



11

Farmers' Markets

Assessment Instruments

General Resources

PSE-Specific Resources

PSE: Farmers' Markets

- EBT is Accepted at Farmers' Markets
- Starting Farmers' Markets
- Farmers' Markets at Medical Centers

Elements in this compendium may not be wholly SNAP-Ed eligible. Please consult the most recent SNAP-Ed guidance posted on both the NEOPB and USDA websites for the updated language on allowable activities using SNAP-Ed funds. Local health departments may work with other funding streams and organizations as needed to achieve community change goals and their Policy, Systems and Environmental (PSE) change objectives.

ASSESSMENT INSTRUMENTS

Double Up Food Bucks 2011 Evaluation Report – Food Network

Food Network's Double Up Food Bucks program "matches" Supplemental Nutrition Assistance Program (SNAP) food assistance benefits spent at participating farmers' markets in Michigan and Toledo.

http://fairfoodNEOPB.org/sites/default/files/FFN_DUFB_Evaluation_2011_Web.pdf

- *Summary report of initial results of a cluster evaluation of four organizations - Fair Food Network, Market Umbrella, Roots of Change, and Wholesome Wave - that offer SNAP incentives at farmers' markets.*

http://fairfoodNEOPB.org/sites/default/files/HealthyFoodIncentives_ClusterEvaluationReport_2011_sm.pdf

Evaluation/Assessment of Farmers' Market Promotion Program

The Farmers' Market Promotion Program seeks to develop direct producer-to-consumer marketing opportunities for farmers. The below report describes characteristics and outcomes of FMPP grants funded between 2006 and 2011 in order to measure and articulate the program's impact on the development and sustainability of farmers' markets.

http://fmpp.farmersmarketcoalition.org/wp-content/uploads/2013/06/FMC_FMPP_SurveyReport_7.10.2013.pdf

Farmers' Market Assessment - Oregon State University

Tools for Rapid Market Assessment.

Includes three methods to gather information to inform effective changes and improvements to farmers' markets. Two are quantitative methods: attendance counts, dot surveys; the third method is the more complete Rapid Market Assessment, which combines the two quantitative methods and adds a qualitative method called Constructive Comments and Observations. The third method is a collaborative learning process in which a team of market managers and others study a host market in another location.

<http://smallfarms.oregonstate.edu/sites/default/files/publications/techreports/TechReport6.pdf>

Farmers' Market Impact Toolkit – Vancity Community Foundation & BC Association of Farmers Markets

Vancity Community Foundation and the BC Association of Farmers Markets (BCAFM) have collaborated on the development of a Farmers Market Impact Toolkit that gives farmers market managers the means to collect, analyze and communicate the value that their farmers markets bring to their communities.

<http://www.demonstratingvalue.org/resources/farmers-market-toolkit>

GENERAL RESOURCES

California Office of Farm to Fork- CA Department of Food and Agriculture

The Office of Farm to Fork is a project of the California Department of Food and Agriculture, California Department of Education and California Department of Health Nutrition Education and Obesity Prevention Branch. It highlights California farmers, producers, and school-farm connections. By providing resources to individual consumers, school districts, and other organizations. The Office of Farm to Fork promotes health, nutritious food and sustainable food system for everyone in California.

<http://cafarmtofork.com/>

Farmers' Market Place- CA Department of Food and Agriculture

The California Marketplace is a free statewide website featuring California produce and other products so farmers have the opportunity connect directly with school food serve to increase the amount of locally grown produce on the lunch tray. Primarily established to reduce communication barriers between buyers and sellers. This is a project of the Office of Farm to Fork.

<http://cafarmermarketplace.com/>

Farmers' Market General Resources-Fair Food Network

<http://fairfoodNEOPB.org/resources>

List of California EBT Farmers' Markets

<http://www.ebtproject.ca.gov/library/California%20EBT%20Farmers'%20Markets.pdf>

Starting a Farmers' Market-Nutrition Education and Obesity Prevention Branch (NEOPB)- Worksite Program

Farmers' markets are a great way of bringing farm fresh produce to your worksite and surrounding community. This tool shows you how to set-up and maintain a farmers' market at or near your workplace so that you and your employees can conveniently shop for fresh fruits and vegetable every week.

<http://www.cdph.ca.gov/programs/cpns/Documents/CFBK-StartFarmersMarket.pdf>

Small Farm Program- University of California

The Small Farm Program has several publications related to farmers markets--written for both farmers and market managers

http://sfp.ucdavis.edu/farmers_market/

PSE: EBT is Accepted at Farmers' Markets

EBT & Credit/Debit Card Acceptance at Your Farmers' Market: *Making it Successful!* -- Vancity Community Foundation & BC Association of Farmers Markets

Vancity Community Foundation and the BC Association of Farmers Markets (BCAFM) have collaborated on the development of a Farmers Market Impact Toolkit that gives farmers market managers the means to collect, analyze and communicate the value that their farmers markets bring to their communities.

www.mfma.org/read_file.php?content_type=PDF&file_name=396.pdf

A Guide to SNAP/EBT at Farmers' Markets in North Carolina: Steps, Best Practices, and Resources – Mecklenburg County Health Department

Designed as a guide for SNAP/EBT at farmers' markets in North Carolina but includes a checklist to assess whether a farmers' market has the basic necessities for running a successful SNAP/EBT system, national resources, and links to assessment and evaluation tools and sample customer survey.

This resource guide was produced as part of Master of Public Health degree requirements for the Department of Health Behavior at the Gillings School of Global Public Health at University of North Carolina at Chapel Hill. The research was conducted Active Living By Design in Chapel Hill, NC.

http://charmeck.org/mecklenburg/county/healthdepartment/mcfvc/documents/snap_ebt_accessnc.pdf

How To Accept SNAP At Farmers' Markets- USDA Food and Nutrition Services

USDA FNS site for farmers' markets to apply to accept SNAP and learn about a scrip program. Includes additional resources such as descriptions of incentive programs and how to get SNAP customers to farmers' markets.

<http://www.fns.usda.gov/snap/ebt/fm.htm>

SNAP/EBT at Your Farmers' Market: Seven Steps to Success- Project for Public Spaces & Wholesome Wave

Comprehensive how-to manual; contains a sample farmers' market customer survey and food stamp EBT vendor agreement.

http://www.pps.org/pdf/SNAP_EBT_Book.pdf

Step-By-Step Handbook to accept SNAP/EBT, Debit, and/or Credit Cards at your Farmers' Market! – Advocates for Health in Action

Healthy Food Systems Coordinator North Carolina Community Transformation Grant Project Region 10 developed this PowerPoint provides a quick overview of the 6 steps for establishing a SNAP/EBT system at farmers' markets. The topics in this guide include: the benefits to accepting SNAP, how to meet the requirements, how to apply for SNAP/EBT, obtaining the Point of Sale (POS) machine and equipment, record keeping, and how to promote SNAP/EBT at your local farm or market.

<http://www.advocatesforhealthinaction.org/wp-content/uploads/2011/12/Step-by-Step-Handbook-to-accept-SNAP-EBT-9-3-13.pdf>

Supplemental Nutrition Assistance Program (SNAP) at Farmers Markets: A How-To Handbook - A joint Publication By: USDA Agricultural Marketing Service USDA Food and Nutrition Service Project for Public Spaces, Inc.

This handbook is a how-to guide for accepting SNAP benefits at farmers markets. Topics include: why to accept SNAP benefits; how to install EBT systems at farmers markets; how to use scrip projects to accept SNAP benefits at farmers markets; how to become an FNS SNAP retailer; what equipment is required to accept SNAP benefits at farmers markets; how to make SNAP EBT succeed at farmers markets; a glossary and some tools and resources.

http://anderson.com.ourwebsitereview.com/Portals/12/SNAP_farmersmarket_guidebook.pdf

Tips for Promoting Farmers' Market Incentive Programs and Promotional Material Examples- Fair Food Network

<http://doubleupfoodbucks.org/partners>

PSE: Starting Farmers' Markets

Assessing Readiness For Establishing A Farmers' Market At A Community Health Center

Freedman DA, Whiteside YO, Brandt HM, Young V, Friedman DB, Hébert JR. J Community Health. 2012 February; 37(1): 80–88. Doi: 10.1007/s10900-011-9419-x. – *Peer review open access journal article.*

From the Ground Up: Land Use Policies to Protect and Promote Farmers' Markets- ChangeLab Solutions

This guide provides an overview of farmers' market policy issues and community tested best practices. It also features a set of complementary model land use policies for comprehensive plans and zoning ordinances.

<http://changelabsolutions.org/publications/land-use-farmers-markets>

Starting a Farmers' Market - Department of Agricultural Economics, Purdue University

A brief guide; goes through seven steps and includes a timeline and location considerations.

<http://www.extension.purdue.edu/extmedia/EC/EC-739.pdf>

Starting a New Farmers' Market; UC Farm Management Series - Small Farms Center

This is a very comprehensive book that includes chapters on organizing in a low-income area, federal food assistance program, and feasibility studies for market analysis, fiscal analysis, site analysis, and vendor recruitment, among others.

<http://sfp.ucdavis.edu/files/144703.pdf>

Additional resources at main page: http://www.sfc.ucdavis.edu/farmers_market/

PSE: Farmers' Markets at Medical Centers

Community Alliance of Family Farmers Farm to School/Hospitals

Community Alliance of Family Farmers (CAFF) provides fee-for-service technical assistance in sourcing local products through: Developing your Farm to School or hospital plan, understanding regional agriculture, formal and informal bids, developing specifications to get local products, identifying family farmers, working with distributors, marketing in the cafeteria, classroom, and workplace, and evaluating your program

<http://www.caff.org/programs/fts/farm-to-hospital/>

Farmers' Markets at Kaiser Medical Centers

https://healthy.kaiserpermanente.org/static/health/en-us/landing_pages/farmersmarkets/index.htm

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with partial funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net