

**A Survey of
Farmers Market
SNAP Incentive Programs
Lessons, Challenges and Trends**

Prepared for
The Food Trust
Philly Food Bucks Program

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Introduction/SNAP and Incentive Program History

National SNAP (Supplemental Nutrition Assistance Program) sales for all retailers increased 11% from 2010 to 2011. In contrast, in the same time period, SNAP sales in farmers markets nationally increased 55% - from \$7 million dollars in 2010 to \$11 million in 2011.ⁱ Therefore, farmers markets are increasing their market share of total SNAP purchases on an annual basis. This is a significant change in buying behavior and indicates a rebound in sales that approaches or exceeds the level of SNAP sales (then food stamps) prior to the introduction of EBT (Electronic Benefit Transfer) debit cards.

When EBT cards replaced paper food stamp coupons, sales at farmers markets dropped markedly because most farmers markets lacked land line telephone service to process EBT transactions. In recent years, new wireless technology has enabled farmers markets to accept EBT debit cards, yet SNAP client sales remained low in contrast to pre-EBT levels.ⁱⁱ

Consequently, there have been efforts around the country to help increase SNAP client participation in farmers markets. In general, there are two motivations for working to increase SNAP sales in farmers markets. First, in many cities, farmers markets provide the best access to fresh fruits and vegetables for at-risk populations (obesity, diabetes, etc.); second, increased SNAP sales in farmers markets increases the income for local food producers.

The most successful promotional effort to increase SNAP sales has been to create incentive coupon programs for SNAP recipients. The recent annual sales data indicates these programs are working. Incentive coupons increase the buying power of SNAP dollars by providing “matching dollars” (i.e., a coupon worth X dollars for each Y dollar SNAP purchase, the ratio of X to Y varies between programs). Funds for “matching dollars” has come from both public and private sources.

The first farmers market SNAP incentive coupon programs began in 2008 (Boston, Takoma Park, New York City, San Diego). By 2009, more than 300 farmers markets around the country had instituted similar programs.ⁱⁱⁱ In 2009, NYC funded SNAP incentive dollars (NYC Health Bucks) in 13 of 24 Greenmarkets in the City. At the end of season, the NYC Health Bucks program resulted in significant increases in SNAP sales at participating markets versus non-participating markets. (The average SNAP sales at each NYC Health Bucks market was \$12,750. versus an average of \$6000 in SNAP sales at each non-participating market.)^{iv} The Massachusetts Department of Agriculture Resource 2010 report showed 30 markets with incentive programs averaged \$2,587 SNAP sales compared to \$867 average SNAP sales in markets with no incentive programs.^v

In 2010, the Philadelphia Health Department partnered with The Food Trust to secure CPPW (Community Putting Prevention to Work) funds to underwrite the Philly Food

Bucks SNAP incentive program which they modeled after the New York City Health Bucks program. The Philly Food Bucks program redeems a \$2 coupon when a SNAP customer spends five or more dollars at a participating farmers markets. As in NYC, The Philly Food Bucks have helped increase SNAP sales in farmers markets. In The Food Trust farmer markets, SNAP sales at participating farmers markets increased 97% from 2009 to 2010. SNAP sales increased again in 2011 by 121%^{vi}.

The Food Trust has secured grant funding to continue Philly Food Bucks during the 2012 season, including CDC Transformational Grant monies to support staff work. The purpose of this brief survey is to provide examples and insights for improving and sustaining the Philly Food Bucks program based upon the experiences of farmers market SNAP incentive programs in the following cities: New York City, Boston, New Orleans, San Diego, and Portland, Oregon.

The information contained in this report is based on my personal professional experiences working with farmers market organizations throughout the country implementing SNAP programs; and from information obtained from each of the surveyed organizations including: their websites; their internal annual evaluation reports; and personal phone conversations with the following representatives of each organization:

Alexis Stevens, EBT Project Manager, NYC Greenmarket

Jeff Cole, Executive Director, Massachusetts Farmers Market Association

Anna Curtin, Project Manager, Portland Farmers Market

Darlene Wolnik, Public Market Research Consultant, formerly with marketumbrella

Jezra Thompson, Program Manager, California Farmers Market Consortium who partners with the City Heights Farmers Markets in San Diego.

I wish to thank each of these people for generously sharing their experiences and insights with me along with the Philadelphia Health Department and Community Food Security Coalition who jointly funded this project. I hope all will benefit by this compilation of data and knowledge.

The Markets and their SNAP Incentive Programs Vary

The characteristics of the farmers markets considered in this survey vary within the same city and vary between the different cities. Some “markets” in New York, Boston, and Philadelphia consist of a single vendor. The general success of a farmers market depends upon many factors, including: location, days and hours of operation, the quality of the shopping experience; and publicity. The markets surveyed vary in all of these characteristics. If a farmers market is struggling to attract non-SNAP customers as well as SNAP customers, then it likely needs to consider changing one or more of the above listed factors.

Farmers market managers continue to hear from SNAP clients that they were unaware that they could shop at farmers markets. To increase SNAP sales at farmers markets requires educating the SNAP client about the markets – their locations; days and hours of

operation; the nature of the shopping experience; and their acceptance of SNAP EBT cards. Each of the highlighted cities has specific outreach and education efforts for SNAP clients.

After SNAP clients are educated about the farmers market option, the incentive coupon program is an inducement for them to alter their buying habits and give farmers markets a try. The characteristics of the incentive coupon programs in each of the surveyed cities differ, yet each program has been successful in increasing SNAP customer sales in their respective markets.

The funding for each of the surveyed incentive programs also varies. As well, many programs benefit from the contribution of private and public partners for administrative support and public outreach. For instance, in New York and Massachusetts, all vendor SNAP and incentive dollar reimbursements is centralized and disbursed through the state farmers market association. In New York City and Boston, elected officials have been effective advocates and fundraisers for incentive funds.

Table #1 summarizes some of the important characteristics of each surveyed program.

Table #1

Location	Total \$ Redeemed	# of FM	Match Dollar Program	Supporting Funders for Programs, Promotion and Incentives
Massachusetts 2010 Report	\$26,000 Massachusetts FM ^{vii}	23 FM with 18 in Boston	Spend \$10 SNAP, receive 10\$	Boston Mayor's Fresh Food Fund, Wholesome Wave, Harvard Pilgrim Health Care, Dept of Transitional Assistance,
NYC Health Bucks 2010 Report	\$220,000 5 month program ^{viii} \$148,000 redeemed at Greenmarkets ^{ix}	60 NYC Markets of which 20 are Green-markets	Spend \$5 SNAP receive a \$2 Health Food Buck	NYC Health Department (Health Bucks) Wholesome Wave, NYC Council Foodworks Program
Philly Food Bucks 2011 Report	\$32,404 ^x 4 to 12 mo depending on market	26	Spend \$5 SNAP receive a \$2 Philly Food Buck	CPPW Funds, Private Foundation
San Diego Fresh Fund 2010 Report	\$80,000 ^{xi} 12 months	1	Spend \$5 SNAP receive a \$5 Fresh Fund	San Diego Healthy Works Wholesome Wave Foundation, Roots of Change,
New Orleans MarketMatch 2009 Report	\$10,000 ^{xii} 2 month match program	4	Spend \$25 SNAP, receive \$25	Greater New Orleans Foundation's Community IMPACT Program, National Rural Funders Collaborative.

Portland (OR) Fresh Exchange 2011 Report	\$44,000 ^{xiii} (over 3 years) 6 month	2	Spend \$5 SNAP receive \$5	NE Portland businesses and community partners, local fund raising events.
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Marketing Outreach to SNAP Shoppers

The agency responsible for administering the SNAP program in each state can provide crucial data regarding the number and characteristics of SNAP recipients in any zip code area.

For example, in Oregon, I provided the St Johns Farmers Market with SNAP participant data by zip code as part the planning for their EBT program. This information was available upon request from the Oregon Department of Human Services. (Table #2).

St. Johns Farmers Market, Portland, Oregon Number of SNAP Participants

Zip Code	Location	July 2008	Jan 2009	Jan 2010	May 2011
97203	St. Johns (4000 Street - East)	3017	3451	4279	4812
97212	42 nd – N Williams Broadway to Mason	1105	1232	1746	1944
97213	42 nd -82 nd Burnside-Mason	1635	1752	2391	2956
97227	N Williams – Willamette R N Mason – East Burnside	524	582	684	853

By quantifying the need, i.e., the number of SNAP clients in their neighborhood, the St.Johns Farmers Market was able to engage community partners to help the farmers market advertise the new program and to secure volunteers to run the SNAP EBT machine on market days. The agency may also be able to provide other valuable demographic information about the SNAP recipients such as the number of seniors, families with children and the disabled within the farmers market community.

In addition, the agency data can provide another important insight about the SNAP client population, i.e, that the population is always changing. In general, SNAP recipients receive benefits for less than 12 months, therefore each market season means educating a new class of SNAP recipients about the availability of SNAP sales in farmers markets.^{xiv}

Therefore, it is vital to secure the cooperation and support of SNAP agency personnel to educate new clients about the availability of farmers markets.

For example, each year the NYC Human Resource Administration notifies all SNAP clients in neighborhoods with farmers markets service area that: 1) the farmers markets accept EBT cards; and 2) SNAP clients are eligible for the \$2 Health Buck incentive match for every \$5 SNAP purchase. These mailings have proven very successful. In 2008, EBT sales increased 33% the week after the mailing.^{xv}

The following table (Table #3) summarizes various outreach efforts by 3 of the surveyed markets

Table #3

Types of Community Promotion and Outreach	Portland FM	Boston Bounty FM	NYC Greenmarkets	Philadelphia
Email/Blogs/Websites	√	√	√	√
Social Marketing Campaign	√			√
Public Housing Resident Tours	√			
Fundraising Dinners	√			
Public Housing Complexes		√		√
Community Health Centers	√	√	√	√
SNAP offices/Mailings		√	√	√
Flyers/Poster at Local Businesses	√	√	√	√
Hospitals/Health Centers		√	√	√
WIC Offices and mailings	√	√	√	√
Senior Centers	√	√	√	√
Mailing to Summer Lunch Program		20,000 Households		
Soup Kitchens			√	
Coffee Shops				√
Food Pantries	√	√	√	
Barbershops/Hair Salons		√		
YMCA/Boys&Girls Club		√		
Local Churches	√	√	√	√
Community Boards				
City Officials	√	√	√	√
Print Ads	√		√	√

Bodega Posters			√	
Bus Ads		√	2000 busses	
Subway Ad		Posters on 2 lines	18 stations	
Neighborhood Newspapers Ads	√	√	√	√
Neighborhood Presentations	√	√	√	
Welfare Offices				√

Here are some of the marketing efforts undertaken by the surveyed markets:

- Portland Farmers Market (PFM) offers the Fresh Exchange matching program at two of their six farmers markets. Anna Curtin, Program Manager, stressed the importance of providing a consistent message about the SNAP incentive program on marketing materials at all of their six markets. In addition, PFM wants to invest in more banners to help brand and tell the “Fresh Exchange” matching SNAP story. In 2011, PFM sponsored “Fresh Exchange” tours at the market for public housing residents. This festive event included cooking classes, personal introductions to the farmers, and instructions on how to receive the \$5 Fresh Exchange token.^{xvi}
- In San Diego, the City Heights Farmers Market works with SNAP agency and social service agency to register new SNAP participants at the market. The social service agency provides translators to serve a very diverse ethnic community – in the City Heights community more than 40 different languages are spoken. Each applicant who tentatively qualifies for SNAP receives a \$5 token/week for four weeks until the applicant receives his or her SNAP EBT card.^{xvii} This is a great way to introduce SNAP benefits to customers who are already familiar with shopping at the market.
- In New York City, the city health department and state health department created the **Stellar Farmers Market**, a joint education program that provides cost-effective tips for eating more fruits and vegetables. Using USDA SNAP-ED “**Just Say Yes to Fruits and Vegetables**”^{xviii} curriculum, nutritionists offered over 500 nutrition workshops and cooking demonstrations in 14 selected low income farmers markets. Federal SNAP-Ed dollars matched with state funds provide funding resources to advertise and staff the program.^{xix}

The Role of Community Partners

Many farmers markets do not have the capacity and/or interest to develop specific outreach programs for SNAP clients. In fact, many farmers markets do not have the capacity or interest to operate EBT machines at their markets. Consequently, community partners – public, private or non-profit – can help accomplish both. And, in general, potential funders like to see the participation of community partners.

For example, one of the reasons Roots of Change won a \$500,000 California Specialty Crop grant to implement the Top Up incentive program for the farmers markets was because it included participation by diverse partners, including: International Refugee Committee, Hunger Action Los Angeles, Fresno County Economic Development Commission and Pacific Coast Farmers Market Association.^{xx}

Here are some notable partnerships:

MASSACHUSETTS. The Massachusetts Department of Transitional Assistance (DTA) collaborated with the Massachusetts Department of Agriculture to create the **Farmers Market Ambassador** community service program. DTA clients such as SNAP participants gain valuable employment experience by volunteering at the farmers markets. In addition, their time spent at the farmers market applies to the Transitional Assistance for Families with Dependent Children work requirement. The Farmers Market Ambassadors operates the wireless card machine and mentors other SNAP shopper highlighting why farmers markets are important to the farmers and the community.^{xxi}

MICHIGAN. The Michigan Farmers Market Association in partnership with the Michigan Food Policy Council collaborated in forming the Michigan Farmers Markets Food Assistance Partnership. This coalition involved more than 50 organizations with the ultimate goal of increasing the number of farmers markets using EBT technology so that more low-income consumers have access to healthy, locally-produced foods through farmers markets.^{xxii}

BOSTON. In 2010 Mayor Menino launched a city-wide campaign to promote the Boston Bounty Bucks program. The city pledged the use of their street furniture for promotion if all markets offered the EBT program.^{xxiii}

NEW YORK. The New York State Federation of Farmers Market, the New York State Department of Agriculture and Markets and the New York State Office of Temporary and Disability Assistance partnered to create the **SNAP to Market** website which includes a **Guide for Human Service Professionals**. This brochure informs agency's human service professionals and other community partners how the EBT program works, and why going to the market matters. In addition, the website provides information to SNAP clients about how to use their EBT card at the farmers market, how to shop at the farmers market and what they can buy with their EBT card.^{xxiv}

Future Sources of Funding

Funding for the incentive dollar programs have come from a variety of public and private sources as modeled by Roots of Change and Wholesome Wave. Both of these organizations are now encouraging local fundraising to support incentive dollar programs, which have been the major source of funding for other organizations such as the Portland Farmers Market and marketumbrella. In addition, there is the opportunity to seek funding for incentive programs in the 2012 Farm Bill.

Here are some examples of local fundraising and dedicated public monies that are supporting the farmers markets and/or incentive dollars:

- City of Boston, on their Food Drive CAN Share webpage, states that they intend to raise \$100,000 for the Fresh Food Fund to support the Boston Bounty Bucks.^{xxv}
- Portland Farmers Market's has incorporated a new 501 C3 non-profit organization to receive tax-deductible donations to support SNAP incentive programs at farmers markets. Anna Curtin, Program Manager, stated that with the Farmers Market Fund, they can expand their contributions from multiple sources in the future.
- California Farmers Market Consortium is helping communities they serve to build their capacity to do fundraising for their Top Up incentive program.
- The New York City Council has provided more than \$250,000 in support of farmers market programs since 2007. Alexis Stevens, Greenmarket, shared that this funding pays for Greenmarkets market managers.

Many players in the farmers market movement including Roots of Change, Wholesome Wave, Fair Food Network and marketumbrella are proposing including SNAP dollars for incentives in the 2012 Farm Bill. Earlier this month, ten city mayors including Philadelphia's Mayor Nutter, made the same recommendation in a letter to the Senate and House Committee on Agriculture, stating,

“In addition, many cities have successfully piloted programs that encourage the consumption of healthful foods by providing financial incentives to SNAP recipients using their benefits at farmers markets. Expanding these programs on the federal level would promote good nutrition and establish additional streams for small regional farmers.”^{xxvi}

Defining Success

All of the markets that have instituted SNAP incentive programs have witnessed significant increases in SNAP sales. However, in general, SNAP client participation in farmers markets remains low. And, for many small markets around the country the potential increase in sales does not justify the work and expenses associated with offering the EBT service.

Furthermore, the annual sales data from several of the surveyed markets reveals that SNAP customers spend little more than the minimum necessary to qualify for the incentive dollars. Therefore, it is reasonable to be concerned whether SNAP clients would continue to shop at farmers markets unless there is a cash incentive. In fact, in a recent customer survey conducted by Oregon Public Health Institute in seven Portland Metro regional markets, the data showed that nearly 50% of the SNAP shoppers said they would shop less frequently if the incentive program ended.^{xxvii}

A New Orleans' Crescent City Farmers Market study measured this decline by tracking the number of SNAP transactions before and after the incentive program. The results of their MarketMatch campaign is presented in Table #4.

Table #4 2009 Crescent City Farmers Market MarketMatch Campaign ^{xxviii}

SNAP Redemption Rates	Transactions per Month
Before MarketMatch	15 transactions
Before MarketMatch with bus shelter ad promoting SNAP	46 transactions
During two month MarketMatch campaign, SNAP shoppers could receive up to \$25 per month	110 transactions
After MarketMatch	60 transactions

Similarly, the Lents International Farmers Market in Portland, Oregon, documented the rise in SNAP sales when their incentive dollar program was initiated; and the slow decline in sales as soon as the incentive program was discontinued.^{xxix}

Therefore, it is difficult to assess whether the incentive programs influence long-term diet changes and improved health in the SNAP population. The frequent turnover in the SNAP population also makes this assessment difficult.

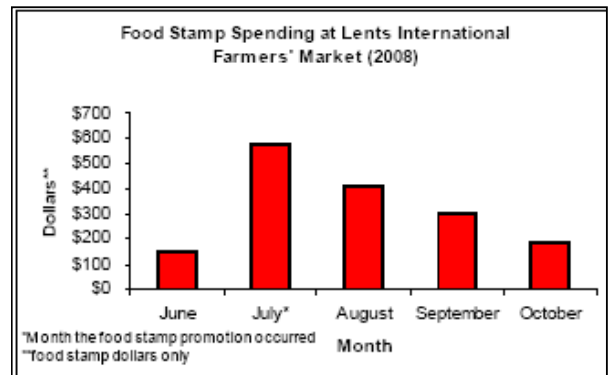


Table #5
Reaching the underserved community at the Lents International Farmers' Market

The Future of Wireless Card Service in Farmers Markets

A farmers market incurs expenses to offer wireless card service for SNAP and/or debit and credit cards, including: charges for the wireless unit, access to the service provider, and clerical and bookkeeping expenses to offer the service. Farmers markets have covered these operating fees through charging non-SNAP shoppers a service fee when purchasing script, deducting a % from the farmer's reimbursement or funding the program from the farmers market's general fund.

Some states, including Maine, California, Iowa, New Mexico and New York, financially support the provision of wireless SNAP-EBT service in farmers markets. For example, in Maine, the state SNAP agency reimburses the farmers market for the purchase or rental of a SNAP EBT machine and all monthly and transaction fees with state funds that are matched with federal dollars pursuant to their state contract with USDA FNS.

This month (March 2012), Jan Walters, former Iowa EBT Director and board member of the Farmers Market Coalition, organized a national EBT Farmers Market Work Group. The work group includes personnel from state SNAP agencies, wireless card providers, farmers markets, USDA FNS, state WIC agencies, and state data base contractors. (Note: I am a member of this working group.) The purpose of the group is to devise plans and policies to increase the number of farmers markets that accept EBT. Currently only 30% of the 7000 farmers markets in the country have SNAP permits. The EBT Farmers Market Work Group also intends to influence public policy concerning EBT in farmers markets and the design of future technology.

Specifically, all WIC benefits will convert from paper coupons to EBT by 2020. Unlike SNAP, WIC is a prescriptive food assistance program (i.e, only certain foods are eligible). Therefore, implementing WIC EBT in farmers markets will be more difficult than SNAP transactions. One software programmer, Novo Dia Group, is already working the state WIC agencies in Texas and Michigan to develop an application for WIC EBT using farmers and farmers market's iPhones. The intent is to design the application to also process SNAP and eventually debit and credit cards. With their system, the market will continue to hold WIC and SNAP authorization permits. Funds from these programs will be deposited into the farmers market's bank account.^{xxx}

Another technological innovation for monitoring SNAP shopper transactions was developed in San Diego. The City Height Farmers Market developed a SNAP shopper database by using a Point of Sale software program. Each City Height Farmers Market Fresh Fund participant is issued a magnetic swipe identification card. Each time the shopper receives tokens, the volunteer scans their Fresh Fund Card and enters the type of transaction, i.e., SNAP, WIC, SSI or Seniors WIC.^{xxxii}

Reflections and Recommendations

Jeff Cole, who has been involved with farmers markets in Massachusetts since the 1980's, offered his opinion that we are now one more generation away from the once common practices of purchasing fresh seasonal foods directly from the farmer and home cooking and canning. So he notes, ultimately, the future success of farmers markets will depend upon convincing potential customers to change their buying habits and reinvigorate their commitment to the pleasures of home economics.

As sales figures indicate, farmers markets are making headway in changing the food buying habits of Americans. And, SNAP incentive programs have created new customers for farmers markets.

The most important lesson gleaned from this research project is that each organization surveyed is committed to continuing their incentive program because they believe it to be successful.

Forecasting the future of SNAP and incentive sales is challenging since each year the SNAP clients rotate out of the program. Monitoring the monthly or quarterly enrollment numbers of SNAP participants in the neighborhood zip codes is likely the best indicator of potential growth of the program.

The success of SNAP-incentive programs depends upon the co-operation and support of the state SNAP agency personnel. The state SNAP agency personnel should be encouraged to educate new SNAP clients about the availability of farmers markets in their neighborhoods and the existence of SNAP incentive programs. This might include producing a descriptive pamphlet that SNAP offices can offer their clients, as has been done successfully in New York State.

Educate your local elected officials about the importance of SNAP incentive programs; and seek both funding and advocacy support. Ask them to include funding for incentive programs in local budgets; and ask for their advocacy support to secure federal funds in the 2012 Farm Bill for SNAP incentive programs.

SNAP-incentive programs have encouraged many new people to experience the pleasures of purchasing fresh locally-grown fruits and vegetables at their neighborhood farmers market. The programs have promoted both healthy diets and a healthy local agricultural economy.

Appendix

For this report, The Food Trust staff provided the 2011 SNAP and Philly Food Bucks sales along with the characteristics of each market (days of operation, size, length of season, number of vendors and crowd counts). This type of table is useful to compare markets within The Food Trust incentive program. (Table # 6) and with other incentive programs with similar size markets such as Boston Bounty Bucks (Table #7)

Table #6 The Food Trust Markets Philly Food Bucks Program

The Food Trust Farmers Market	Day	2011 # Market Days	Total # of Months	Total # of Vendors	Average Weekly Crowd Count	Average SNAP sales per week	Total Annual SNAP Dollar Sales	2011 \$PFB Redeem \$2 coupons	Total Sales	
10th at Germantown	Wed	15	6	1	28	\$13	\$193	\$506	\$699	
Broad & Ritner	Tues	22	6	2	940	\$39	\$859	\$354	\$1,213	
Broad & South*	Wed	28	7	1	904	\$60	\$1,676	\$1,000	\$2,676	
Cecil B. Moore	Thurs	26	7	26	600	\$18	\$456	\$260	\$716	
Clark Park - Saturday	Sat	51	12	14	2372	\$473	\$24,146	\$8,112	\$32,258	
Clark Park - Thursday	Thurs	26	7	11	604	\$150	\$3,904	\$1,832	\$5,736	
Cliveden Park	Wed	20	5	1	204	\$11	\$223	\$522	\$745	
Fairmount	Thurs	29	8	5	1444	\$39	\$1,134	\$414	\$1,548	
Fitter Square	Sat	49	12	6	680	\$0	\$16	\$136	\$152	
FTC	Tues	14	4	2	140	\$89	\$1,252	\$512	\$1,764	
Germantown	Fri	23	6	3	120	\$25	\$565	\$270	\$835	
Grays Ferry	Tues	22	6	1	328	\$104	\$2,295	\$524	\$2,819	
Haddington - Friday	Fri	17	5	2	352	\$118	\$2,001	\$428	\$2,429	
Haddington - Wednesday	Wed	21	6	3	332	\$58	\$1,217	\$1,276	\$2,493	
Headhouse - Sunday	Sun	33	9	38	2952	\$66	\$2,177	\$1,240	\$3,417	
Hunting Park	Sat	24	6	1	116	\$125	\$2,993	\$3,248	\$6,241	
Kingsessing	Wed	16	4	2	280	\$103	\$1,655	\$930	\$2,585	
Norris Square	Thurs	20	5	2	36	\$24	\$473	\$1,538	\$2,011	
OTC	Wed	18	5	1	160	\$86	\$1,547	\$478	\$2,025	
Overbrook Farms	Sat	27	7	7	180	\$68	\$1,843	\$1,110	\$2,953	
Oxford Circle	Thurs	21	6	3	192	\$58	\$1,221	\$1,406	\$2,627	
Palmer Park	Thurs	20	5	2	28	\$17	\$334	\$128	\$462	
Point Breeze	Tues	20	5	1	64	\$98	\$1,958	\$918	\$2,876	
Schuylkill River Park	Wed	24	6	1	248	\$0	\$0	\$0	\$0	
Strawberry Mansion	Tues	20	5	1	132	\$77	\$1,538	\$744	\$2,282	
West Oak Lane	Tues	22	6	3	344	\$35	\$767	\$514	\$1,281	
TOTALS		628		140	13780	\$1,954	\$56,441	\$28,400*	\$84,841	
Number of Vendors: 1-3		Number of Vendors: 5-7			Number of Vendors: 11-38					
Total # of Markets = 19		Total # of Markets = 3			Total # of Markets = 4					

(*The 2011 report indicated that Fair Food Share also accepted \$4004 Philly Food Bucks)

Table #7 2009 Boston Bounty Bucks Sales

<http://thefoodcproject.org/sites/default/files/BBB.pdf>

2009 SEASON 15 Markets	Number of Farmers*	Number of Market Days	TRANS-ACTIONS	EBT	BBB MATCH \$10 Match	TOTALS
Mattapan	2	16	39	\$278.75	\$257.75	\$536.50
Ashmont	5	13	147	\$659.25	\$623.75	\$1,283.00
Community Servings	5	15	84	\$1,156.50	\$755.50	\$1,912.00
Bowdoin	1	17	57	\$268.96	\$255.96	\$524.92
Dudley (Tuesday)	1	23	107	\$697.55	\$671.56	\$1,369.11
Dudley (Thursday)	1	23	114	\$831.13	\$723.16	\$1,554.29
Boston Medical Center	2	16	73	\$407.79	\$393.71	\$801.50
East Boston	2	13	181	\$1,385.75	\$1,474.75	\$2,860.50
Roslindale	5	19	107	\$780.50	\$887.50	\$1,668.00
Dorchester House	2	17	144	\$748.00	\$739.00	\$1,487.00
reVIsion House	1	26	0	\$0.00	\$0.00	\$0.00
Codman Square	1	18	82	\$753.85	\$602.35	\$1,356.20
Allston	9	15	91	\$767.50	\$762.50	\$1,530.00
Mission Hill	2	20	118	\$952.75	\$899.00	\$1,851.75
South Boston	3	30	98	\$752.25	\$606.75	\$1,359.00
TOTALS	42	281	1442	\$10,440.53	\$9,653.24	\$20,093.77
Vendors - 1-3 Vendors Markets = 11				Vendorss - 5-7 Vendors Markets = 4		

Resources

California Farmers Market Consortium

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Massachusetts Farmers Market Association

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NYC Greenmarkets

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Portland Farmers Market

Anna Curtin, Program anna@portlandfarmersmarket.org

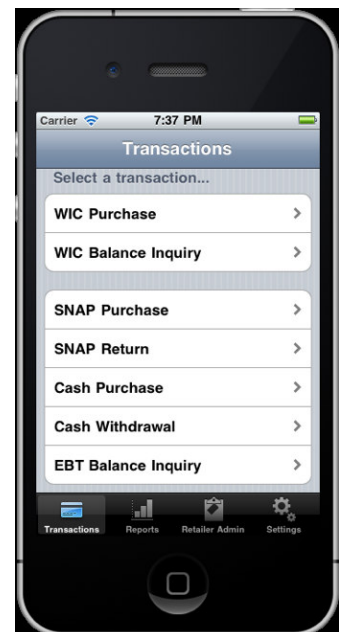
A Toolkit Guide to Launching and Sustaining a SNAP Benefits Matching Program at Your Farmers Market.

<http://www.portlandfarmersmarket.org/index.php/programs-and-services/snap-participants/>

Novo Dia Group –Taylor Fyfe tfyfe@novodiagroup.com

Mobile POS solution for iPhone handles WIC EBT CVB, credit and debit transactions

<http://www.novodiagroup.com/daily-systems-and-novo-dia-group-team-up-to-provide-texas-farmers-markets-iphone-based-payment-solution/>



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- ⁱ Roper, Natalie, SNAP Redemptions at Farmers Markets Exceed \$11 Million in 2011 (retrieved January 23, 2012) <http://farmersmarketcoalition.org/snap-redemptions-at-farmers-markets-exceed-11m-in-2011>,
- ⁱⁱ Briggs, Suzanne et.al "Real Food, Real Choices."Community Food Security Coalition and Farmers Market, 2010, p.1,
- ⁱⁱⁱ Schumacher, A., Winch, R., Park, A. Fresh, Local, Affordable: Nutrition Incentives at Farmers Markets 2009 Update. Wholesome Wave Foundation.
- ^{iv} Food Stamp Users Received more than \$200,000 in Coupons for Fresh Produce through the City's Health Bucks Program at Farmers' Markets this Season (retrieved February 12, 2012) <http://www.nyc.gov/html/doh/html/pr2010/pr055-10.shtml>
- ^v Supplemental Nutrition Assistance Program Benefits at Massachusetts Farmers' Markets: Program Evaluation (retrieved February 12, 2012 <http://www.mass.gov/agr/markets/farmersmarkets/docs/snap-program-evaluation.pdf>, page 10
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