



WASHINGTON STATE
FARMERS MARKET
ASSOCIATION

Fresh Food For All: Making the Most of your Farmers Market Partnerships

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WSFMA & Food Access

WSFMA's Role in Food Access:

Supporting farmers markets to run successful food access programs.

Our Goal:

To ensure that farmers markets are a vital source of fruits, vegetables, and other local foods for SNAP and FMNP shoppers, promoting healthy eating for everyone.

To Do This Work WSFMA:

- Works closely with Washington State Department of Social and Health Services (DSHS), Department of Health (DOH), Washington State University SNAP-Ed, and other partners.
- Collaborates with partners to coordinate opportunities, measure outcomes, track changing technology, and share best practices.

Your Food Access Support System

Regional Leads Team



Stacy Carkonen
WSFMA
Food Access Coordinator



Hannah Duffany
WSFMA
Program Associate
King Co. Regional Lead



Tina Eifert
Southwest: Clark, Pacific,
Cowlitz, Wahkiakum, Lewis,
and Thurston



Michelle Progar
Northeast Tri-Counties:
Ferry, Stevens, Pend Oreille, Eastern
Okanogan



Jess Sappington
West Sound + Pierce Co:
Kitsap, Mason, Grays Harbor,
Clallam, Jefferson



Damien Davis
Southeast Tri-Cities: Yakima, Benton,
Franklin, Walla Walla, Whitman,
Columbia, Garfield, Asotin

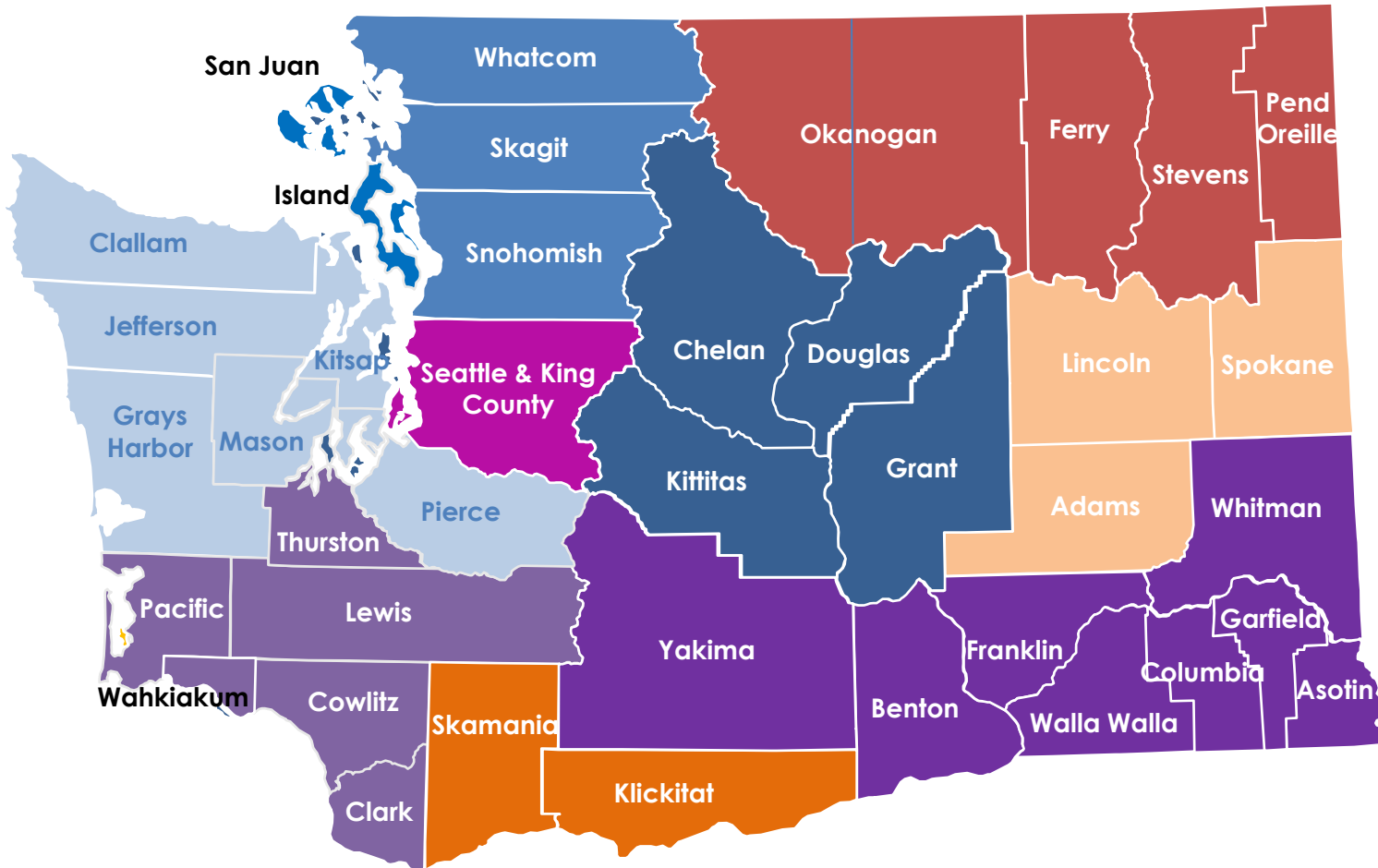


Hannah Ladwig
Columbia Gorge: Klickitat,
Skamania



Karyna Goldsmith
Greater Spokane County:
Spokane

WSFMA Regional Leads FFY2024



Food Access & Farmers Markets

What do food access programs look like at farmers market?



Food Access Programs by the Numbers

2023 Annual Sales / Redemptions at Farmers Markets

SNAP EBT

**Over 1.3
Million**

**SNAP Market
Match**

**Over \$1.1
Million**

**WIC & Senior
FMNP**

**Over \$2.3
Million**

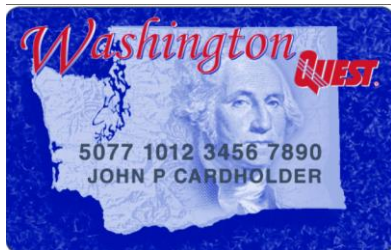
Total:

**Over 4.6
Million**



SNAP/EBT Programs at Farmers Markets

SNAP EBT	SNAP Market Match	SUN Bucks	Fresh Bucks & Others
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- \$120 per summer
- SNAP Market Match eligible
- Expires 122 days after it is issued

Seattle Only



- Year Round

- Up to \$25 a day
- Year Round
- Expires end of season

Food Access Programs at Farmers Markets

WIC & Senior FMNP

















- June 1 – Oct. 31
- WIC FMNP = \$30 per qualifying family member per month, up to \$90 per season
- Senior FMNP qualifying shoppers receive \$80 per season.

WIC Fruit & Veg Benefit



- Can be used year round
- On the WIC Shopper App
- Can be used at grocery stores and Farmers Markets
- Minimum of \$26 a month (use it or lose it per month)

Washington State Farmers Market Association
2024 Farmers Market Food Access Currencies

	Supplemental Nutrition Assistance Program - SNAP			Farmers Market Nutrition Program		
	SUN Bucks (Summer EBT)	SNAP EBT	SNAP Market Match	Senior FMNP	WIC FMNP <i>Women Infants, & Children (WIC)</i>	WIC Fruit & Vegetable Benefits
Logos or signs						
Currency used with Vendors				 or 	 or 	
Where does customer get market currency?	Information Booth	Information Booth	Information Booth	Local senior agency or DSHS	Local WIC clinic or DOH	
How much does customer get?	\$120 per summer	No limit	Up to \$25 per day	\$80 per season	\$30 to 90 per season	\$26 or more per month
When can customer use currency?	Starting mid-June	Anytime	Anytime	June 1- Oct 31	June 1- Oct 31	Anytime
When does it expire?	122 days from issuance	Never	Dec 31	Oct 31	Oct 31	End of month
Do customers get change?	No	No	No	N/A	N/A	N/A
Where do people sign up?	Through schools	Local DSHS office	Automatic. No need to sign up	Local senior agency (DSHS)	Local WIC clinic (DOH)	



\$10 EBT

\$10 SNAP Market Match

\$20 SUN Bucks

\$20 SNAP Market Match

\$60













\$28 WIC FMNP

\$10 WIC Fruit & Veg Benefit























\$98

Helping shoppers see how they can stack their benefits.

Washington State Farmers Market Association
2024 Farmers Market Food Access Currencies

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Where do people sign up?	Through schools	Local DSHS office	Automatic. No need to sign up	Local senior agency (DSHS)	Local WIC clinic (DOH)	

2024 Farmers Market Food Access Currencies

PRODUCTS	Summer EBT or SUN Bucks	SNAP EBT	SNAP Market Match	Senior FMNP	WIC FMNP	WIC Fruit & Vegetable Benefits
<u>Fresh</u> fruits, vegetables, cut herbs, mushrooms						
<u>Dried</u> fruit, vegetables, herbs, beans, and nuts						
Plants or seeds that produce food						
Honey						
Meat, fish, poultry, eggs, dairy						
Bread, pastries, and other baked goods						
Value-added, pantry items e.g., jams, salsa, hummus, pickles, etc.						
Snacks, pre-packaged beverages						
Hot, ready-to-eat foods	Not allowed					
Alcohol	Not allowed					
Flowers or any other product humans don't eat	Not allowed					

2024 Regional Food Access Directories



If you get SNAP (Supplemental Nutrition Assistance Program) benefits on your Washington Quest Electronic Benefits Transfer (EBT) Card, you can shop at authorized farmer markets. Look for the Quest logo next to the farmers market name. To shop at farmers markets:

- » **GO** to the farmers market Information Booth.
- » **SWIPE** your SNAP card and receive tokens.
- » **SPEND** tokens on SNAP-eligible foods.
- » **SNAP** tokens do not expire.



SNAP Market Match gives shoppers who use SNAP EBT extra benefits to spend on fruits and vegetables at participating farmers markets. Look for the SNAP Market Match logo next to the farmers market name.

- » **SWIPE** your SNAP EBT card at the Info Booth.
- » **RECEIVE** \$1 for every \$1 in SNAP EBT, usually up to \$25 per day.
- » **SPEND** SNAP Market Match on fresh fruits, vegetables, herbs, mushrooms, seeds, and edible plants.
- » **SNAP Market Match** expires on Dec. 31, 2023.



Farmers Market Nutrition Program (FMNP) provides participants in Women, Infants, and Children (WIC) and low-income Seniors benefits to spend at farmers markets. Contact your local agencies to sign up.

- » **RECEIVE** WIC or Senior FMNP benefits on an electronic card (new in 2023).
- » **SHOP** for fresh fruits, vegetables, and herbs. Seniors can also buy honey.
- » **FMNP** can be used June 1 to Oct. 31.
- » New in 2023, WIC participants can use their Fruit and Vegetable Benefits at farmers markets that accept FMNP.

Other Matching Programs

Some farmers markets offer additional benefit or match programs. Check at each market's information booth to see what other benefits programs the market offers.



DDH 340-387 June 2023

WSFMA, Washington Department of Health, Washington State Senior FMNP, and WIC FMNP do not discriminate. To request this document in another

Northeast Washington Farmers Markets

2023

Chelan, Grant, Okanogan, Pend Oreille, Stevens



Northeast Washington Farmers Markets

Food benefits are accepted at farmers markets! The list below shows which are accepted: SNAP EBT SNAP Market Match WIC & Senior FMNP

County and Markets	Benefits Accepted	Dates	Days	Hours
Chelan County				
Cashmere Community Farmers Market Cashmere Museum, 600 Cotlets Way cascademarkets.org/cashmere		May 14 – Oct 15	Sunday	9:00 am – 1:00 pm
Leavenworth Community Farmers Market 330 Evans St cascademarkets.org		Jun 1 – Oct 12	Thursday	4:00 pm – 7:00 pm
Wenatchee Valley Farmers Market Pybus Public Market, 3 N Worthen St wenatcheefarmersmarket.com		May 13 – Oct 28 Jun 21 – Aug 9	Saturday Wednesday	8:00 am – 1:00 pm 8:00 am – 1:00 pm
Grant County				
Moses Lake Farmers Market McCosh Park, 401 W 4th Ave moseslakefarmersmarket.com		May 6 – Oct 28	Saturday	8:00 am – 1:00 pm
The B Street Market - Quincy 11 B St SE thebstreetmarket.com		Jun 3 – Sep 16	Saturday (1st & 3rd)	9:00 am – 1:00 pm
Okanogan County				
Methow Valley Farmers Market - Twisp 201 Hwy 20 S, Parking Lot methowvalleyfarmersmarket.com		Apr 6 – Oct 28	Saturday	9:00 am – 12:00 pm
Okanogan Valley Farmers Market American Legion Park, 2nd Ave N okanoganfarmersmarket.org		May 13 – Oct 28	Saturday	9:00 am – 1:00 pm
Omak Farmers Market Downtown, Eastside Park		Jun 20 – Oct 24	Tuesday	3:30 pm – 6:30 pm
Oroville Farmers Market 1276 Main St okanogancountry.com/poi/oroville-market		May 6 – Oct 28	Saturday	9:00 am – 1:00 pm
Tonasket Farmers Market Triangle Park Hwy 97 & Western Ave tonasketfarmersmarket.com		Apr 22 – Nov 19	Thursday	2:00 pm – 6:00 pm
Pend Oreille County				
Newport Farmers Market Newport Rodeo Grounds, 1101 1st St		May 6 – Oct 28	Saturday	9:00 am – 1:00 pm
Stevens County				
Chewelah Farmers Market Chewelah City Park chewelahafrmersmarket.com		May 12 – Oct 13	Friday	11:00 am – 3:30 pm
Northeast Washington Farmers Market - Colville 287 E Astor Ave newfarmersmarket.org		May 3 – Oct 28	Wednesday/Saturday	9:00 am – 1:00 pm

2024 Regional Food Access Directories

- **2024 order form is now open.**
 - The order form is available as a Google form and is available on the WSFMA Food Access Forum webpage.
- **Orders due by May 23.**
- Directories are available in **4 languages:**
 - English, Spanish, Vietnamese, and Russian.
- Directories are **always free** and delivered to your door.
- If you need to order for **more than one region, please submit a separate order form.**
- You can find PDF copies of the directories on www.findamarket.org.

Questions?



What are Regional Leads?

Every market in WA has a “**Regional Lead**” who is an “on-the-ground” resource to support farmers markets and vendors, coordinate outreach and **SNAP-Ed activities with local partners**, and keep farmers markets updated about technical, policy, or funding changes to food access programs.

Your Regional Lead may be...

- A market manager in your area.
- A local organization / partner representative that works within the food system.
- A WSFMA employee wearing two “hats”.

Find Your Regional Lead!

+ Northeast Tri-Counties: Ferry, Stevens, Pend Oreille, Eastern Okanogan Counties

+ Central WA: Western Okanogan, Chelan, Douglas, Kittitas, and Grant Counties

+ Southeast Tri-Cities: Yakima, Benton, Franklin, Walla Walla, Whitman, Columbia, Garfield, and Asotin Counties

+ North Sound: Whatcom, Skagit, Snohomish, Island, San Juan Counties

- King County

If your farmers market needs support with your food access programs or SNAP-Ed activities, please contact Hannah Duffany, WSFMA Regional Lead, by emailing hannah@wafarmersmarkets.org or by calling (206) 706-5198.

+ Pierce County

+ West Sound: Kitsap, Mason, Grays Harbor, Clallam, Jefferson

Examples of RL Support

Regional Leads Can Help By...

- **Providing** markets up-to-date SNAP, SNAP Market Match and WIC/Senior FMNP program signage, including A-Boards and Banners.
- **Providing** markets 1:1 support getting started, renewing, and/or growing WIC/Senior FMNP, SNAP, or SNAP Market Match programs.
- **Supporting** implementation and promotion of SNAP Market Match and other fruit and vegetable incentive match programs at farmers markets.

Examples of Support

- **Educating** partners, farmers markets, and growers about how each program works, how to use food benefits at farmers markets, and what's in season.
- **Supporting** and connecting farmer markets and SNAP-Ed partners with activities that promote healthy eating and farmers market shopping, such as kids' activities, chef demos, Market Tours, and more!
- **Partnering** to promote farmers markets' food access programs, including sharing "[Regional Farmers Market Food Access Directories](#)"

Opportunities for Partnership at Farmers Markets

SNAP-Ed Partners can assist farmers markets in many ways!

*** Regional Leads can help be your connector ***

- **Kids Activities / Kids Clubs** – targeted programming for SNAP families
- **Nutrition Activities** - non kid focused/general



Cool Kids
Eat Kale!

Opportunities for Partnership at Farmers Markets



- **Cooking Demonstrations** – SNAP focused nutrition and recipes
- **Market Tours** - Creation of a program, conducting tours and more!
- **Outreach & Promotion** – Assist market in doing outreach

Supporting SNAP Promotion

How can SNAP-Ed Partners ACTIVELY Support Farmers Market SNAP / Food Access Program Promotions?

Example:

Farmers Market Food Access Outreach
PROJECT - Kitsap County



Overview of Project

WHAT

Strategy for targeted outreach and education to promote use of SNAP Market Match Program

WHO

WSFMA Regional Lead

Kitsap Public Health District SNAP-Ed

WSU Extension Kitsap County SNAP-Ed

Kitsap County Farmers Market Alliance

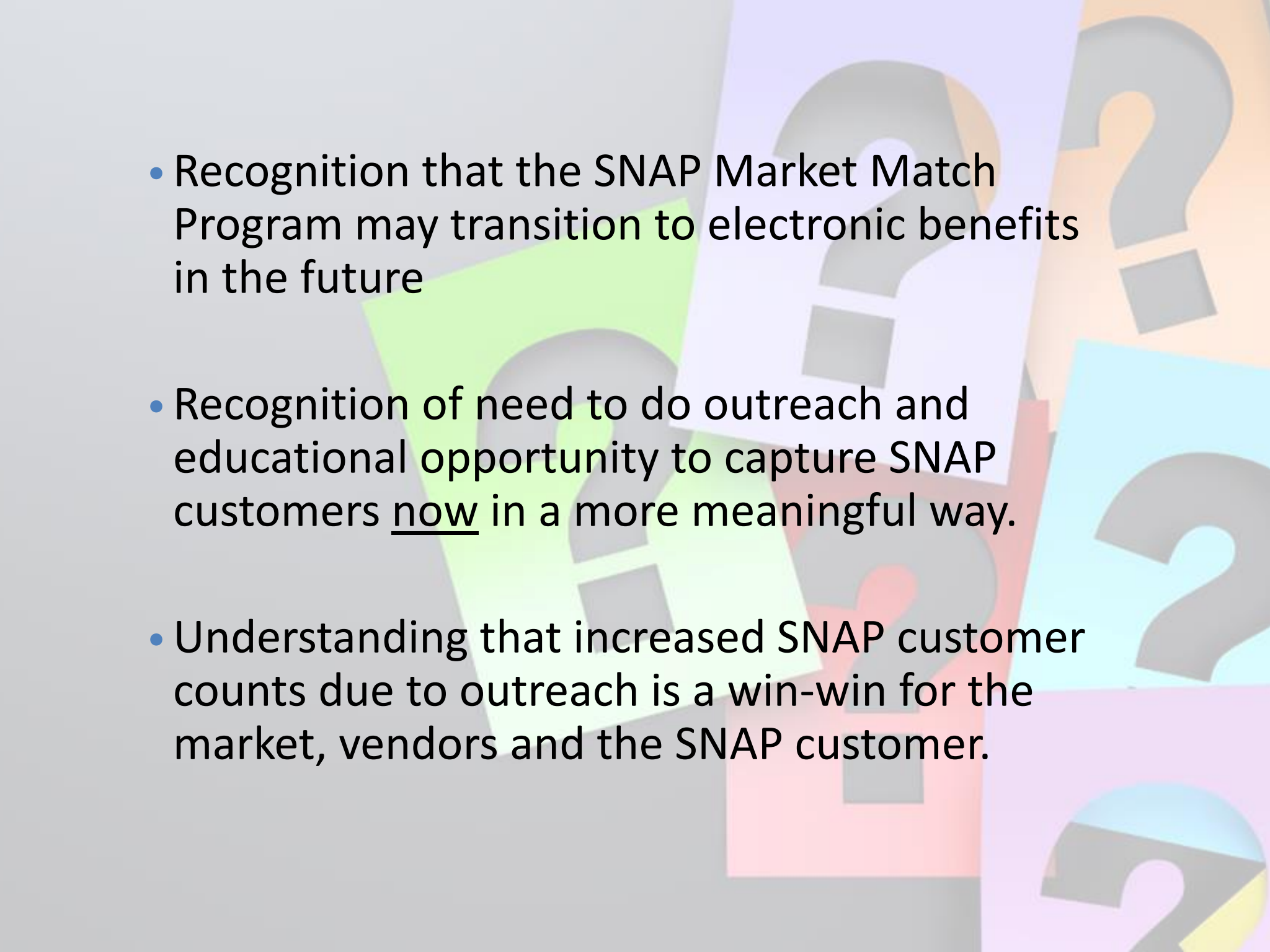
WHEN

2023 Market Season

WHERE

Kitsap County, Washington



- 
- The background of the slide features several large, semi-transparent question marks in various colors (grey, green, blue, orange, pink) overlaid on a grid of colored squares. The squares are in shades of light green, light blue, light orange, and light pink, creating a collage-like effect.
- Recognition that the SNAP Market Match Program may transition to electronic benefits in the future
 - Recognition of need to do outreach and educational opportunity to capture SNAP customers now in a more meaningful way.
 - Understanding that increased SNAP customer counts due to outreach is a win-win for the market, vendors and the SNAP customer.

Project Goals

01

Create a collaborative strategy to improve effectiveness and reach for promotion of the SNAP Market Match Program in Kitsap County

02

Increase awareness and decrease misconceptions about the SNAP Market Match Program amongst SNAP-eligible populations

03

Change behavior within SNAP-eligible populations so that utilizing the SNAP Market Match Program at the Market will be a first choice when purchasing fresh, nutritious foods

STEP 1: Localize SNAP Market Match Rack Cards



CREATE MATERIALS

Create a shared print material to enable SNAP-eligible customers to learn about the SNAP Market Match program AND easily see where the nearest participating market is for them



FUNDING

Small budget provided through WSFMA for printing costs



Double your SNAP/EBT dollars!

Markets match up to \$25 per day, per customer
Check with your local market for their daily match amount

Here's how it works:



Go to the farmers market information tent.



Swipe your EBT card for the amount you want to spend at the market.



Match your EBT dollars with SNAP Market Match.



Shop for fresh produce, seeds, and plant starts.

Find Your Market!

Poulsbo

Poulsbo Farmers Market
Saturdays - 10am to 2pm
April - Mid December
18901 8th Ave NE

Around the Table

Farm Stand
Every day 9am - 7pm
Open Year-Round
20322 Pugh Rd

Bremerton

Bremerton Community Farmers Market
Thursdays - 4pm to 7pm
May - Mid October
1400 Park Ave
(Evergreen Rotary Park)

Kingston

Fat Turnip Farms Farm Stand
Mon - Sat 10am to 5pm
June - October
9701 Norheim Way

Bainbridge Island

Bainbridge Island Farmers Market
Saturdays - 10am to 2pm
April - November
280 Madison Ave N
(behind City Hall)

Port Orchard

Port Orchard Farmers Market
Saturdays - 9am to 2pm
Mid April - Mid October
Harrison Ave & Bay St

Redeem SNAP Market Match dollars for:



Scan for more information and a full list of markets near you!

Localization Design



Utilized standard WA DOH design as a base

Added information for all local markets participating in the program



Added QR Code to link to WA DOH SNAP Market Match Program website

Poulsbo

Poulsbo Farmers Market
Saturdays - 10am to 2pm
April - Mid December **4**
18901 8th Ave NE

Around the Table
Farm Stand
Every day 9am - 7pm
Open Year-Round
20322 Pugh Rd

Bremerton

Bremerton Community
Farmers Market
Thursdays - 4pm to 7pm
May - Mid October **5**
1400 Park Ave
(Evergreen Rotary Park)

Kingston

Fat Turnip Farms
Farm Stand
Mon - Sat 10am to 5pm **3**
June - October
9701 Norheim Way

Bainbridge Island

Bainbridge Island Farmers
Market **2**
Saturdays - 10am to 2pm
April - November
280 Madison Ave N
(behind City Hall)

Port Orchard

Port Orchard Farmers
Market **1**
Saturdays - 9am to 2pm
Mid April - Mid October
Harrison Ave & Bay St

CLOSE-UP OF ADDED COMPONENTS

1. Market Name
2. Days of operation
3. Market times
4. Market season
5. Address/location



Scan for more information and
a full list of markets near you!

STEP 2: OUTREACH SNAP-Ed LIAs



Committed to outreaching to current partners & community organizations serving SNAP eligible populations

Reviewed communication pathways for SNAP Market Match Program

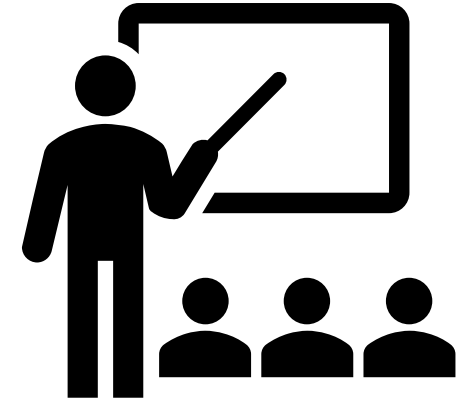
Commonly asked questions

Barriers for accessing program

Established a shared system for track progress of the project

STEP 3: EDUCATION

SNAP-Ed LIAs



Prioritized taking time to provide **more comprehensive education to community partners** during outreach efforts

✓ **Goals:**

- Increase partner capacity for educating clients eligible for this program. Investment in partners understanding = better client knowledge = program success!
- Focusing on ensuring the quality of outreach and not the quantity.

Encouraged community partners to **hand rack cards directly to clients**

✓ **Goals:**

- Passive approach to an active approach
- Increase opportunities for clients to hear about program from a trusted service provider
- Partner can better address any perceived barriers to access



OUTREACH & EDUCATION EXAMPLES

Community Service Office

- **Passive:** Included rack cards in packets given to new EBT clients
- **Active:** Educated window staff on program and encouraged to share with clients in person

Food Bank Partners

- **Passive:** Attaching rack cards to Senior Benefits applications, in rack card stand or with client food boxes.
- **Active:** Educate staff on programs so they can provide information at intake. Encourage volunteers to share with clients when they checked in for service.

KPHD Parent-Child Health Program

- **Passive:** Provide rack cards for client resource cabinet
- **Active:** Provide staff training for home-visiting nurses and encouraged them to share with clients at time of interaction

PROJECT CLOSING & NEXT STEPS

- Project may seem like “**low hanging fruit**” at first glance
- Our approach in targeting distribution mechanisms may additionally help **assist organizations** to more **deeply consider** and **improve upon** how they **deliver information for supportive programs** (e.g., SNAP Market Match) to clients
- Going from Passive to Active delivery methods was seen as beneficial by all parties.
- The project was seen as successful! It is continuing in 2024 with added cross promotions for FMNP & Sun Bucks outreach

Questions?





Brainstorming Session