

LOCAL FOOD PROCUREMENT IN RETAIL SETTINGS

2024 SNAP-Ed Forum

Nourishing Connections



ASSETS



CHALLENGES



OPPORTUNITIES

KEY CONTACTS

PROCUREMENT ORGS

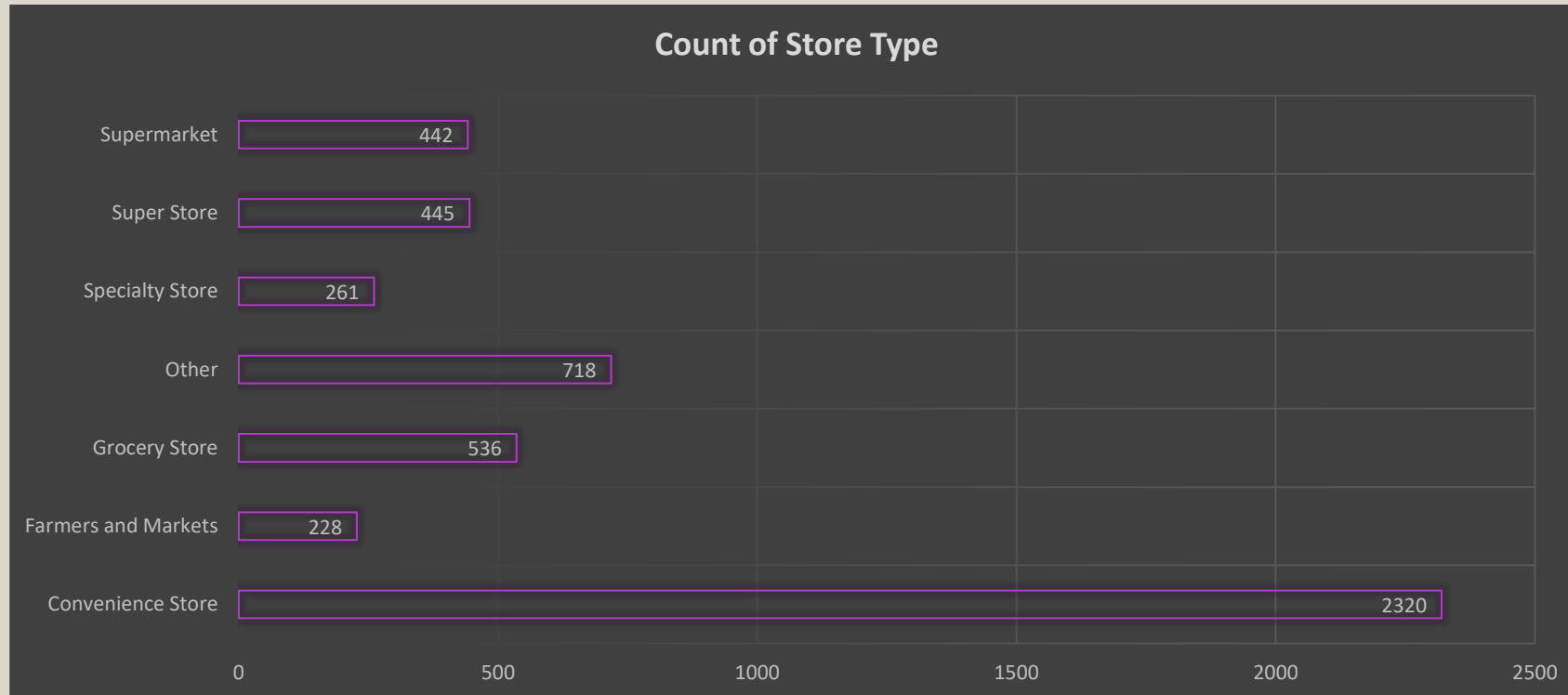


SNAP-Ed Statewide Retail Food Access

Allie Moore, Extension Coordinator

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SNAP Retailers in Washington State



Sources: [USDA SNAP Retailer Locator](#)

Data Accessed January 2024

[ALL SNAP RETAIL TYPES](#)

General SNAP & SNAP Online Retailer Eligibility

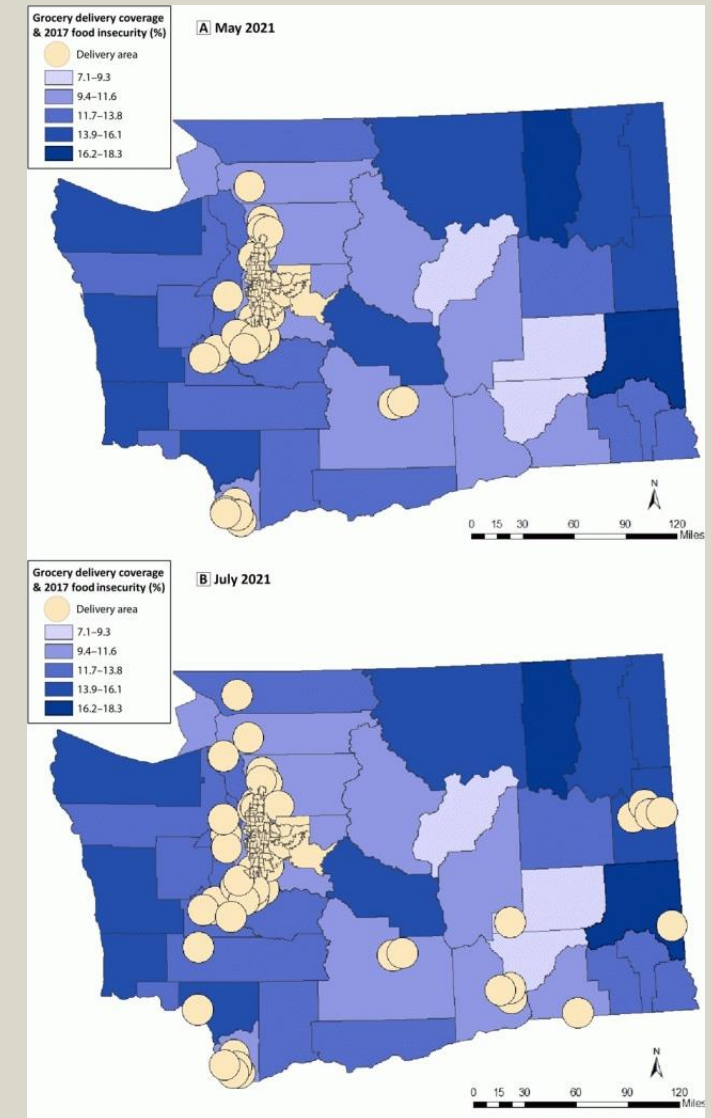


Application support is available! You're not alone.

- [USDA Retailer Service Center](#) (Link + Phone Number)
- [Marketlink](#) (Link) –
 - Farmers Markets & Direct Marketing Farms
 - [WA State Farmers Market Association Regional Leads](#) can help too (Link)
- [SEMTAC - SNAP EBT Modernization Technical Assistance](#) (Link)
 - SNAP Online Only – All SNAP Retail Types
 - Partnership between USDA & National Grocers Association

Online SNAP Retail & Delivery

- Learning about nuances & barriers of SNAP & SNAP Online Eligibility processes
 - Identifying technical support options
 - Identifying the scope of online delivery options in rural areas
- Following as USDA & FNS expand SNAP Online Purchasing Pilot program
- Learning about options for online meal kit builders made for SNAP shoppers



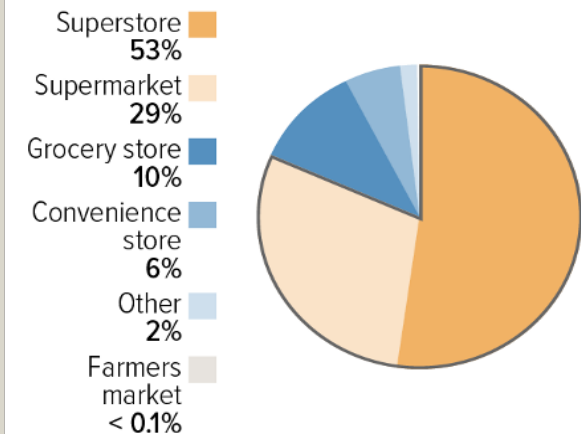
Large Retailers

- Safeway Tabling Support/Materials Distribution
- Supporting the Fruit and Vegetable Incentive Program Community of Practice
 - SNAP Match Outreach Mapping
 - Safeway Letter of Support Development
 - Assessing Delivery Areas & Opportunities
- Opportunities for SNAP Match Promotion



SNAP Participants Redeem 80% of Their Benefits at Larger Stores

Share of benefit redemptions by store type, 2019

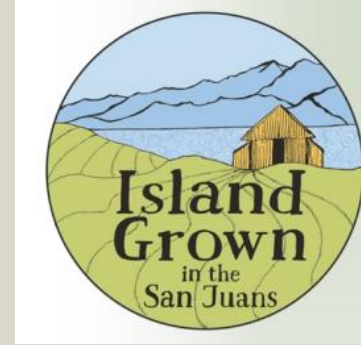


Source: U.S. Department of Agriculture Food and Nutrition Service, Benefit Redemption Division, 2019 annual report

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

Rural & Small Retailers

- Focus on Rural Retailers & Service Gaps
- Rural Local Foods Cards
 - Whatcom Grown Pilot Local Foods Card Program Development
 - San Juan Island Grown Debit Card Research Support



Retailer Mapping

[SNAP Match Outreach Map](#) (Link)

Food Access Mapping with Yakima County Partners

SNAP-Ed Site Eligibility Group

Mapping Culturally Relevant Grocers (Developing)

SNAP-Ed PROVIDERS

Washington State SNAP-Ed Provider Planning Map
SNAP Produce Match Outreach
Retailer Programs
Updated April 2024 - List in Google Sheet Here
How-To & Notes:

- Toggle and zoom to see layers and labels.
- Click points for pop-ups.
- Does not cover all counties - use additional eligibility standards to supplement outreach.
- Email Allie Moore, WSU SNAP-Ed Retail Access Coordinator at allison.moore2@wsu.edu with questions or updates.

Sample FY24 Priority Outreach Locations (GIS Generated 2024 SNAP Retailers within 1-mile of census tracts where over 50%+ population has income below 200% poverty - 2022 FY ACS Tracts)

Washington State SNAP Retailers (with Matching FVIPs - Use with Filters)

- SNAP Produce Match
- SNAP Market Match
- Other SNAP Retail

SNAP-Ed Sample Eligible Tract (50% or more of population live below 200% poverty)

Percentage of Population Below 200 Percent Poverty (2022 5Y ACS Tracts)

Counties

SNAP Retailers - Accepts SNAP Market Match

SNAP Retailers - Accepts SNAP Produce Match

SNAP Retailers - All Farmers and Markets

SNAP Retailers - Exclude Convenience Stores

SNAP Retailers - Exclude "Other"

RetailerNum	Store Name	Street Address	Address2	City	State	Zip
1,511,154	Amazon Fresh MA11	1701 S Commons		Federal Way	WA	98,003
1,541,174	Safeway 2980	4732 Brooklyn Ave NE		Seattle	WA	98,105
1,449,669	Seatac International Mark...	20804 International Blvd		Seatac	WA	98,198
870,031	Community Food Co-op - ...	315 Westerly Rd		Bellingham	WA	98,226
432,470	Safeway 1630	400 N Ruby St		Ellensburg	WA	98,926

Direct Marketing Farms & Farmers Markets

Activities:

- Collaborating with WA State Farmers Market Association and Regional Leads to share resources without duplicating efforts
- Learning about barriers for accepting SNAP and other rural food access barriers
- Learning about SNAP Market Match & Farmers Market Nutrition Program successes and barriers



Food Banks/Pantries

- Developing Stretch Your Food Budget Resource with WSU Kitsap County & Partners (Coming Soon!)
- Supporting Food Bank Nutrition Policies in coordination with WA Food Coalition
- Sharing resources for PSE development in food banks

Mina's Plan

Home

Mina is a busy mom of picky eaters which can be a challenge. She tries to keep a variety of family friendly kitchen staples on hand. She likes to mix and match these into quick meals that make the whole family happy, like soups, pastas, and casseroles. She checks out her local store ads to build her shopping list.

Food Bank

Before heading to the grocery store, Mina and her kids stop by the food bank to see which items they can find on their list. She finds this helps her stretch her benefits further through the month. Her food bank allows her to shop for items she'd like, while others provide pre-filled boxes of food. She finds canned chicken, pasta, dry beans, milk, and sweet potatoes—her kids' favorite.

Store

Mina takes her list, coupons, and EBT card to the store or online market. Her list guides her through the store. She sees a sale on brand-name cheddar cheese, but when comparing the unit prices, finds the store-brand is a better deal. She focuses on finding foods that will last and can be used in a variety of recipes the kids love, like black bean quesadillas and veggie omelets.

Resources

SNAP (Supplemental Nutrition Assistance Program) Match Programs

Unit Prices, Labels, Dates

Saving Food and Storage

Food Access Near You

Stretch Your Food Budget

HOME | FOOD BANK | STORE

Join Mina,
a busy mom, as she finds ways to feed her family this month.

SNAP-Ed

This institution is an equal opportunity provider.
This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP.

1 STEP ONE: Plan at Home

- Think about how many days you'd like to meal plan for.
- Consider your food storage and schedule.
- Review foods you have on hand at home.
- Plan recipes based on what you have on hand, sales, coupons, and other needs.
- Mix and match 2–3 colors and types of food when making meals (protein + grain + vegetable).
- Replace high-cost recipe foods with lower-cost options.
- Set menu and make a shopping list for food bank or store.



Photo via the Food Pantry at Iowa (edfeed)

2 STEP TWO: Shop at Food Bank

- Find as many foods as you can from your shopping list at the food bank.
- Your food bank may offer other staple foods or commodities, ask staff to learn more.
- Keep an eye out for items that may cost more at the store (like dry goods, produce, spice mixes, staple foods, or meat).
- Learn more about dates on food packages (see [Resources](#)).

3 STEP THREE: Shop at Store

- Frozen or canned food options are a way to stretch dollars and the shelf life of food.
- SNAP Match programs can help you save money at participating grocery locations (see [Resources](#)).
- Store-brand items often cost less than name-brand items.
- Use unit pricing for the most savings.
- At home, extend food life by canning, freezing, and drying foods when possible.





SNAP-Ed Statewide Retail Food Access

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San Juan County Supplemental Nutrition Assistance Program and Ed

San Juan County Health &
Community Services

Healthy Communities Division

Kristen Rezabek, MS, RDN, CD, CDCES



11%

Of the population of San Juan County
**LIVES BELOW THE FEDERAL
POVERTY LEVEL.**

NATIONAL POVERTY INCOME
THRESHOLD, 2023



\$14,580

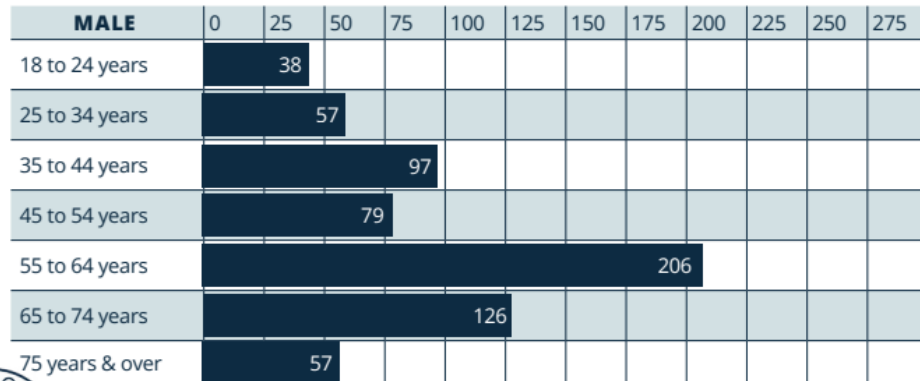
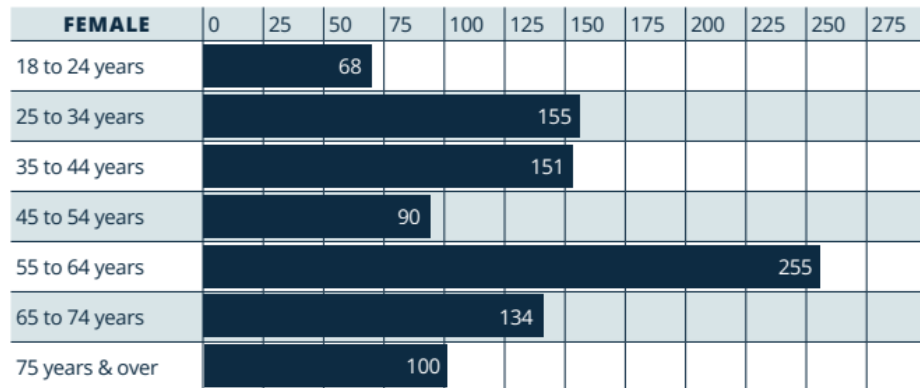
Single Adult



\$30,000

Family of 4

NUMBER OF ADULTS IN POVERTY



Source: Data USA 2021

CHA 2023 and ALICE report

2021 Point-in-Time-Data

Population: 17,631 **Number of Households:** 8,378 (2% change from 2019)

Median Household Income: \$68,577 (state average: \$84,247)

Labor Force Participation Rate: 53% (state average: 64%)

ALICE Households: 25% (state average 24%) **Households in Poverty:** 12% (state average 9%)

HOUSEHOLD TYPE

AGE OF HOUSEHOLDER

Group	% Below ALICE Threshold
Single or Cohabiting (no children)	36%
Married (with children)	11%
Single-Female-Headed (with children)	78%
Single-Male-Headed (with children)	37%

San Juan County Poverty:

- 20% of children < 5
- 16% of families with children
- 25% of LatinX

8% in San Juan County receive SNAP benefits/ ~ 25% eligible for SNAP

FOOD ACCESS

Access to free and reduced-price meals at school and the Supplemental Nutrition Assistance Program (SNAP or “food stamps”) are important resources for many families in the county. These nutrition security programs are a source of nourishment for community members and improve overall community health.

Indicator	Comparison	Washington State	San Juan County
Percentage of children enrolled in public schools that are eligible for free or reduced-price lunch.	FEWER than the state	52%	42%
Percentage of children under 18 who have food insecurity	SAME as the state	12%	12%
Percentage of people (all ages) who have food insecurity	ABOUT THE SAME as the state	9%	8%
Percentage of youth who had to skip or cut the size of a meal in the last year	ABOUT THE SAME as the state	6%	5%

Source: Feeding America Action, 2021 OSPI, 2022-2023 school year Healthy Youth Survey, 2021

Farm to Community: Programs to support Food Equity and Local Agriculture

- Increases consumption of fruits and vegetables for low-income families – 26%
- Increase dollars invested in local agriculture

COMMUNITY-IDENTIFIED ASSETS AND STRENGTHS

Community strengths are an important part of the needs assessment process. We asked community members to share the top three strengths or assets in interviews.

The strength that people mentioned the most, far and above any other strength or asset, was that San Juan County and the individual island communities are supportive and tight knit.

-  **SUPPORTIVE, TIGHT KNIT COMMUNITY**
-  **FOOD AVAILABILITY AND LOCAL FOOD SOURCES**
-  **HELPFUL PROGRAMS AND ORGANIZATIONS**

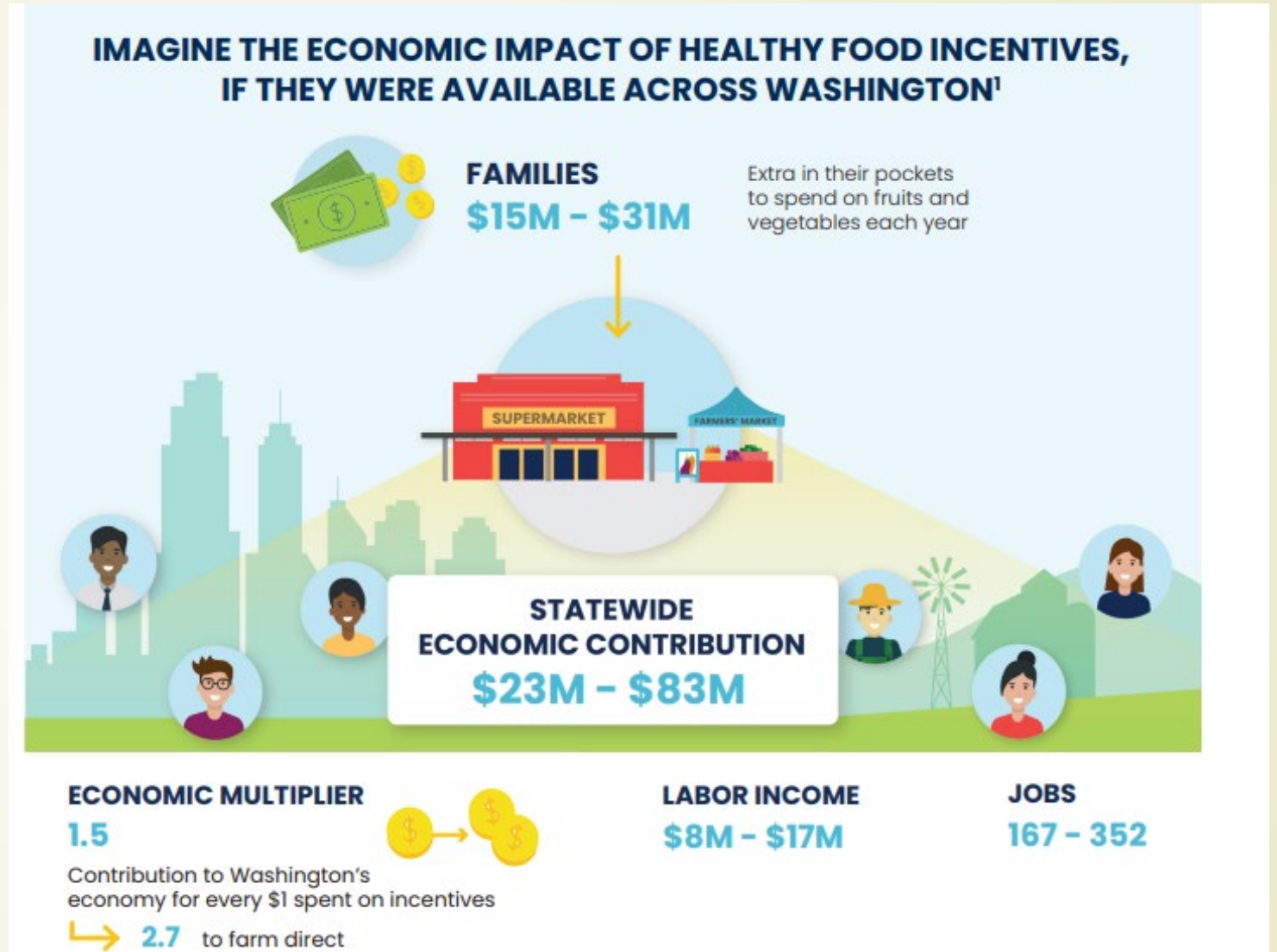
**Retailers
Participating
In Local Food
Incentive
Programs**

24

\$54k incentives distributed
x1.43 economic multiplier
total economic impact \$77k+



➤ Expanding Healthy Food and Return on Investment



Island Grown Food Access Card

- ▶ Enrolled 189 households/ 351 individuals to receive a \$150 annual benefit on debit/credit card
- ▶ Spend on locally grown EBT eligible foods at the San Juan Islands Food Hub (sjifh), Co-op, and Farm Stands/ Farmers Market Vendors
- ▶ Use to purchase any **EBT eligible food items; fruits, vegetables, meat, fish, poultry, eggs, dairy products, bread, and seeds/plants starts that produce food.**





Timeline for Island Grown

Spring 2021

- Engagement with community partners
- Stripe platform identified and beta tested
- \$25K Funding secured and fiscal sponsor under Ag Guild

Summer-Fall 2021

- Farmer, Food Hub, and Co-op engagement and vendor enrollment – 20 signed up
- Client outreach and enrollment – target 150/ 203
- Community Promotion

2022

- Grant funding received \$10,000
- \$150 Reload and continued new client enrollment - 310
- Client survey sent out

2023

- Additional grant funds secured \$10,000
- \$150 Reload and continued new client enrollment
- Stripe platform use for client cards rescinded

2024

- Island Grown on hold
- Finding a new platform/ alternate food access programs
- Relaunch of Island Grown – hoping by Summer!

To date:

➤ \$34,583 spent/ >40 vendors

In 2022 Survey:


➤ 45% last 12 months couldn't afford to eat balanced meals

➤ 87% Island Grown helped them better afford balanced meals

➤ "It made it easier (to) afford and encouraged me to take advantage and eat healthier"

➤ "It has been wonderful to have a card that is just like any other cc and doesn't stand out as EBT, which I can use at my own discretion"


"This program helps lower income individuals and families stretch their food dollars and buy more locally grown food products."
-Island Grown Project Leader



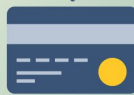
The Island Grown Food Access Program

Simple application process:

- number in household
- address
- email
- phone number
- age




\$28,000 from generous community supported grants!



\$150 Balance on Island Grown Debit Card*
* Cards can be reloaded with an additional \$75 balance.

RESULTS BY THE NUMBERS


\$11,000 locally grown groceries sold <small>* Since July 2021</small>	117 household bugets enhanced	25 Vendors and growing Lopez Island Orcas Island San Juan Island Waldron or buy online!	234 neighbors served
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We could do so much more:
Help us continue the Island Grown Food Access Card by donating to the San Juan Islands Ag Guild and note Food Access.

This institution is an equal opportunity provider.

This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP.



San Juan Islands Ag Guild
sjiagguild.com



Fresh Bucks



- ▶ Local match promotes buying power – up to \$20 match at Orcas Co-op and NEW \$40 match at the San Juan Island Farmers Market
- ▶ Increases consumption of fruits and vegetables for low-income families
- ▶ Increase dollars invested in local agriculture: for \$15,000 match program >\$30,000 going to local farmers and growers

Orcas Island - 132 Households with 301 individuals

\$22,858 worth of Fresh Bucks produce has been sold, and \$11,429 Fresh Bucks dollars have been redeemed.

San Juan – New matching of up to \$40 on all locally grown and produced EBT eligible foods starting May 2024

Contact Info



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WHATCOM GROWN



Noelle Beecroft

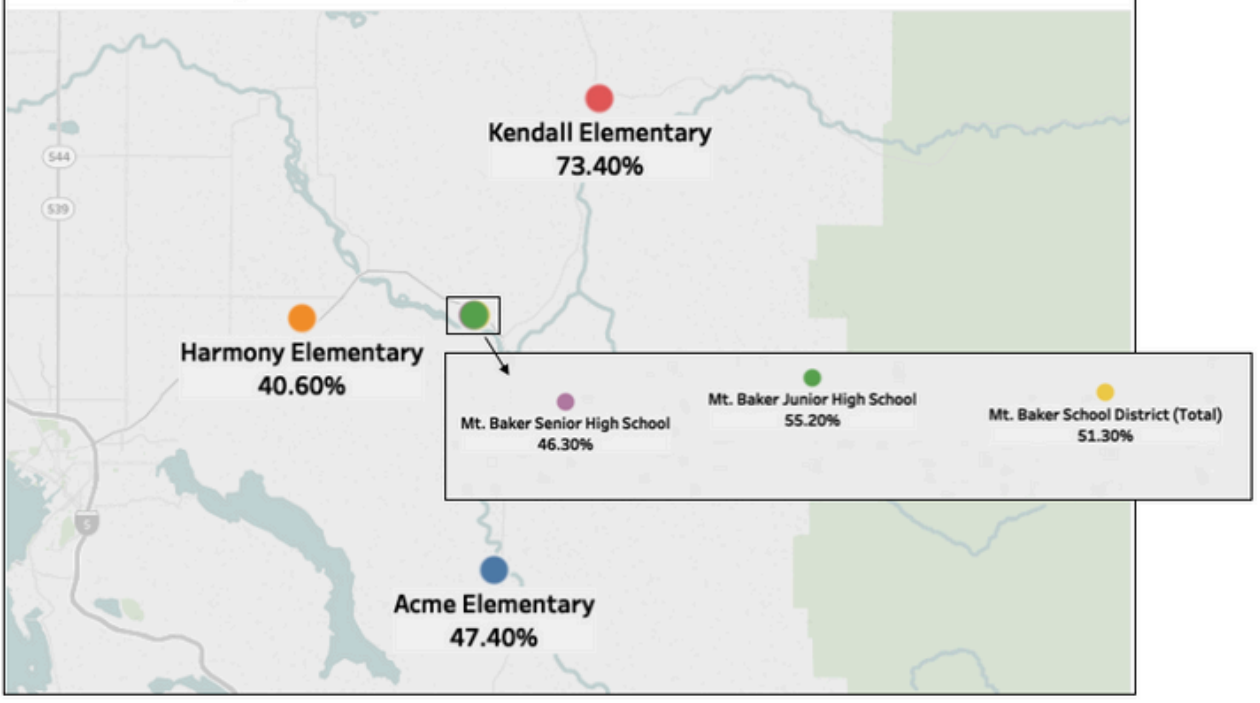
Whatcom County SNAP-Ed Program Coordinator

M.S Agriculture student

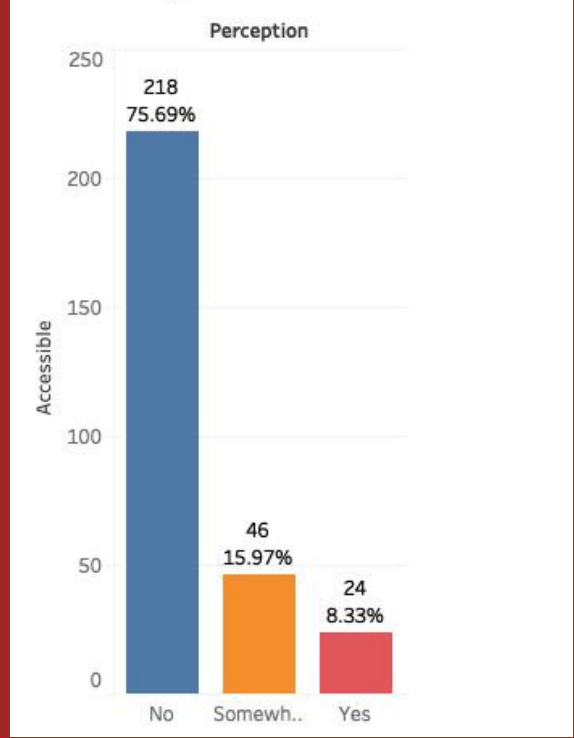


WSU EXTENSION
Whatcom County

Percent of Students Eligible for Free or Reduced Lunch at Mt. Baker School District Schools, 2016-2017

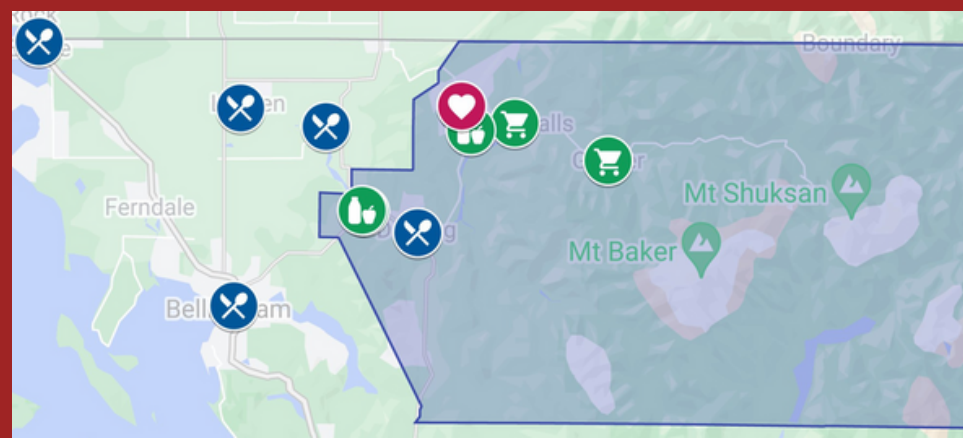


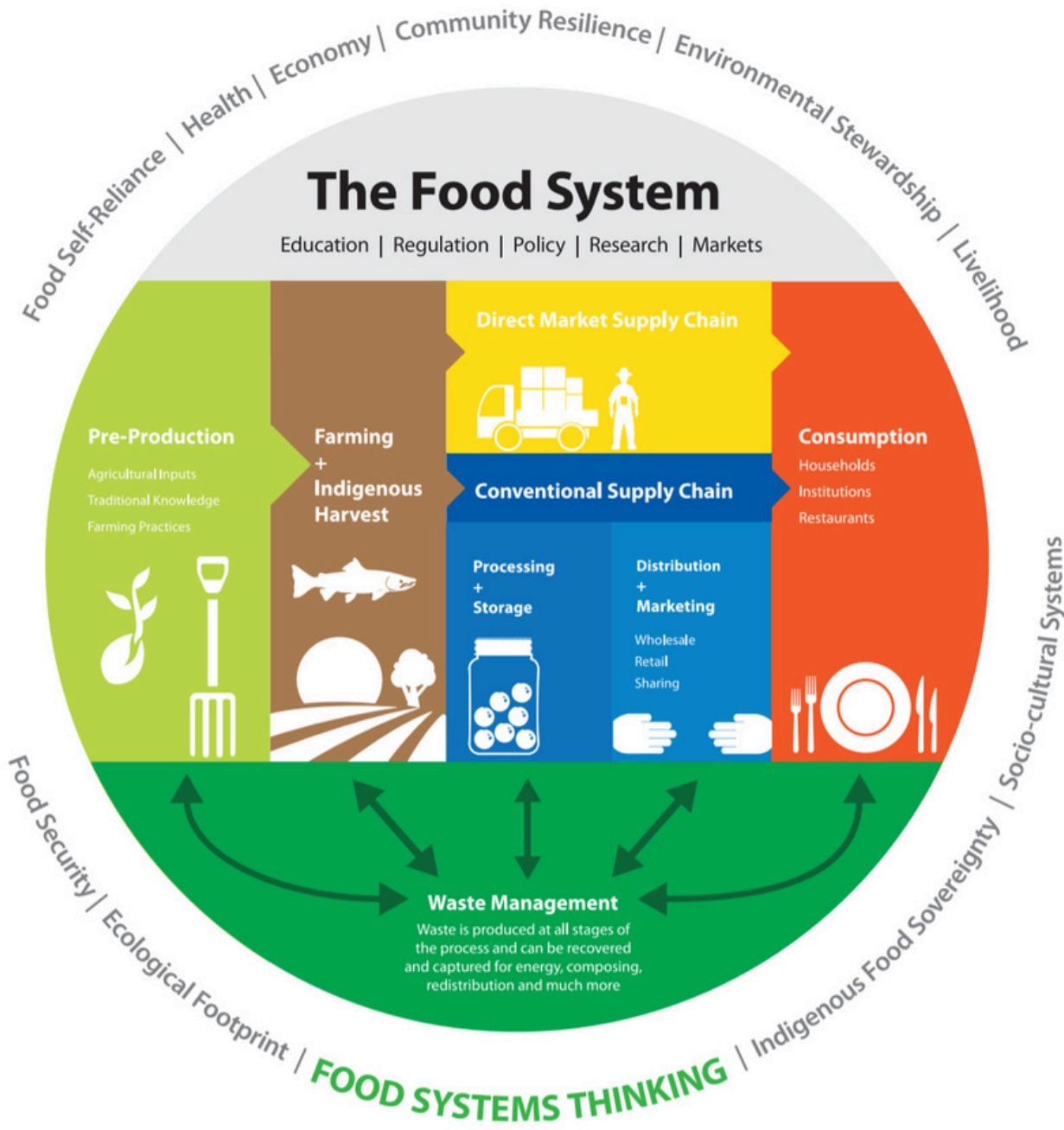
Do you think that food is accessible, convenient, and affordable in your community?



Income and Poverty, 2016-2017	Mt. Baker
Children eligible for free-reduced lunch per 100 students	51.3%
Supplemental Nutritional Assistance Program (SNAP) Recipients	21.79%
Temporary Assistance to Needy Families (TANF), per 100 Child Recipients	5.53

East County Food Landscape







Crossroads Grocery, Maple Falls
EBT foods - but no sweets
12k into local economy
targeting WIC parents
increase healthy choices

Steps to implement Whatcom Grown

1. Lots of meeting with Kristen from Island Grown, modeled after her program
2. Get a Committee together. NABC, FCFP, WSU SNAP-Ed
3. Gauge grocery store interest and review expectations
4. Find funding - NABC, wanting to support local Ag
5. Find target audience - WIC because no WIC retail here
6. What cards work best
7. distribution of funds and card loads - held at PSFH after loading
8. staff training
9. integration of local foods
10. distribution of cards with instructions
11. Continue to order food and assist store with display
12. data track - Allie's wheelhouse!

Best practices

- MOU with grocery store
- data tracking for future funding
- clear boundaries on what can be ordered
- expectations for staff and users
- staff training
- putting the least amount of strain as possible on grocery stores, meet them where they are at

Biggest Challenges

- Staff learning and buy in
- limited capacity for small grocers
- picking a card!!!!
- integration with the PSE System, if it was all local, it'd be easier
- Large time commitment

Biggest Wins

- 12k in funding the first year; 42 parents signed up
- PSE change for food ordering, hyper local
- boosts local economy, new market opportunity
- flex for parents food budget
- introduction of new foods
- lower environmental impact
- strengthening community
- healthier food selection

Changes adopted

- Implementation of guidelines for healthier snack options (Food Quality, Systems)
- Implementation of guidelines for healthier competitive foods options (Competitive Foods, Systems)
- Healthy beverage options (Food Quality, Systems)
- Increased space/amount/variety of healthy options (includes shelf space, number of booths, options on menus) (Food Quality, Environmental)
- Farm-to-table/use of fresh or local produce (Food Procurement, Systems)
- Price manipulation/coupons/discounts to encourage healthy food choices (including fruit & vegetable prescriptions with cost-offset) (Marketing, Environmental)
- Appeal, layout or display of snack or competitive foods to encourage healthier selections (Marketing, Environmental)



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