

**Implementing Nutrition Education  
Activities in Farmers Markets  
Through Maine SNAP-Ed Programs**

# TABLE OF CONTENTS

2	Acknowledgements	15	Appendix A Lesson Plans for Class Models 1–3
3	Toolkit Overview	23	Appendix B Nutrition Curriculum Handouts
4	Why Farmers Markets?	28	Appendix C Maine Farmers Markets that Accept EBT
5	SNAP and Nutrition Incentive Programs at Maine Farmers Markets	29	Appendix D Maine Federation of Farmers Markets: Getting Started with EBT/SNAP
6	Nutrition Curriculum: Choosing Locally Grown Fruits & Vegetables	30	Appendix E 2013 SNAP-Ed Pilot Design & Evaluation
7	Three Program Models for Implementing the Nutrition Curriculum	32	Appendix F Healthy Oxford Hills Recipes
7	Class Model 1: Direct Education at the Farmers Market		
8	Class Model 2: Direct Education Off-Site in a Community Setting		
9	Class Model 3: Indirect Education at the Farmers Market		
10	Criteria and Benefits for Each Educational Program Model		
11	Best Practices for a Successful Class		
12	Program Model Considerations		
13	Introducing SNAP & Incentive Programs to Your Market		

# ACKNOWLEDGEMENTS

## Maine SNAP-Ed Program

**Mission:** Maine Supplemental Nutrition Assistance Program – Education (SNAP-Ed) aims to improve the likelihood that individuals eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the U.S. Department of Agriculture’s (USDA) Food Guidance.

**Funding:** SNAP-Ed is funded by the USDA’s Food and Nutrition Services. In Maine, the program is administered by the Maine Department of Health and Human Services (DHHS) and implemented by the University of New England (UNE).

**Model:** Maine SNAP-Ed utilizes a decentralized model administered by UNE, whereby the majority of the grant funds go directly to the Healthy Maine Partnerships (HMPs), a statewide network of community health coalitions that form Maine’s public health infrastructure. The HMPs hire qualified Nutrition Educators to deliver nutrition education programming to individuals (youth and adults) who are eligible for SNAP benefits.

## Wholesome Wave

Wholesome Wave strives to create a vibrant, just and sustainable food system. By making fresh, locally grown fruits and vegetables affordable and available, it enables underserved consumers to make healthier food choices. Our innovative initiatives are improving health outcomes among low-income families, generating additional revenue for small and mid-sized farm businesses and bolstering local and regional economies.

Wholesome Wave’s initiatives are implemented nationwide in collaboration with community-based partners at farmers markets, community health centers, hospital systems, food hubs, and retail outlets. Each year, the initiatives reach more than 50,000 underserved consumers and their families, as well as thousands of farmers.

Wholesome Wave facilitates and builds capacity for a national network of SNAP nutrition incentive programs, connecting and supporting healthy food practitioners across the United States. Wholesome Wave’s network is a robust community of innovation and learning, linking incentive programs through uniform data collection and evaluation to support the expansion and adoption of incentives through policy. For more information about Wholesome Wave, please visit its website: [www.wholesomewave.org](http://www.wholesomewave.org).



## TOOLKIT OVERVIEW

This toolkit is intended to provide inspiration and guidance for Nutrition Educators interested in integrating a focus on locally grown food and farmers markets into the approved SNAP-Ed curricula. The lessons and resources provided have been successfully implemented by Nutrition Educators in the field. We encourage you to take advantage of the toolkit as a resource for establishing or building on relationships with local farmers markets, and as a means of introducing class participants to the idea of shopping for foods that are grown or produced locally.

At the annual 2014 Maine SNAP-Ed in-person training, Wholesome Wave presented outcomes of a 2013 pilot program, which tested the curriculum that eventually lead to the development of the “Choosing Locally Grown Fruits and Vegetables” curriculum, included in this toolkit, in Portland and Norway, Maine (**for more information on this pilot, refer to Appendix E**). At this presentation, there was significant interest among Maine SNAP-Ed Nutrition Educators in implementing similar programs in their communities where farmers markets are taking place. This toolkit was developed in response to that interest, to share materials and insights related to running SNAP-Ed nutrition education activities in farmers markets, and a nutrition curriculum to do so.

Included in this toolkit you will find resources and information on the availability of locally grown or produced foods in Maine and a brief overview of the value of shopping locally. This lays the groundwork for the applied components of the toolkit, which include:

- ▶ The nutrition curriculum: “Choosing Locally Grown Fruits and Vegetables”
- ▶ Three different program models for implementing the nutrition curriculum
- ▶ A list of program model considerations that will assist you in selecting the model that best suits your community and the resources available.

There is also a section on the Bonus Bucks program, which incentivizes the use of federal nutrition benefits at farmers markets and has become increasingly available to SNAP consumers at a number of farmers markets in Maine.

We hope this toolkit helps to catalyze new partnerships and valuable conversations both inside and outside the classroom. Furthermore, we hope it is useful to Nutrition Educators, SNAP-Ed participants, and communities in facilitating a growing appreciation for the bounty of healthy, delicious food being cultivated in Maine.

Sincerely,  
University of New England’s SNAP-Ed Team & Wholesome Wave

---

### Collectively, this toolkit is designed to:

Facilitate collaboration between nutrition education and local food access initiatives.  
.....

Provide instruction and guidance for implementing nutrition programming at farmers markets.  
.....

Offer tips for Healthy Maine Partnerships (HMPs) on building relationships with local farmers markets.  
.....

Outline strategies for three different nutrition education models to promote locally grown foods based on available resources, staffing, time and location of classes and the availability of farmers markets offering a Bonus Bucks nutrition incentive program.

---



UNIVERSITY OF  
NEW ENGLAND



## WHY FARMERS MARKETS

In Maine, shopping at a local farmers market is convenient and affordable, with over 140 farmers markets statewide: 35 farmers markets accept SNAP, as of the summer 2014, and roughly 30 offer incentive programs like Bonus Bucks. For a full list of those farmers markets accepting EBT (updated summer 2014), **please refer to Appendix C.**

The Maine Federation of Farmers Markets (MFFM) website<sup>1</sup> provides numerous resources for both markets and market-goers, including a “Find a Market” tool<sup>2</sup> to locate farmers markets in your area (and specifically, those that accept SNAP), news about what is in season, and recipes and tips for shopping at farmers markets on a budget. For more information on the resources and support that the Maine Federation of Farmers Markets can offer your local market in establishing and growing an EBT and nutrition incentive program, **please refer to Appendix D.**

Farmers market shoppers will cite a variety of reasons for making regular visits, some of which may include produce taste and freshness, the experience of being a part of a community, and the benefit of knowing where their food comes from. Individuals who choose to shop in the farmers market setting experience the following benefits:

- ▶ A wide selection of fresh, local produce that is high in nutritional quality and flavor.
- ▶ Access to food items that are grown in the region, so they spend less time traveling than most food found at the supermarket. As a result, buying locally often means that fruits and vegetables will stay fresh longer.
- ▶ The ability to purchase directly from a farmer, which supports the local economy by directing revenue to small-scale producers in the area.
- ▶ The opportunity to interact with and learn from farmers and producers.
- ▶ A venue to meet and engage with other members of your community with similar interests.

With these benefits in mind, farmers markets provide both a great setting and topic of discussion for nutrition education. Lesson plans from the curriculum are geared toward familiarizing class participants with the farmers market experience and may reduce barriers to the participants visiting the market.

<sup>1</sup> <http://www.maine farmers markets.org/>

<sup>2</sup> <http://www.maine farmers markets.org/shoppers/>

---

### Farmers market vendors can often tell you:

- Where and how your food was grown or made
- What foods are in peak season
- How your purchase helps his or her farm
- How to prepare new foods, or new ways to prepare your favorites



### Farmers market staff, and other shoppers can often share:

Events occurring in your community such as: public meetings, educational programs, celebrations and festivals

How to get involved in organizations that support locally grown foods (like farmers markets, environmental groups and nonprofit organizations)

Cooking tips on how to prepare produce items found at the market

Other resources for fresh, locally grown foods available in your community such as: Community Supported Agriculture (CSA) and community gardens

---

## SNAP AND NUTRITION INCENTIVE PROGRAMS AT MAINE FARMERS MARKETS



©2014 Glenn Charles

A growing number of farmers markets in Maine are becoming equipped to accept SNAP. Those that do accept SNAP will often have an Electronic Benefit Transfer (EBT) table or booth where customers using SNAP, (and often debit or credit cards), can go upon arriving at the market. For individuals using SNAP, standard practice is to swipe their EBT card, for which they will receive the equivalent dollar amount in wooden tokens. These tokens can be used in the same way one would use cash at participating vendor booths, although change cannot be given so purchases must reflect a full dollar amount.

Farmers market nutrition incentive programs in Maine are commonly known as Bonus Bucks; however some farmers markets may elect to call their program by a different name. Through these programs, individuals that spend their SNAP dollars at the market receive matching dollar tokens, which match federal SNAP benefits spent to purchase more locally grown, healthy food at the market. Each market may operate their Bonus Bucks or incentive program slightly differently, which is why it is important for Nutrition Educators to become familiar with their local market's program before implementing a farmers market-focused class.

### Common incentive program models include:

**A one-for-one match:** Customers can receive matching incentive dollars up to a certain amount. For example: SNAP dollars are doubled up to \$10 per day, in which case a customer who spends \$10 in SNAP receives an additional \$10 to spend, for a total of \$20.

**A 25% match:** For example, a customer who spends \$20 in SNAP receives an additional \$5 to spend at the farmers market. Cooking tips on how to prepare produce items found at the market.

**A 50% match:** For example, customers who spend \$10 in SNAP receive an additional \$5 to spend at the farmers market.

For a comprehensive resource on in-season Maine fruits and vegetables for any time of year, you can view the Maine Organic Farmers and Gardeners Association (MOFGA)'s Seasonal Food Guides.<sup>3</sup>

<sup>3</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>

## NUTRITION CURRICULUM

### CHOOSING LOCALLY GROWN FRUITS AND VEGETABLES

The nutrition curriculum titled, “Choosing Locally Grown Fruits and Vegetables,” was developed by the Maine SNAP-Ed Program and tested through the 2013 SNAP-Ed pilot. The pilot program was implemented by two HMPs: Healthy Portland in Portland, ME and Healthy Oxford Hills in Norway, ME. For a more detailed description of the pilot design, **please refer to Appendix E.**

The objective of each lesson is to reinforce the value of choosing fresh fruits & vegetables (taste, quality, nutritional and possibly monetary value). The nutrition curriculum also consists of a series of handouts that were explained and distributed by the Nutrition Educator.

Healthy Portland and Healthy Oxford Hills each determined how to make this information relevant and most useful to the populations they serve. Healthy Portland was able to dovetail the nutrition curriculum with an existing SNAP-Ed class, making the farmers market focus an easy add-on to regular programming. Healthy Oxford Hills found it valuable to conduct an hour-long pilot class that coincided with the Norway Farmers market. After class, the Nutrition Educator walked to the market with participants to introduce them to the Bonus Bucks program and put the lesson into practice.

A key element to this pilot was an additional farmers market gift certificate: SNAP-Ed class participants were given a \$15 certificate to the local farmers market upon completion of the class. Similar to the strategy employed through Cooking Matters at the Store, this gift certificate encouraged participants to visit the market and put the knowledge gained through the SNAP-Ed pilot class into action.



©2014 Glenn Charles

---

#### Handouts include:

Information about the local farmers market, including location, dates and hours of operation. If available, participants received a flyer to build recognition of farmers market branding and messaging (a list of Maine Farmers Markets That Accept EBT in **Appendix C**).

.....

Tips on how to shop at a farmers market on a budget (**see Appendix B**).

.....

The Maine Organic Farmers and Gardeners Association’s (MOFGA) brochure of seasonal produce in the state.<sup>4</sup>

.....

Seasonal recipes which meet the US Dietary Guidelines for Americans, using products available at the farmers market, that participants are encouraged to try at home. These recipes changed throughout the season in response to varying produce availability (recipes may be selected using the SNAP-Ed Connection Recipe Finder,<sup>5</sup> **example in Appendix F**).

---

<sup>4</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>

<sup>5</sup> <http://snap.nal.usda.gov/basic-nutrition-everyone/healthy-low-cost-recipes>

## THREE PROGRAM MODELS FOR IMPLEMENTING THE FARMERS MARKET CURRICULUM

Below, you will find descriptions of three different program models. Successful models can take different forms and may vary depending on location. We hope that by providing these options, you can choose an implementation model based on the variables and resources available in your community. We believe it is important for each HMP to choose the program model that best fits the SNAP-Education initiatives in their community, and that will be most valuable to the population they are serving.

As outlined later in “Best Practices for a Successful Class,” we suggest visiting your local farmers market at least a week before your class to orient yourself, introduce yourself to market staff, gather materials available, and discuss your plans for a class visit with market managers or vendors. This conversation will help you identify any considerations to keep in mind for your class (for example, the best time of day or year for a group visit).

Seasonal recipes can be found through the USDA SNAP-Education Connection website.<sup>6</sup> In **Appendix F**, we have also included approved recipes that were used by Healthy Oxford Hills in the 2013 SNAP-Education pilot.

In the following sections, you will find a brief description of each of the program models. **Detailed lesson plans are available in Appendix A.**

### 1 Direct Education at the Farmers Market

In this model, class participants have a hands-on farmers market experience. This single-session class approach is especially effective in providing a facilitated introduction to the farmers market and the EBT program for SNAP-Education class participants. After visiting and touring the market in a group setting, many participants feel more comfortable and knowledgeable returning to the farmers market independently at a later point. The market tour may also be preceded or followed by a local food tasting using a USDA-approved recipe and featuring items available at the market that day.

The class may either begin at a location near the market and conclude with a farmers market tour, or take place entirely on-site at the market. Direct education at the farmers market requires advanced coordination with farmers market staff (if the market is staffed) or vendors to either solicit collaboration in explaining market offerings and EBT programs, or at a minimum, to ensure that the day and time of the class is convenient and does not conflict with other market activities.



#### SNAPSHOT:

##### Class Outline:

Conduct the class at or near the farmers market and then conduct a group visit to the market (minimum of 1 hour).

##### Capacity Required:

High; significant advanced coordination with farmers market.

##### Planning Logistics:

- SNAP-Education class can be held on-site at farmers market, or at other site within walking distance of the market.
- Class time is coordinated with the farmers market hours of operation.
- Food samples are selected based on locally grown or produced foods that are available at farmers markets.

<sup>6</sup> <http://snap.nal.usda.gov/basic-nutrition-everyone/healthy-low-cost-recipes>

## 2 Direct Education Off-Site in a Community Setting

This class is designed to introduce and familiarize class participants with their local farmers market and EBT program without incorporating a farmers market tour. A local food tasting is included, using a USDA-approved recipe and featuring items currently available at the market. This model is recommended if preferred class times do not coincide with farmers market hours, or if education time is limited.

Direct education off-site provides a thorough overview of what participants can expect in a trip to the local farmers market. While there is no market tour component, participants should leave the class feeling comfortable visiting the market independently. To achieve this goal, it is important that Nutrition Educators be well prepared to speak about their own experiences visiting the farmers market. It may be beneficial to bring available market materials including maps or transit options, instructions, and photos to help participants become more familiar with the farmers market environment. This model also incorporates a local food tasting to spotlight one or two in-season items that can be purchased at the local market.



©2014 Glenn Charles

### SNAPSHOT:

#### Class Outline:

Conduct the class to an audience who has access to a farmers market in their community, and educate about the market, EBT program and what to expect while shopping there.

#### Capacity Required:

Moderate; advanced coordination with farmers market to plan, visit, and obtain relevant materials.

#### Planning Logistics:

- A farmers market must exist in the community where the class is occurring.
- Class may occur in any approved community setting. Possible locations may include: food pantry, school, YMCA, public housing site or community center.
- Class time may be coordinated with time and day of the farmers market; Nutrition Educator should provide participants with key market information, including time of year, days and times of operation, and location.
- Food samples and recipes are selected based on locally grown or produced foods available in the farmers market.



©2014 Glenn Charles

### 3 Indirect Education at the Farmers Market

Indirect education at the farmers market is designed as a local food tasting held on-site at the market. The goal is to introduce participants to new types of fruits and vegetables, or new preparations for familiar produce.

For this model, it is important to visit the farmers market ahead of time (perhaps the week before) to get a sense of what produce might be plentiful the following week and to discuss set up and location of your tasting station with market staff or vendors. Locating the tasting near or next to the market's EBT terminal and/or Bonus Bucks distribution area is one way to increase the likelihood that you will reach SNAP consumers.

#### SNAPSHOT:

##### Class Outline:

Establish a local food tasting station to promote exposure to new fruits and vegetables, and new preparations, to participants.

##### Capacity Required:

Moderate; prior coordination with farmers market staff or vendors to obtain any relevant information needed and let them know of the planned activity.

##### Planning Logistics:

- Class time is coordinated with the farmers market hours of operation.
- Food samples are selected based on locally grown or produced foods that are available at farmers markets.

# CRITERIA AND BENEFITS

## FOR EACH EDUCATIONAL PROGRAM MODEL

Model	Elements to Consider	Benefits
<p><b>1</b> Direct Education at the Farmers Market</p> 	<p>High level of staff time required</p> <p>Advanced coordination with farmers market for class time</p> <p>Farmers market must exist in local community within walking distance</p> <p>Food samples should be based on produce that is available</p>	<p>Takes place in farmers market during hours of operation</p> <p>Hands-on farmers market experience for participants</p> <p>Local food tasting at farmers market</p> <p>A wide variety of locally grown produce is available</p>
<p><b>2</b> Direct Education Off-Site in a Community Setting</p> 	<p>Moderate level of staff time required</p> <p>Advanced coordination with farmers market</p> <p>Takes place in community setting not at farmers market</p> <p>Food samples and recipes should be based on produce that is available</p> <p>Nutrition Educator must be familiar with local farmers market to provide details for participants</p>	<p>Can be scheduled at any time in available community settings</p> <p>Does not require as much coordination with farmers market</p> <p>May not require additional transportation for participants</p> <p>Food tasting ingredients can be purchased at the farmers market or local grocery store if necessary</p>
<p><b>3</b> Indirect Education at the Farmers Market</p> 	<p>Moderate level of staff time required</p> <p>Advanced coordination with farmers market to plan for activity</p> <p>Farmers market must exist in local community</p> <p>Food samples and recipes should be based on produce that is available</p>	<p>Takes place in farmers market during hours of operation</p> <p>Local food tasting is set up in the farmers market</p> <p>Recipes, handouts and materials are provided without direct education</p> <p>Ability to reach a lot of people at the market and encourage them to try new produce</p>

# BEST PRACTICES FOR A SUCCESSFUL CLASS



## Visit your local market

and establish a relationship with the vendors and staff. Express your interest in conducting a SNAP-Ed class onsite or offsite, and ask for

their permission and input on how best to do so at the market. Familiarize yourself with the location, market layout, parking options and the best day of the week or time to attend.

### While you are there, you can make note of:

- ✓ Products available.
- ✓ If there are any regular activities or services offered.
- ✓ The general feeling you might get as a newcomer visiting the market.



## Ask for resources

or instructions from the Market Manager or EBT Coordinator that you can share with SNAP-Ed class participants.

### We suggest asking if the following materials are available:

- ✓ A map of the market or instructions on where to go first when using SNAP benefits at the market.
- ✓ Information on the local Bonus Bucks program (if available) and incentives offered to SNAP users.
- ✓ A calendar or flyer of market events, as many farmers markets will regularly have live music, activities for kids, culinary events, or community celebrations.



## Update the Market Manager

and/or EBT Coordinator, as well as vendors at your local farmers market, as you plan your visit. You can explain the content of the class you would like to teach, highlighting the focus on

local produce or how to shop at a farmers market. You can discuss when you would like to bring a class to the market, and that you will be sharing market information with SNAP consumers who will be encouraged to use their SNAP benefits on locally grown food. This way, they are prepared to answer questions and help make the experience a welcoming one for the class participants whom you bring or direct to the market.

### Ask the manager or coordinator:

- ✓ If they can provide additional information (i.e. about the growing season, or market logistics and activities) which you can pass along to your students.



## Take photos

(after asking for permission from market staff, vendors, or market patrons) to help SNAP-Ed class

participants become familiar with the market before they visit. You can share photos of the market layout, EBT booth, signs and available produce with your class during the lesson.

# PROGRAM MODEL CONSIDERATIONS

The following questions may be helpful to consider while selecting a model from above:

## How much staff capacity do you have to put toward the implementation of the nutrition education curriculum?

---

- ▶ **1 Direct Education at the farmers market** requires the highest level of staff capacity of the three models because it requires significant coordination with farmers market staff or vendors and requires the longest class time (a minimum of one hour).
- ▶ **2 Direct Education offsite** requires less coordination with market staff, though still requires a preparatory trip to the market.
- ▶ **3 Indirect Education** requires an advanced trip to the market to coordinate with farmers market staff or vendors. Time spent at market may range from a half hour to an entire morning or afternoon.

## How close is your standard SNAP-Ed class site to the local farmers market?

---

- ▶ If the SNAP-Ed site is not close to the local farmers market, and it is not possible to host a class onsite at the market, you will need to consider class Model **2** or **3**.

## If proximity is an issue, is there transportation available for class participants to get to the market?

---

- ▶ **1 Direct Education at the farmers market** may still be an option for off-site classes not within walking distance, if transportation can be coordinated for class participants to and from the farmers market.

## How frequently is the farmers market open (days of the week and time of day)?

---

- ▶ When determining what you can commit to, it is important to clarify the days and times when the local farmers market is in operation. If you plan on conducting **Direct Education** (Model **1**) at the farmers market, make sure that the timing of the market aligns with your availability and that your visit is convenient for vendors and market staff.

## Is there an EBT terminal available at the farmers market?

---

- ▶ It is important to be clear in your classes about which local farmers markets do, and do not, currently accept SNAP. You should not conduct a class where an EBT terminal is not available, as the market will not be ideal for the SNAP-Ed target audience to visit.
- ▶ If the market interested in acquiring an EBT terminal, determine when they expect to have it in place.

## Does the market offer a Bonus Bucks program (or other nutrition incentive program)?

---

- ▶ If your local market offers a Bonus Bucks program, communicate this information in your lesson. It is helpful to obtain details and marketing materials about the Bonus Bucks program at the market in advance, as incentive levels are often market-specific.

## INTRODUCING SNAP AND INCENTIVE PROGRAMS TO YOUR MARKET

While many farmers markets in Maine have become equipped to accept SNAP in recent years, the majority do not yet have the technology to do so. An even smaller subset of markets offer nutrition incentive programs, like Bonus Bucks. Although these programs take some time and resources to set up, customer interest and demand can play an important role in catalyzing the process.

A market that accepts SNAP can benefit both vendors, through increasing their customer base, and the community, by providing a new fresh food access point. Layering a Bonus Bucks program on top of that incentivizes recipients of SNAP to visit the market. Such a program makes local fruits and vegetables more affordable for shoppers paying with SNAP and increases revenue for vendors.

As a Nutrition Educator, it is not your responsibility to advocate for EBT or Bonus Bucks programs at farmers markets. However, since this has been of interest to some Nutrition Educators in the past, the following suggestions and resources have been included so that you can pass the information along as you see fit.



©2014 Glenn Charles

### If your local farmers market does not have EBT technology to accept SNAP:

- ▶ First, ask a market manager or vendor: **“Have you considered making this market SNAP-accessible?”**
    - The market may already be considering and looking into getting equipped to accept SNAP, in which case your interest will be important for them to hear.
    - If the market has considered acquiring an EBT terminal but decided against it, you may opt to share resources that could facilitate the process for them.
- 
- ▶ You can direct interested market managers or vendors to a few different resources:
    - **Maine Federation of Farmers' Markets (MFFM):** A nonprofit dedicated to supporting farmers markets throughout Maine. They can field inquiries and provide support to markets interested in accepting SNAP through the many resources available on their website, [www.maine farmers markets.org](http://www.maine farmers markets.org). Additionally, you can share a summary outlining the support MFFM can provide, included in **Appendix D** of this toolkit.
    - **MarketLink:** Markets that have never had an EBT terminal may be eligible to receive one at no cost through a website run by the National Association of Farmers Market Nutrition Programs (NAFMNP), [www.marketlink.org](http://www.marketlink.org). By logging onto this site, a market manager or vendor can fill out an eligibility assessment. If eligible, they will be guided through the process of becoming authorized and receiving equipment.
    - **The Food and Nutrition Service (FNS)**, an agency of the USDA responsible for administering SNAP, has provided an array of information and resources<sup>7</sup>, including alternatives for EBT technology outside of MarketLink. Farmers markets interested in EBT technology should familiarize themselves with the available options through both research and reaching out to farmers markets that already accept SNAP.

<sup>7</sup><http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>

## INTRODUCING SNAP AND INCENTIVE PROGRAMS TO YOUR MARKET

Maine Department of Health and Human Services (DHHS) has an EBT Program Manager. You may contact her with any questions or concerns:  
**Jean Bingham, EBT Manager:**  
**Jean.Bingham@Maine.gov or 207-624-4172.**

- ▶ You can also mention that Bonus Bucks or nutrition incentive programs make farmers market produce more affordable for shoppers who receive SNAP and increase farmer revenue. The following section provides more information on establishing farmers market incentive programs.

### If your local farmers market does have EBT technology to accept SNAP:

- ▶ First, ask a market manager or vendor: **“Have you considered a Bonus Bucks or nutrition incentive program for SNAP purchases at the market?”**
  - **To explain the program you can say:**  
 Bonus Bucks provides customers using SNAP benefits with a monetary incentive (or matching dollars) when they spend their benefits at the farmers market. For example, if a customer swipes \$10 on their EBT card at the market, they might receive an additional \$5 or \$10 to spend on fresh fruits and vegetables that day. The market can determine the level at which they would like to incentivize purchases.
- ▶ If market staff or vendors are interested in learning more about adopting a Bonus Bucks program:
  - You can direct them to the statewide network of nutrition incentive programs, the **Maine Local Food Access Network**. Maine Federation of Farmers Markets<sup>8</sup> is a member of the Maine Local Food Access Network and can field inquiries about running nutrition incentive programs at farmers markets in Maine.



©2014 Glenn Charles

- ▶ If you receive questions about how these programs are funded:
  - Many farmers markets fund these programs through foundation grants, local business support, or individual donations. The 2014 Farm Bill has also allocated federal funding for nutrition incentive programs, which markets may be able to access through the Maine Local Food Access Network.
  - You can also direct questions around nutrition incentive programs and their funding to Wholesome Wave.

<sup>8</sup><http://www.maine farmers markets.org>

# APPENDIX A:

## Lesson Plans for Class Models 1–3, Nutrition Curriculum

### 1 Direct Education at the Farmers Market

#### PRIMARY OBJECTIVES

##### Participants will:

- ▶ Recognize the U.S. Department of Agriculture diagram for healthy eating (the USDA *Choose MyPlate* diagram) and recommendations for healthy eating.
- ▶ Taste a fresh fruit or vegetable in season.
- ▶ Have the knowledge of how to add more fruits and vegetables to their plate daily.
- ▶ Tour their local farmers market and become familiar with the farmers market environment (including EBT process, market layout, staff, fruits and vegetables available at time of visit).
- ▶ Learn about fruits and vegetables that are in season in Maine.
- ▶ Be able to state why fruits and vegetables are an important choice for overall health.

#### PREPARATION (in advance)

- ▶ **Visit farmers market to discuss your plans for a visit with market staff and vendors.**
  - Explain to market staff or vendors that, in the coming weeks, you would like to conduct a farmers-market-focused class for SNAP eligible consumers and recipients, including a market tour and food demonstration.
  - Obtain information and resources (outlined in Materials Needed) to share with the class.
  - Ask market staff if there are any other materials that they suggest you include in your lesson, or other considerations to keep in mind.
- ▶ **Identify location of class.** This model may take place either in a quiet corner at the farmers market, or at an off-site location that is close enough for the class to walk to the market together after completion of Step 7 (in Nutrition Instructions).
- ▶ **Determine if your local farmers market runs an incentive or Bonus Bucks program.** If so, ask the market manager or EBT coordinator if they are willing to explain the program to the group. If they can not, ask them for talking points to share with the class.
- ▶ **Review and select one USDA recipe** highlighting in-season produce.

<sup>9</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>

<sup>10</sup> <http://www.choosemyplate.gov/print-materials-ordering/graphic-resources.html>

<sup>11</sup> <http://www.fns.usda.gov/cr/and-justice-all-posters>

<sup>12</sup> <http://snap.nal.usda.gov/recipes>

<sup>13</sup> <http://www.whatscooking.fns.usda.gov>



#### TARGET AUDIENCE:

SNAP eligible consumers and SNAP recipients



#### TIME REQUIRED:

1 hour (minimum)

#### MATERIALS NEEDED:

##### Copies of:

- Handout – *Maine Organic Farmers and Gardeners Association's (MOFGA) Seasonal Food Guide*<sup>9</sup>
- Handout – *Maine Farmers Markets That Accept EBT* (see Appendix C)
- Handout – *Farmers Market Shopping on a Budget* (see Appendix B)
- Handouts – USDA “10 Tips” Nutrition Education Series: “Focus on Fruits” and/or “Add More Veggies to Your Day” (see Appendix B)
- USDA *Choose MyPlate* poster<sup>10</sup> and *Civil Rights* poster<sup>11</sup>
- Hand sanitizer, paper plates, plastic utensils, napkins for sampling
- For sampling: selected fruit(s) and/or vegetable(s) sourced from and available at the farmers market
- Knives, cutting board, small bowl, large mixing bowl, table & chairs
- Maine SNAP-Ed tablecloth & apron
- Display board
- Ingredients for one USDA-approved recipe highlighting in-season produce (from the farmers market, if possible)
- Copies of selected USDA-approved recipe to hand out (available through the SNAP-Ed Connection<sup>12</sup> or USDA<sup>13</sup> website)

## SET-UP (day of):

Purchase produce at market on day of SNAP-Ed class, or purchase elsewhere beforehand. Most markets are open one day a week, so buying it in advance from the market may not be possible.

Set up hand sanitizer, paper towels, paper plates, plastic utensils.

Organize farmers market information, handouts and recipes to share.

Assemble selected recipe ingredients and/or local food tasting

Display *Choose MyPlate* poster and *Civil Rights* poster.

## NUTRITION INSTRUCTIONS:

### 1. Introduce yourself and let class participants know why they are there.

#### Sample language:

"Hello, my name is \_\_\_\_\_. Thank you for coming today. I work with \_\_\_\_\_ (HMP) and the Maine SNAP-Ed Program. I am here today to teach you about your local farmers market and choosing fruits and vegetables in season."

### 2. Explain the required paper work: Education and Administrative Reporting System (EARS).

- Remind participants that this information is kept confidential and the information is only used as a monitoring tool for the program. Then ask participants to complete EARS data sheet.

### 3. Refer to the USDA *Choose MyPlate* diagram – for better health.

### 4. Refer to the USDA *Choose MyPlate* poster.

- Explain that the USDA *Choose MyPlate* diagram shows us that half our plate should be fruits and vegetables for good health.

### 5. Talk about why it is beneficial to eat fruits and vegetables that are in season.

- Great taste – Fruits and vegetables that are purchased and eaten in season are freshly picked. This enables you to experience the real flavors, textures and vibrant colors.
- Good value – Foods bought when they are in season may provide a better value as they are generally at a reduced price when available in larger quantities.

### 6. Ask if anyone has visited a local farmers market.

- Ask participants if they have visited a farmers market. Share the *Maine Farmers Markets That Accept EBT* handout (see Appendix C).
- If applicable, talk about the Bonus Bucks Program. If the market offers a Bonus Bucks program, explain that the program allows participants to stretch their dollar. Mention the incentive amount. For example, "if you spend \$10 on your SNAP card, you will receive an additional \$5 to spend at the market."

### 7. Review *Farmers Market Shopping on a Budget* handout (see Appendix B).

#### ► Tips from handout include:

- Make a list of items that you need and will use. It is good to base this on your menu plan.
- Look around before buying.
- Take the time to walk through the market at least once to make note of each vendor's prices.
- Keep an item's shelf life in mind.
- Buy in bulk if you will use it, freeze it or can it. The same items may not be available week to week, or later in the season.
- When in doubt, ask the vendor any questions!

### 8. Refer to *Maine Organic Farmers and Gardeners Association's (MOFGA) Seasonal Food Guide*.<sup>14</sup>

#### Sample language:

"Here is a guide which shows the seasonal availability of Maine fruits and vegetables so that you can see what is in season for this time of year."

<sup>14</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>



©2014 Glenn Charles

### 9. Begin the tour of the farmers market.

- ▶ Invite class to join you for a tour of the market.
- Begin at SNAP/EBT table or booth. Introduce the Market Manager or EBT Coordinator present who is responsible for processing SNAP. Explain that this is where to go if you will be using your EBT card to purchase fruits and vegetables at the farmers market.
- If the market offers a Bonus Bucks program, explain that the program allows participants to stretch their dollar. Mention the incentive amount. For example, "If you spend \$10 on your SNAP card, you will receive an additional \$5 to spend at the market."
- Ask if there are any questions about the program (SNAP or incentive program).
- Take class participants around to various stalls. Point out unusual or interesting produce available. If there is a vendor who is not serving other customers, you may bring the group over and engage in conversation with the vendor and/or discuss items for sale at that stall. Vendors and farmers can often advise on preparation of the items sold, as well as explain how long the item will be in season.

- Conclude the tour by asking if participants would return to the market independently. Ask if you can answer any questions about the market or the produce available there.

### 10. Begin the food demonstration.

- Prepare selected recipe and sample. Talk through each of the steps of the recipes and have participants assist you. Ask them to talk about how this recipe fits into the MyPlate diagram while creating the recipe.

### 11. Wrap up the class.

#### Ask participants:

"What did you learn today? What changes might you make as a result of this lesson? Will you return to the farmers market? Will you bring a friend?"

## 2 Direct Education Offsite in a Community Setting



### TARGET AUDIENCE:

SNAP eligible consumers and SNAP recipients



### TIME REQUIRED:

30 minutes (minimum)

### PRIMARY OBJECTIVES

#### Participants will:

- ▶ Recognize the U.S. Department of Agriculture diagram for healthy eating (the USDA *Choose MyPlate* diagram) and recommendations for healthy eating.
- ▶ Taste a fresh fruit or vegetable in season.
- ▶ Have the knowledge of how to add more fruits and vegetables to their plate daily.
- ▶ Learn about their local farmers market, produce seasonality, how to navigate the market and use federal nutrition benefits (and nutrition incentives, if applicable).
- ▶ Learn about fruits and vegetables that are in season in Maine.
- ▶ Be able to state why fruits and vegetables are an important choice for overall health.

### PREPARATION (in advance)

- ▶ **Identify location of class.** Class Model #2 may take place at any approved SNAP-Ed class location. The class site does not need to be located close to the farmers market, but there should be an existing local farmers market that participants are encouraged to attend at a later time.
- ▶ **Visit farmers market in advance to obtain information and resources** (outlined in Materials Needed).
  - Explain to market staff that you are conducting a farmers market focused class for SNAP eligible consumers and recipients, and that participants will be encouraged to visit the market independently in coming weeks.
  - Ask market staff if there are any other materials that they would suggest you include in your lesson, or any other considerations that you might keep in mind for your lesson.
- ▶ **Purchase produce at market on day of SNAP-Ed class**, or purchase elsewhere beforehand. Most markets are open just once weekly, so buying it in advance from the market may not be possible.
- ▶ **Determine if your local farmers market runs an incentive or Bonus Bucks program.** If so, you might ask the market manager or EBT coordinator if they have additional materials available that clearly explain the program.
- ▶ **Review and select one USDA recipe.**

### MATERIALS NEEDED:

#### Local Market Materials (as available):

- Handouts – Market map, highlighting parking options, vendors, EBT/Market Manager booth; Market season, days of the week and hours of operation
- Photos of market layout, vendor stalls, EBT/Market Manager booth and other activities occurring on market day
- Printed instructions, description of nutrition incentive program, and photo or sample of program currency (if applicable)

#### Copies of:

- Handout – *Maine Organic Farmers and Gardeners Association's (MOFGA) Seasonal Food Guide*<sup>15</sup>
- Handout – *Maine Farmers Markets That Accept EBT* (see Appendix C)
- Handout – *Farmers Market Shopping on a Budget* (see Appendix B)
- Handouts – USDA “10 Tips” Nutrition Education Series: “Focus on Fruits” and/or “Add More Veggies to Your Day” (see Appendix B)
- USDA *Choose MyPlate*<sup>16</sup> poster and *Civil Rights*<sup>17</sup> poster
- Hand sanitizer, paper plates, plastic utensils, napkins for sampling
- For sampling: selected fruit(s) and/or vegetable(s) sourced from and available at the farmers market
- Knives, cutting board, small bowl, large mixing bowl, table & chairs
- Maine SNAP-Ed tablecloth & apron
- Display board
- Ingredients for one USDA-approved recipe highlighting in-season produce (from the farmers market, if possible)
- Copies of selected USDA-approved recipe to hand out (available through the SNAP-Ed<sup>18</sup> Connection or USDA website<sup>19</sup>)

<sup>15</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>

<sup>16</sup> <http://www.choosemyplate.gov/print-materials-ordering/graphic-resources.html>

<sup>17</sup> <http://www.fns.usda.gov/cr/and-justice-all-posters>

<sup>18</sup> <http://snap.nal.usda.gov/recipes>

<sup>19</sup> <http://www.whatscooking.fns.usda.gov>

## SET-UP (day of):

Purchase produce at market on day before or day of SNAP-Ed class, if possible.

Set up hand sanitizer, paper towels, paper plates, plastic utensils.

Organize farmers market information, handouts and recipes to share.

Assemble selected recipe ingredients and/or local food tasting.

Display *Choose MyPlate* poster and *Civil Rights* poster.

## NUTRITION INSTRUCTIONS:

### 1. Introduce yourself and let class participants know why they are there.

#### Sample language:

"Hello, my name is \_\_\_\_\_. Thank you for coming today. I work with \_\_\_\_\_ (HMP) and the Maine SNAP-Ed Program. I am here today to teach you about your local farmers market and choosing fruits and vegetables in season."

### 2. Explain the required paper work: Education and Administrative Reporting System (EARS).

- Remind participants that this information is kept confidential and the information is only used as a monitoring tool for the program. Then ask participants to complete EARS data sheet.

### 3. Refer to the USDA *Choose MyPlate* diagram – for better health.

### 4. Refer to the USDA *Choose MyPlate* poster.

- Explain that the USDA *Choose MyPlate* diagram shows us that half our plate should be fruits and vegetables for good health.

### 5. Talk about why it is beneficial to eat fruits and vegetables that are in season.

- Great taste – Fruits and vegetables that are purchased and eaten in season are freshly picked. This enables you to experience the real flavors, textures and vibrant colors.
- Good value – Foods bought when they are in season may provide a better value as they are generally at a reduced price when available in larger quantities.

### 6. Ask if anyone has visited a local farmers market.

- Ask participants if they have visited a farmers market. Share the *Maine Farmers Markets That Accept EBT* handout (see Appendix C).

### 7. Review *Farmers Market Shopping on a Budget* handout (see Appendix B).

#### ► Tips from handout include:

- Make a list of items that you need and will use. It is good to base this on your menu plan.
- Look around before buying.
- Take the time to walk through the market at least once to make note of each vendor's prices.
- Keep an item's shelf life in mind.
- Buy in bulk if you will use it, freeze it or can it. The same items may not be available week to week, or later in the season.
- When in doubt, ask the vendor any questions!

### 8. Refer to *Maine Organic Farmers and Gardeners Association's (MOFGA) Seasonal Food Guide*.

#### Sample language:

"Here is a guide that shows the seasonal availability of Maine fruits and vegetables so you can see what is in season for this time of year."



©2014 Glenn Charles

### 9. Share materials specific to the local farmers market

- ▶ Explain the following:
  - Where and when the farmers market is open.
  - How many vendors and what type (produce, bakery, meat, etc.) are typically in attendance.
  - Where to go first if you are using SNAP and/or seeking to use a nutrition incentive program (if applicable).
  - How spending SNAP works at the market.

#### For example:

"First visit the EBT Coordinator booth, swipe your card for the amount that you would like to spend and receive wooden tokens in to spend like regular cash; purchases must be made in full dollar amounts."

- Types of produce currently available — note that availability changes week to week.
- Other activities that typically occur at the market, such as kids' activities, food samples, community organizations tabling, arts and crafts.

### 10. Begin the food demonstration.

- Prepare selected recipe and sample. Talk through each of the steps of the recipes and have participants assist you. Ask them to talk about how this recipe fits into the MyPlate diagram while creating the recipe.

### 11. Wrap up the class.

#### Ask participants:

"What did you learn today? What changes might you make as a result of this lesson? Will you return to the farmers market? Will you bring a friend?"

### 3 Indirect Education at the Farmers Market



#### TARGET AUDIENCE:

SNAP eligible consumers and SNAP recipients



#### TIME REQUIRED:

No time minimum, indirect education

#### PRIMARY OBJECTIVES

##### Participants will:

- ▶ Taste a fresh fruit or vegetable in season.
- ▶ Learn about fruits and vegetables that are in season in Maine.
- ▶ Take home a recipe for the fruit or vegetable they sampled.

#### PREPARATION (in advance)

- ▶ **Visit the farmers market to discuss**, with market staff or vendors, your interest in setting up an indirect education table in the coming weeks.
  - Ask if market staff or the EBT coordinator has information or resources they would suggest that you share with the class, or any other considerations to keep in mind for your class.
- ▶ **Visit or contact market staff to confirm date and time of the tasting.** Also, ask market staff about the best location within the market for the tasting to occur.
- ▶ **Review and select one or two USDA recipes before day of farmers market.**
- ▶ **Purchase all non-farmers market ingredients for demonstration.**

#### SET-UP (day of):

Ensure all handouts are printed and organized.

Arrive early on day of farmers market to re-introduce yourself to market staff and vendors.

Purchase necessary produce from vendors at the market.

Display *Choose MyPlate* poster and *Civil Rights* poster.

Set up hand sanitizer, paper towels, paper plates, plastic utensils.

Assemble work station and wash all produce.

Assemble recipe ingredients and/or local food tasting.

Prepare recipe and divide into sample sizes.

#### MATERIALS NEEDED:

- USDA *Choose MyPlate*<sup>21</sup> poster and *Civil Rights*<sup>22</sup> poster
- Hand sanitizer, paper plates, plastic utensils, napkins for sampling
- For sampling: selected fruit(s) and/or vegetable(s) sourced from and available at the farmers market
- Knives, cutting board, small bowl, large mixing bowl, table & chairs
- Maine SNAP-Ed tablecloth & apron
- Display board
- Ingredients for one USDA-approved recipe highlighting in-season produce (from the farmers market, if possible)
- Copies of selected USDA-approved recipe to hand out (available through the SNAP-Ed Connection or USDA website)

#### Materials for participants to take:

- Handout – *Maine Organic Farmers and Gardeners Association's (MOFGA) Seasonal Food Guide*<sup>23</sup>
- Handout – *Maine Farmers Markets That Accept EBT (see Appendix C)*
- Handout – *Farmers Market Shopping on a Budget (see Appendix B)*
- Handouts – USDA "10 Tips" Nutrition Education Series: "Focus on Fruits" and/or "Add More Veggies to Your Day" (see Appendix B)

<sup>21</sup> <http://www.choosemyplate.gov/print-materials-ordering/graphic-resources.html>

<sup>22</sup> <http://www.fns.usda.gov/cr/and-justice-all-posters>

<sup>23</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>

## NUTRITION INSTRUCTIONS:

**Repeat as new customers approach the table:**

1. **Introduce yourself and welcome customers to the table.**
2. **Explain what you have prepared and what other ingredients make up the recipe.**
  - Hand customers a copy of the recipe, if they would like one.
  - Let customers know that the featured fruits or vegetables can be found in the market that day.
3. **Engage customers in conversation about the farmers market and seasonal eating.**  
**You may ask questions such as:**
  - Do you regularly shop at the farmers market?
  - What is it that you enjoy about shopping at the farmers market?
  - What other in-season fruits and vegetables are you enjoying now?
4. **Refer to the *Maine Organic Farmers and Gardeners Association's (MOFGA) Seasonal Food Guide*.<sup>24</sup>**

### Sample language:

"Here is a guide which shows the seasonal availability of Maine fruits and vegetables so that you can see what is in season for this time of year."

► Offer the other handouts on the table to customers:

- USDA's "10 Tips" Nutrition Education Series: "Focus on Fruits" and/or "Vary Your Veggies" (see Appendix B).
- *Farmers Market Shopping on a Budget* (see Appendix B).
- *Maine Farmers Markets That Accept EBT* (see Appendix C).

5. **Thank customers for stopping by and trying the fresh fruits and vegetables you prepared.**



<sup>24</sup> <http://www.mofga.org/Publications/SeasonalFoodGuides/tabid/1903/Default.aspx>

## APPENDIX B:

### Nutrition Curriculum Handouts

---

#### The following pages contain 4 handouts:

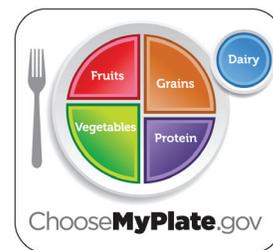
- ▶ The USDA's *Nutrition Education Series: 10 tips to help you eat more vegetables*
- ▶ The USDA's *Nutrition Education Series: 10 tips to help you eat more fruits*
- ▶ The Maine Department of Agriculture's *Seasonal Availability of Maine Fruit & Vegetables* chart
- ▶ Maine Federation of Farmers' Markets *Tips for Shopping at a Farmers Market on a Budget*



# 10 tips

Nutrition  
Education Series

# add more vegetables to your day



## 10 tips to help you eat more vegetables

**It's easy to eat more vegetables!** Eating vegetables is important because they provide vitamins and minerals and most are low in calories. To fit more vegetables in your meals, follow these simple tips. It is easier than you may think.

### 1 discover fast ways to cook

Cook fresh or frozen vegetables in the microwave for a quick-and-easy dish to add to any meal. Steam green beans, carrots, or broccoli in a bowl with a small amount of water in the microwave for a quick side dish.

### 2 be ahead of the game

Cut up a batch of bell peppers, carrots, or broccoli. Pre-package them to use when time is limited. You can enjoy them on a salad, with hummus, or in a veggie wrap.



### 3 choose vegetables rich in color

Brighten your plate with vegetables that are red, orange, or dark green. They are full of vitamins and minerals. Try acorn squash, cherry tomatoes, sweet potatoes, or collard greens. They not only taste great but also are good for you, too.

### 4 check the freezer aisle

Frozen vegetables are quick and easy to use and are just as nutritious as fresh veggies. Try adding frozen corn, peas, green beans, spinach, or sugar snap peas to some of your favorite dishes or eat as a side dish.

### 5 stock up on veggies

Canned vegetables are a great addition to any meal, so keep on hand canned tomatoes, kidney beans, garbanzo beans, mushrooms, and beets. Select those labeled as “reduced sodium,” “low sodium,” or “no salt added.”



### 6 make your garden salad glow with color

Brighten your salad by using colorful vegetables such as black beans, sliced red bell peppers, shredded radishes, chopped red cabbage, or watercress. Your salad will not only look good but taste good, too.



### 7 sip on some vegetable soup

Heat it and eat it. Try tomato, butternut squash, or garden vegetable soup. Look for reduced- or low-sodium soups.

### 8 while you're out

If dinner is away from home, no need to worry. When ordering, ask for an extra side of vegetables or side salad instead of the typical fried side dish.

### 9 savor the flavor of seasonal vegetables

Buy vegetables that are in season for maximum flavor at a lower cost. Check your local supermarket specials for the best-in-season buys. Or visit your local farmer's market.



### 10 try something new

You never know what you may like. Choose a new vegetable—add it to your recipe or look up how to fix it online.

# 10 tips

Nutrition  
Education Series

# focus on fruits

## 10 tips to help you eat more fruits



**Eating fruit provides health benefits.** People who eat more vegetables and fruits as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases. Fruits provide nutrients vital for health, such as potassium, dietary fiber, vitamin C, and folate (folic acid). Most fruits are naturally low in fat, sodium, and calories. None have cholesterol. Any fruit or 100% fruit juice counts as a part of the Fruit Group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pureed.

### 1 keep visible reminders

Keep a bowl of whole fruit on the table, counter, or in the refrigerator.



### 2 think about taste

Buy fresh fruits in season when they may be less expensive and at their peak flavor. Add fruits to sweeten a recipe.



### 3 think about variety

Buy fruits that are dried, frozen, and canned (in water or 100% juice) as well as fresh, so that you always have a supply on hand.

### 4 don't forget the fiber

Make most of your choices whole or cut-up fruit, rather than juice, for the benefits that dietary fiber provides.



### 5 be a good role model

Set a good example for children by eating fruit every day with meals or as snacks.

### 6 include fruit at breakfast

At breakfast, top your cereal with bananas, peaches, or strawberries; add blueberries to pancakes; drink 100% orange or grapefruit juice. Or, try a fruit mixed with fat-free or low-fat yogurt.



### 7 try fruit at lunch

At lunch, pack a tangerine, banana, or grapes to eat, or choose fruits from a salad bar. Individual containers of fruits like peaches or applesauce are easy and convenient.

### 8 experiment with fruit at dinner, too

At dinner, add crushed pineapple to coleslaw, or include orange sections, dried cranberries, or grapes in a tossed salad.

### 9 snack on fruits

Dried fruits make great snacks. They are easy to carry and store well.



### 10 keep fruits safe

Rinse fruits before preparing or eating them. Under clean, running water, rub fruits briskly to remove dirt and surface microorganisms. After rinsing, dry with a clean towel.





# Seasonal Availability of Maine Fruits & Vegetables

## FRUIT

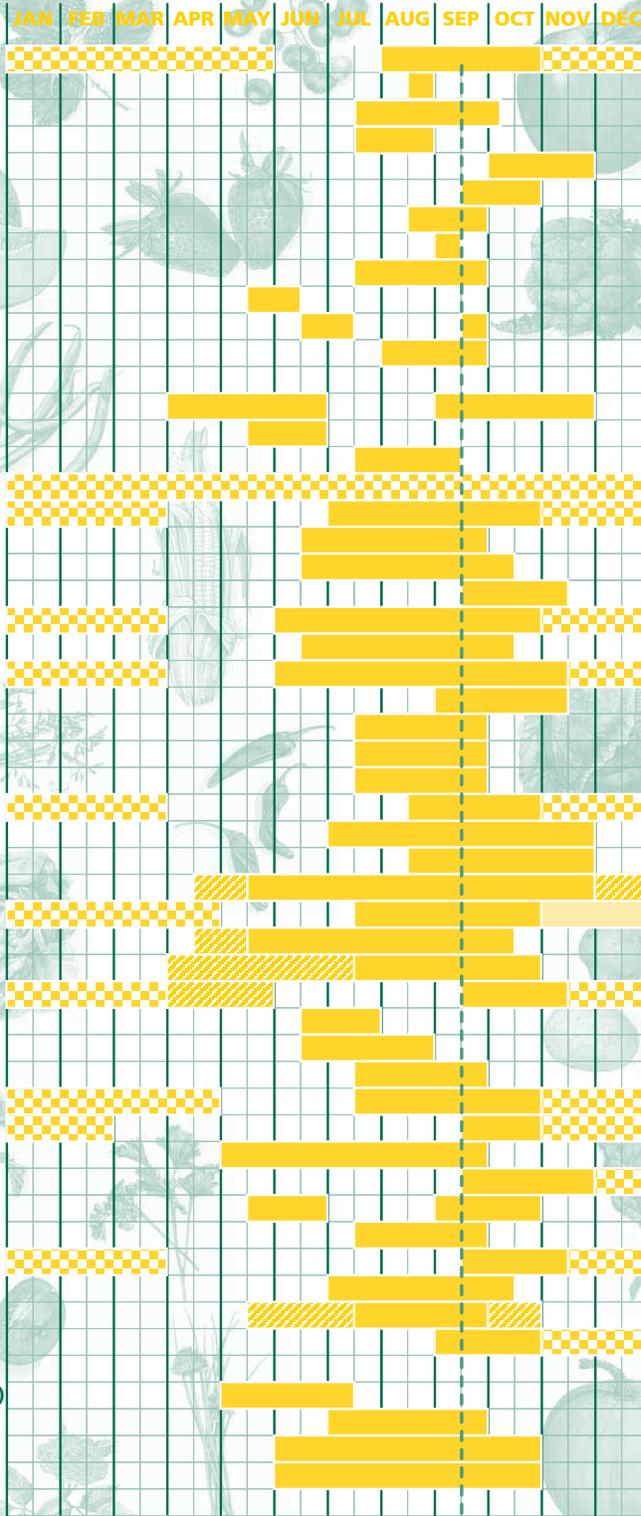
- Apples
- Blackberries
- Blueberries, Highbush
- Blueberries, Wild
- Cranberries
- Grapes
- Pears
- Plums
- Raspberries
- Rhubarb
- Strawberries
- Cantelope/Watermelon

## VEGETABLES

- Arugula
- Asparagus
- Beans (snap, wax)
- Dry beans
- Beets
- Beet Greens
- Broccoli
- Brussel Sprouts
- Cabbage
- Chinese Cabbage
- Carrots
- Cauliflower
- Sweet Corn
- Cucumbers
- Eggplant
- Garlic
- Kale/Collards
- Leeks
- Lettuce/Mixed Greens
- Onions, bulb
- Onions, scallions
- Parsley
- Parsnip
- Peas (shell)
- Peas (edible pod)
- Peppers
- Potatoes
- Pumpkins
- Radishes
- Rutabaga
- Spinach
- Summer Squash
- Winter Squash
- Swiss Chard
- Tomatoes
- Turnips

## OTHER

- Plants (annual bedding)
- Cut flowers
- Herbs
- Herb plants



approximate frost date for most of the state of Maine

 extended season, overwintered or from greenhouse  
 available from storage  
 harvest season

**PLEASE NOTE:** These bars represent average dates based on the beginning and middle of the months. Availability can vary widely from one end of the state to the other with such factors as locality, weather and variety grown. This chart is meant to serve as a guide for shopping for *real fresh* produce so you will know when to expect to *getrealmaine* on your grocer's shelves, direct from a farm stand or at a farmers' market.

## Maine Federation of Farmers' Markets

# TIPS FOR SHOPPING AT A FARMERS MARKET ON A BUDGET

Farmers markets are becoming more popular in many communities. The market is a place to buy local food from local farmers in a fun atmosphere. Fruits and vegetables from farmers markets are comparable in price to grocery-store products and you can find great savings on organic produce. It pays to shop smart at the market though! Here are some tips to consider before shopping at the farmers market:

1. **Make a list but be flexible** — be prepared with a list but if a cheaper fruit or vegetable is available and would work just the same, make a change.
2. **Look around before buying** — prices & quality may change from farmer to farmer.
3. **Be patient** — wait for a larger supply of a fruits or vegetables because prices will often be lower when there is an abundance.
4. **Don't overbuy and consider shelf life** — planning meals ahead will help so the food doesn't go bad.
5. **Buy in bulk...if you will use it** — buying larger amounts can often save money but only if you are going to use it before it goes bad.
6. **Avoid specialty items** — these items are usually more expensive and things you don't really need.
7. **Ask the farmer questions** — don't be afraid to chat with the farmer, they know their stuff and can give advice on how to cook and store the food they sell.
8. **Use your SNAP dollars and Bonus Bucks** — EBT cards are accepted at many farmers markets and some offer other incentives like Bonus Bucks.



## APPENDIX C:

### Maine Farmers Markets That Accept EBT

#### The following Maine farmers markets accept EBT/SNAP:

- ▶ Augusta at Mill Park
- ▶ Bangor – Downtown Sunday Market
- ▶ Bangor – Ohio Street Market
- ▶ Bar Harbor Eden
- ▶ Bath
- ▶ Brunswick – Crystal Springs
- ▶ Belfast
- ▶ Bethel
- ▶ Blue Hill Fairground
- ▶ Brewer
- ▶ Brewer – "Penobscot Market"
- ▶ Bucksport
- ▶ Calais – Sunrise County
- ▶ Dover-Foxcroft – Dover Cove
- ▶ Eastport
- ▶ Ellsworth
- ▶ Ellsworth Winter Market
- ▶ Fairfield
- ▶ Gardiner
- ▶ Hallowell
- ▶ Lewiston at Bates Mill
- ▶ Lewiston Winter Market
- ▶ North Berwick
- ▶ Norway
- ▶ Poland
- ▶ Portland
- ▶ Portland Winter Market
- ▶ Princeton
- ▶ Rumford – River Valley Farmers' Market
- ▶ Sanford and Springvale
- ▶ Skowhegan
- ▶ Skowhegan Winter Market
- ▶ Unity
- ▶ Waterville
- ▶ Waterville Winter Market

Please keep in mind that the following lists were current as of **August 2014**, and are subject to change.

## APPENDIX D:

### Maine Federation of Farmers' Markets: Getting Started With EBT/SNAP

The Maine Federation of Farmers' Markets is a nonprofit organization dedicated to supporting farmers markets across the state. We have assisted many markets in establishing EBT programs for their customers, and offer a number of resources on our website, [mainefarmersmarkets.org](http://mainefarmersmarkets.org). The Federation can help assess your market's capacity for running a successful EBT program.

Markets committed to accepting EBT payments should begin by applying for a license. Individual farmers can apply or the market can apply as a whole. Most Maine markets have chosen to apply for an FNS number collectively, in order to reduce costs and facilitate implementing a sustainable EBT program. The USDA offers step-by-step application instructions on its website <http://www.fns.usda.gov>.

The next step is to acquire equipment and a service provider to process the payments, usually via a handheld device or phone. There are a variety of systems available, with a range of associated fees. Operation is fairly simple, but most markets find they need a staff member or volunteer to operate the machine at the market, plus someone will need to handle the accounting and distributing of payments to individual vendors weekly.

Many Maine markets develop incentive programs to attract EBT customers and keep them coming back. Incentive programs often include coupons or rebates for shoppers, and thus require fundraising support. Promoting the incentive programs is another important factor to consider in developing a sustainable EBT program. The Federation can help.

**Please feel free to contact us! MFFM has resources available to help markets:**

- ▶ Choose equipment and a merchant service provider
- ▶ Identify community partners to support EBT programs
- ▶ Implement an accounting and reimbursement system
- ▶ Establish data collection and reporting processes
- ▶ Develop incentive programs
- ▶ Create fundraising strategies
- ▶ Manage EBT volunteers/staff
- ▶ Promote EBT programs at markets



## APPENDIX E: 2013 SNAP-Ed Pilot Design & Evaluation

### Pilot Objectives

---

The purpose of this two-site pilot was to reinforce the objective of SNAP-Ed to improve the likelihood that individuals receiving SNAP will make healthy food choices within a limited budget. To do this, the University of New England and Wholesome Wave partnered with the Maine Federation of Farmers' Markets to develop a model through which farmers markets were introduced in SNAP-Ed curricula as accessible and affordable outlets for healthy food.

A portion of the lesson was tailored to markets that participated in the Bounty Bucks nutrition incentive program as a part of Wholesome Wave's Double Value Coupon Program (DVCP) network, which incentivizes the use of federal nutrition benefits, such as SNAP. The goal of incorporating the incentive program into the pilot model was to reinforce the healthy food choice component of the SNAP-Ed program, while also addressing affordability challenges for participants. The integration of incentive programs with SNAP-Ed enabled SNAP recipients to more easily act on knowledge gained through nutrition education and purchase healthy fruits and vegetables for their families.

### Pilot Partners

---

For the 2013 pilot, Wholesome Wave worked with the Healthy Maine Partnerships (HMPs) and farmers markets in two locations, Portland and Norway. In Portland, the SNAP-Ed provider was Healthy Portland and the Portland Farmers Market operated the incentive program, known as Bonus Bucks at both of these sites. In Norway, Healthy Oxford Hills provided SNAP-Ed, while the Norway Farmers Market operated Bonus Bucks. The HMPs had some flexibility in implementation, allowing them to tailor the pilot curriculum to best meet the needs of the community they were serving. With one urban site and the other rural, Wholesome Wave observed benefits and challenges that emerged based on population density. The Maine Federation of Farmers Markets was a key collaborator, providing insight and feedback into the farmers market-focused SNAP-Ed pilot curriculum.



©2014 Glenn Charles

The Bonus Bucks program operated slightly differently in Portland and Norway. Portland's farmers market offered a 25% match, through which participants received an additional \$5 for every \$20 in SNAP spent. The Norway farmers market offered a 50% match: for every \$10 in SNAP spent, participants received an additional \$5.

### Recruitment & Structure

---

The participating Healthy Maine Partnerships were responsible for recruiting and enrolling participants in the pilot who met the income qualifications for SNAP-Ed programming. In total, there were 69 pilot participants in Portland and 51 pilot participants in Norway.

## Pilot Structure

---

The pilot classes were required to include a minimum 10-minute discussion about the nearby farmers market, local food, seasonality, as well as participants' ability to use SNAP dollars and Bonus Bucks at the participating farmers market. The curriculum also consisted of a series of handouts that were explained and distributed by the SNAP-Ed instructor. These handouts included:

- ▶ **Information about the local farmers market**, including location, dates and hours of operation. If available, participants received a flyer to build recognition of farmers market branding and messaging.
- ▶ An explanation of how the **Bonus Bucks program** works at the farmers market.
- ▶ **Tips on how to shop** at a farmers market.
- ▶ **The Maine Organic Farmers and Gardeners Association's (MOFGA)** brochure of seasonal produce in the state.
- ▶ **A seasonal recipe using products available at the farmers markets**, which participants were encouraged to try at home. These recipes were rotated throughout the season as availability changed.

Each enrolled participant took part in one class, after which Wholesome Wave tracked their visits to the farmers market and use of Bonus Bucks for 12 weeks. They also took a pre-survey at the time of the class, followed by a post-survey 10 to 13 weeks later.

## Evaluation

---

Pre- and post-surveys were designed to identify changes in:

- ▶ **Consumption of fruits and vegetables** over the 12-week tracking period.
- ▶ **Shopping patterns** (whether participants purchased more fresh fruits and vegetables and were choosing to shop locally at the farmers market).
- ▶ **Knowledge of local fruits and vegetables**, including what it means to eat seasonally.
- ▶ **Nutrition knowledge and healthy cooking skills.**
- ▶ **Comfort in shopping at farmers markets.**

Interviews were also conducted with the SNAP-Ed Nutrition Educators teaching the pilot curriculum. Nutrition Educators were asked questions about how the pilot curriculum impacted their ability to recruit SNAP-Ed participants for classes, the type of feedback they were receiving from participants, specific challenges they believed class participants faced in attending and spending SNAP dollars at the market regularly, as well as changes they would suggest for the curriculum in the future.

## Key Findings and Insights

---

The clearest area of change among participants over the course of the pilot, as evidenced by survey responses, was an increase in knowledge of the variety of locally grown fruits and vegetables available in the region, as well as where to purchase local produce.

Approximately 65% of participants reported that the pilot class motivated them to attend the farmers market, and 73% said that the incentives offered through the pilot were a key driver. A Healthy Portland SNAP educator shared, "A lot of people I spoke with didn't used to shop at the farmers market and they've told me that they like it and weren't aware that we provide an incentive. I think that's been great for people to find out about as well."

Over the twelve-week period, there was a notable increase in self-reported farmers market visits. Additionally, through interviews with participating SNAP educators, it was discovered that forging connections with local farmers markets and implementing the pilot curriculum was a valued and effective addition to traditional programming and an asset to SNAP-Ed recruitment. These findings were the foundation for the "Choosing Locally Grown Fruits and Vegetables" curriculum found in this toolkit.

## APPENDIX F:

### Healthy Oxford Hills Recipes

---

**The following pages contain recipe handouts:**

- ▶ Wilted Kale Salad with Cranberries and Balsamic Vinegar
- ▶ Garlicky Dressing
- ▶ Wilted Kale Salad
- ▶ Creamy Peanut Dip
- ▶ Gucumber Yogurt Dip
- ▶ Farmers Market Gazpacho
- ▶ Garden Chili
- ▶ Garden Waldorf Salad



## Wilted Kale Salad with Cranberries and Balsamic Vinegar

### INGREDIENTS

- 1 large bunch of black or purple kale
- 1 small red onion or shallot, chopped
- 2 Tbsp olive oil for cooking, and 1 Tbsp for dressing
- ½ cup dried cranberries or currants
- 2 teaspoons orange zest
- 2 teaspoons balsamic vinegar
- Coarse salt and freshly ground pepper to taste.

### DIRECTIONS

1. Rinse, pull leaves from ribs and coarsely chop kale. Set aside.
2. Heat 2 Tbsp oil in large skillet over medium heat. Add onions and cook about 3 minutes or until translucent. They should still be a little crunchy.
3. Add kale and cook until it has wilted or reduced in size, about 3–5 minutes.
4. Remove from heat. Toss kale and onions with remaining olive oil, cranberries, orange zest and balsamic vinegar. Add salt and pepper to taste.
5. Chill in refrigerator for 1 or more hours. Let salad stand at room temperature for 10–15 minutes prior to serving.



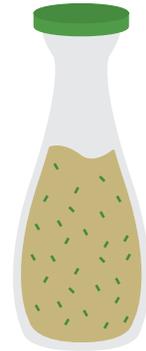
## Garlicky Dressing

### INGREDIENTS

- 1–2 garlic cloves, peeled and minced (or put through a garlic press)
- ½ teaspoon dried oregano
- ½ cup red wine vinegar
- ¾ cup olive oil
- Salt and pepper

### DIRECTIONS

1. Put all ingredients in a bowl.
2. Using a whisk or fork, mix until everything is well combined, about 30 seconds. (Or shake in a container with a tight-fitting lid.)
3. Cover and refrigerate for no longer than 3 weeks.
4. Add to fresh greens from the farmers market.



## Wilted Kale Salad

### INGREDIENTS

- 1 large bunch of kale
- 1 red pepper, finely chopped
- 3 Tbsp tamari
- 3 Tbsp olive oil
- 3 Tbsp lemon juice
- 1 Tbsp onion powder

### DIRECTIONS

1. Remove hard ribs from the kale. Shred kale finely.
2. Add all remaining ingredients. Using your hands, massage salad for a minute or until it begins to wilt.
3. Serve immediately.



## Creamy Peanut Dip

### INGREDIENTS

- ¼ peanut butter (creamy)
- 2 Tbsp orange juice
- ½ cup yogurt, low-fat vanilla

### COST

- Per recipe: \$0.90
- Per serving: \$0.15

### DIRECTIONS

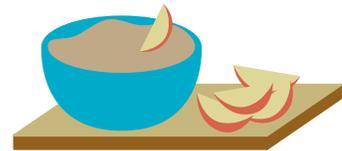
1. In a small bowl, mix the peanut butter and orange juice until smooth.
2. Stir in the vanilla yogurt.
3. Cover and put in the fridge until chilled.

**Yield** 6 servings

**Serve with** fresh apples, pears, carrot sticks or celery sticks.

### SOURCE

Pennsylvania Nutrition Education Program, Pennsylvania Nutrition Education Network Website Recipes



## Cucumber Yogurt Dip

### INGREDIENTS

- 2 cups yogurt (plain, low-fat)
- 2 large cucumbers
- ½ cup sour cream (non-fat)
- 1 Tbsp lemon juice
- 1 Tbsp fresh dill
- 1 garlic clove (chopped)
- 1 cup cherry tomatoes
- 1 broccoli florets
- 1 cup carrot (baby)

### COST

- Per recipe: \$3.41
- Per serving: \$0.57

### DIRECTIONS

1. Peel, seed, and grate one cucumber. Slice other cucumber and set aside.
2. Mix yogurt, grated cucumber, sour cream, lemon juice, dill, and garlic in a serving bowl. Chill for 1 hour.
3. Arrange tomatoes, cucumbers, broccoli, and carrots on a colorful platter. Serve with cucumber dip.



**Yield** 6 servings

### SOURCE

Centers for Disease Control and Prevention,  
*More Matters Recipes*

## Garden Waldorf Salad

### INGREDIENTS

- 3 cups broccoli florets
- 1 cup carrot (grated)
- 1 ½ cups cauliflower (sliced)
- 1 cup apple (chopped)
- ½ cup green onion (chopped)
- 1 cup non-fat vanilla yogurt
- ¼ cup peanuts

### COST

- Per recipe: \$2.85
- Per serving: \$0.71

### DIRECTIONS

1. Toss all ingredients together in a large mixing bowl.
2. Refrigerate until ready to serve, up to 6 hours.
3. Serve chilled.

**Yield** 6 servings

### SOURCE

Dorothy C. Lee, CFCS and Linda K. Bowman, RD/LD/N  
University of Florida, IFAS Extension,  
*Cooking Healthy with Diabetes*



## Farmers Market Gazpacho

### INGREDIENTS

- 2 cucumbers (diced into ¼ inch pieces)
- 3 red bell peppers (seeded and diced into ¼ inch pieces)
- 3 green peppers (seeded and diced into ¼ inch pieces)
- 4 celery stalks
- 2 tomatoes (diced into ¼ inch pieces)
- 1 onion (medium, (diced into ¼ inch pieces)
- 2 lemons
- 2 cups tomato juice, low-sodium
- 3 garlic cloves (fresh minced)
- 3 garlic cloves (fresh minced)
- 1 Tbsp cumin (grated)
- 1 cup cilantro (fresh chopped)
- Salt and pepper (to taste, optional)

### DIRECTIONS

1. Combine all ingredients, except salt, pepper and lemons, in a bowl.
2. Remove 2 cups of the mixture and reserve.
3. Using a blender or food processor, puree the remaining mixture in the bowl.
4. Add the reserved mixture to the pureed mixture.
5. Season with salt, pepper (optional) and the juice from the lemons.
6. Using a blender or food processor, puree the remaining mixture in the bowl.
7. Serve cold, garnished with chopped cilantro.



**Yield** 4 servings

### COST

Per recipe: \$3.41  
Per serving: \$0.57

## Garden Chili

### INGREDIENTS

- ¾ lbs ground beef (lean, 10% fat)
- ½ cup green pepper (chopped)
- ½ onion (large, chopped)
- ½ cup celery (chopped)
- ¾ cups kidney beans (canned, drained and rinsed)
- ½ cup corn (sweet)
- 8 oz. tomato sauce
- 1 cup tomatoes (chopped fresh)
- 1 dash black pepper
- ½ Tsp garlic powder
- 2 Tsp chili powder

### COST

Per recipe: \$3.41  
Per serving: \$0.57

### DIRECTIONS

1. Place ground beef in a skillet sprayed with non-stick cooking spray. Brown meat over medium-high heat, stirring occasionally to break it into pieces. Drain fat and blot meat with paper towels. Transfer beef into a colander and rinse with very hot water to further remove fat.
2. Add green pepper, onion, and celery. Cook until softened.
3. Add beans, corn, tomato sauce, chopped tomatoes, pepper, garlic and chili powder.
4. Cook mixture over low heat for 20 minutes.
5. Serve hot in bowls. Or serve as a dip with baked tortilla chips or on a bun.
6. Cover and refrigerate leftovers within 2 hours.



**Yield** 4 servings