



**WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION**

# **Farmers Markets as SNAP-Ed Partners**

A vital source of fruits, vegetables, and other local foods for SNAP eligible shoppers, promoting healthy eating for everyone.

**Colleen Donovan, Executive Director**

SNAP-Ed Forum

April 12, 2023 | Spokane



### What is a Farmers Market?

A Farmers Market is a market place designed to bring the consumer face-to-face with the producer of agricultural products. The consumer can find:

- ◆ Fresh locally grown fruits and vegetables
- ◆ Bedding plants, house plants, flowers and herbs
- ◆ Honey, eggs, meats and cheeses
- ◆ Quality handicrafts, prepared foods and entertainment



### Why Shop at a Farmers Market?

For a wide variety of reasons including:

- ◆ Freshness of in-season produce
- ◆ Availability of bulk amounts
- ◆ Reasonable prices for quality foods
- ◆ Convenience of shopping in one central location
- ◆ Fun, outdoor atmosphere — talk to farmers, share recipes and ideas

### Where are Farmers Markets?

Everywhere! Both small towns and urban areas are seeing a growth in both the number and size of markets. Consumers find fresh, high quality, chemical-free foods. Producers find local distribution brings efficient marketing opportunities.



### What is the Washington State Farmers Market Association?

WSFMA is a network of Farmers Markets across the state. It was created in 1978 as a nonprofit organization funded by member markets. It works with other agricultural groups and government agencies to provide workshops and marketing resources.

The Mission Statement of the association is:

- ◆ To promote the sale of locally grown and produced Pacific Northwest agricultural products direct to the consumer through farmers markets.
- ◆ To provide a means by which farmers markets, their growers and producers can meet and work together.
- ◆ To support and provide educational opportunities for farmers market management and producers.
- ◆ To research and share technical information and to assist new and existing farmers markets.

### **For more information contact:**

Washington State Farmers Market Association  
11910-C Meridian E., Suite 29  
Puyallup, WA 98373  
Voice Mail (425) 710-2064  
Revised 3/98

# Getting Back to our Roots!



# **WASHINGTON STATE FARMERS MARKET ASSOCIATION**




























# **ZOOMING OUT**

**% of SNAP redeemed at Farmers Markets?**

**% of Farmers Market Sales are from SNAP, SMM, and FMNP?**

**What does it take for farmers markets to manage food access programs?**

## Eligible Foods – SNAP, SNAP Market Match, WIC/Senior FMNP

Use <b>SNAP Tokens</b> on These Items ONLY:						
	FRUIT 	VEGETABLES/ HERBS 	PLANTS THAT GROW FOOD 	FOOD SEEDS 	BREAD 	DAIRY 
	BAKED GOODS 	JAMS & JELLIES 	SYRUP & HONEY 	MEAT/FISH/ POULTRY 	NUTS 	MUSHROOMS 
Use <b>SNAP Market Match Dollars</b> on These Items ONLY:						
	FRESH FRUIT 	FRESH VEGETABLES/ HERBS 	MUSHROOMS 	PLANTS THAT GROW FOOD 	FOOD SEEDS 	
Use <b>WIC FMNP</b> on These Items ONLY:						
	FRESH FRUIT 	FRESH VEGETABLES/ HERBS 				
Use <b>Senior FMNP</b> on These Items ONLY:						
	FRESH FRUIT 	FRESH VEGETABLES/ HERBS 	HONEY 			
Use <b>Senior &amp; WIC FMNP Match</b> up to \$12/visit, thanks to Goosefoot/Goose Grocery.						
	FRESH FRUIT	FRESH VEGETABLES/ HERBS	HONEY Only Seniors			



NO CHANGE given for any currencies.

This material was funded by USDA Food and Nutrition Service. This institution is an equal opportunity provider.

# What else do Farmers Markets do?

*Event planning*

*Compliance: food safety, permits, fire dept, insurance*

*Credit/Debit cards*

*SHOPPERS!*

*Promotion, social media, posters, PR*

*Data collection*

*HR, managing seasonal staff, volunteers*

*VENDORS! Recruiting, rules & policies, curating product mix, managing personalities*

*Place-makers, entertainment*

*Policies & rules for market and FM org*

*Conflict management*

*Sponsorships, fundraisers*

*OTJ training galore*

*Securing locations and planning*

*Other duties as assigned*



EATING HEALTHY

FIGHTING HUNGER

CULTIVATING COMMUNITY

ENERGIZING NEIGHBORHOODS

PRESERVING FARMLAND

INCUBATING BUSINESSES

SUPPORTING FARMS

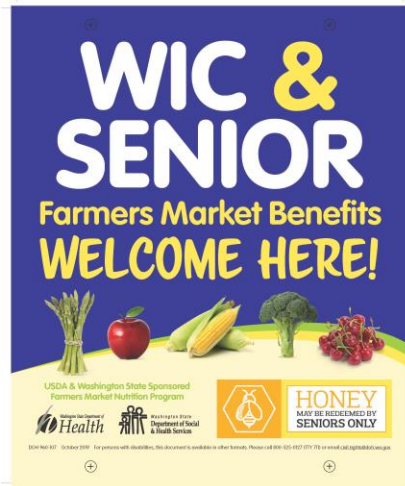
**How important is it to you that low-income people can shop at this farmers market with SNAP EBT (food stamps) or WIC / Senior FMNP?**

**16% Important**

**65% Very Important**

N = 3,724

Source: C. Donovan, 2017 USDA Cooperative Agreement



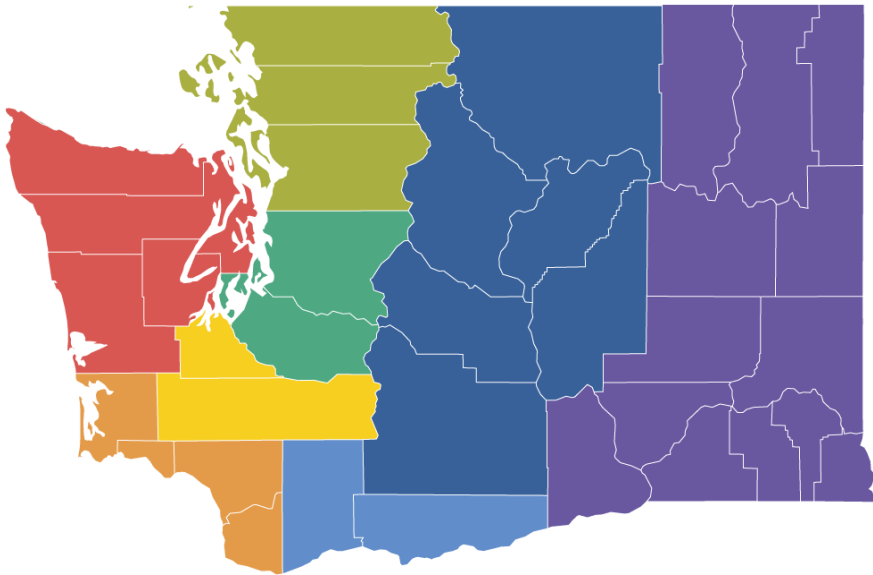
**Seattle**

# Food Access Programs at Farmers Markets in Washington

Program Features	Supplemental Nutrition Assistance Program (SNAP EBT)	Farmers Market Nutrition Program (FMNP) for WIC and Senior	SNAP Market Match
<b>Year program started in Washington State</b>	1939	WIC FMNP – 1992 Senior FMNP – 2001	Statewide Program with new logo 2019 or 2020
<b>Who is eligible to receive benefits?</b>	Low-income individuals or households that meet poverty guidelines and other criteria.	<ul style="list-style-type: none"> <li>WIC FMNP: Low-income women and children participating in the WIC program.</li> <li>Senior FMNP: Low-income adults over 60.</li> </ul>	SNAP recipients
<b>When can benefits can be used?</b>	Year-round	June 1 to October 31	Year-round
<b>How are benefits distributed?</b>	EBT card (Quest card)	<del>Paper checks worth \$4.00 each</del> e-FMNP	SMM Currency
<b>How much are the benefits worth?</b>	The average monthly benefit per person in Washington is \$???	<ul style="list-style-type: none"> <li>WIC provides \$28 per participant/\$84 family</li> <li>Senior provides \$80 per participant per season</li> </ul>	\$25 per day  (Was \$40 per day in 2022)
<b>Where can benefits be used?</b>	Any authorized SNAP EBT retailer.	At authorized farm vendor booths at authorized farmers markets or authorized farm stands.	At farmers markets that are participating in SNAP Market Match (and accept SNAP).
<b>What can benefits be used to buy?</b>	Any food for home consumption (i.e., breads and cereals, fruits, vegetables, meat, fish, poultry, dairy) and plants that produce food.	Washington State fresh fruits, vegetables and cut herbs. Senior FMNP checks can also be used to buy honey.	Fruits, vegetables Food plant starts, seeds Mushrooms
<b>Sales/Redemptions in 2022</b>	\$1.6 Million (2022)	\$1.7 Million at FMs \$>\$2 Million Total (2022)	\$1.47 Million (2022)



# WSFMA Regional Leads



**Region 3 | Northwest:** Rita Ordonez + Ellen Gray

**Region 1 | Central WA:** Cali Osborne

**Region 1 | Eastern WA:** Carolyn Knowles

**Region 2 | Columbia Gorge:** Hannah Ladwig

**Region 5 | Southwest WA:** Tina Eifert

**Region 5 | South Sound:** Rita Ordonez + Ellen Gray

**Region 4 | King & Pierce Co:** Leigh Newman-Bell

**Region 5 | West Sound:** Jess Sappington

*Goal:* Farmers markets are vital source of fruits, vegetables, and other local foods for SNAP eligible shoppers, promoting healthy eating for everyone

# Regional Lead Support for SNAP-Ed LIAs

Exploring and planning projects! In the winter...

Getting to know farmers markets and aligning goals.

Coordinating with other markets in area.

- Kids activities
- Chef demos
- Market Tours
- and more!

Materials such as SNAP A-Boards, Banners

Sharing with WSFMA



## EBT Customers

Ask us about a **FREE** book for your child!



Books are provided by the Readers to Eaters program through WSFMA and are aimed at promoting food literacy.



### KERNEL

KIDS EATING RIGHT-NUTRITION AND EXERCISE FOR LIFE

**EMERSON-GARFIELD FARMERS MARKET**  
2310 North Monroe  
Friday 3pm-7pm  
June 7 - September 27

**FAIRWOOD FARMERS MARKET**  
319 West Hastings Road  
Tuesday 3pm-7pm  
May 7 - October 15

**HILLYARD FARMERS MARKET**  
5104 North Market  
Monday 3pm-7pm  
June 3 - September 23

**KENDALL YARDS NIGHT MARKET**  
1335 West Summit Parkway  
Wednesday 5pm-9pm  
June 19 - August 21

**THURSDAY FARMERS MARKET**  
924 South Perry Street  
Thursday 3pm-7pm  
May 2 - October 31

**SPOKANE FARMERS MARKET**  
Corner of 5th and Browne  
Wednesday 8am-1pm  
July 3 - August 28

**SPOKANE VALLEY**  
2426 N Discovery Place  
Friday 5pm-8pm  
June 7 - September 13



## WASHINGTON STATE FARMERS MARKET ASSOCIATION

- Subject matter expertise on farmers markets organizations, economic impacts, trends throughout WA
- Regional Lead Team for local support
- Farmers market directories: statewide, regional, online
- Farmers Market Food Access Forum
- National networks and best practices re: nutritional educational activities that take place in farmers markets and with farmers market shoppers
- Farmers market data and data collection methods
- Educational materials on SNAP, SNAP Market Match, and FMNP.
- Technical support for SNAP Market Match
- Policy and advocacy support, state and federal
- Annual Farmers Market Conference and Boot Camp

**[foodaccess@wafarmersmarkets.org](mailto:foodaccess@wafarmersmarkets.org)**

# www.wafarmersmarkets.org

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 Find a Market

ABOUT ▾

MARKET SUPPORT ▾

VENDOR RESOURCES

CONFERENCE

FOOD ACCESS ▾

MEMBERSHIP ▾



**I ♥ MY  
FARMERS  
MARKET**

**WAFARMERSMARKETS.ORG**