle, Suite A  
Concord CA 94520

pcfma.com  
fb.com/PCFMA  
925-825-9090



- **Allen Moy**  
Director of Community-based Programs  
allenmoy@pcfma.com

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# Poll:

What percentage of Maricopa Co. WIC participants have been to a farmers' market?

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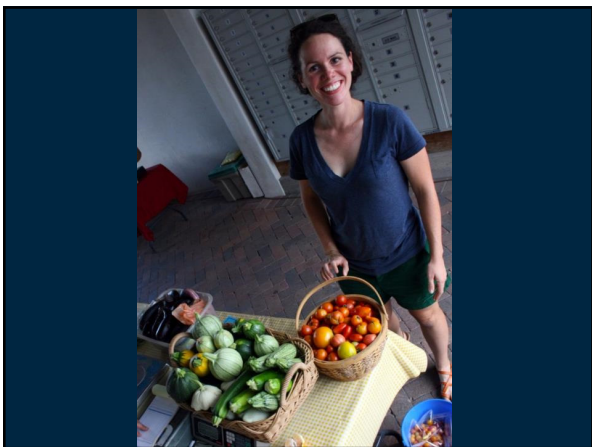
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**FARMERS' MARKETS:**

- Expensive & time-consuming to open  
(land use/permitting)
- Not located when/where community can access them  
(land use/permitting)
- Don't accept EBT/WIC  
(land use/permitting)
- Displaced by other uses  
(land use/permitting)

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**WHY IS POLICY IMPORTANT?**

- ✓ Engage community members and local leaders
- ✓ Remove barriers
- ✓ Ensure consistent implementation
- ✓ Allow for enforcement
- ✓ Institutionalize change




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**EXAMPLE: FARMERS' MARKETS**

Work with the Valley Transportation Authority to ensure that public transit provides access to full-service grocery stores, farmers' markets and other key healthy food retailers.

Identify potential new locations for farmers' markets in low-income and nutrition deficient neighborhoods, including joint use opportunities on publicly owned land.



*SAN JOSE, CA*

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**Certified Farmers' Markets**  
(Ordinance Amending Ch. 20, 2012)

The market must operate a redemption program for, CalFresh Electronic Benefits Transfers, as well as federal Farmers' Market Nutrition Program coupons (both through the Special Supplemental Nutrition Program for Women, Infants and Children as well as the Seniors Farmers' Market Nutrition Program).



*SAN JOSE, CA*

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**20.80.265 Location Requirements**

Certified Farmers Markets including Small Certified Farmers Markets, located in residential zoning districts are allowed to operate only **at school sites, library sites, community center sites, or church/religious assembly sites.**

SAN JOSE, CA

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- ✓ Partner with institutions (hospitals, universities, schools)
- ✓ Revitalize downtowns
- ✓ Create community gathering places
- ✓ Improve low-income access

**POLICIES MAXIMIZE BENEFITS**

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*Questions?*



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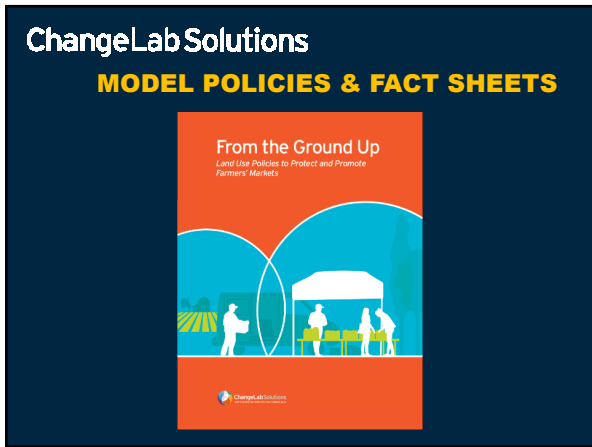
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**www.eatwellbewell.org**

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If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [www.usda.gov/complaint\\_filing\\_cust.html](http://www.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [usda.naldir@usda.gov](mailto:usda.naldir@usda.gov).

Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

For any other information dealing with Supplemental Nutrition Assistance Program (SNAP) issues, persons should either contact the USDA SNAP Hotline Number at (800) 221-5689, which is also in Spanish or call the Arizona Nutrition Network Hotline; in Maricopa County call 602-542-9935, outside of Maricopa County call 1-800-352-8401.

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### DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

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*Thank You!*

Heather Wooten



hwooten@changelabsolutions.org  
changelabsolutions.org

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