

Markets Feeding Communities

Innovative Food Access Resources - SNAP and Beyond



Welcome!

- Gayle Mitchell, Moderator
- In this session
 - Lightning Round with Q&A
 - Food Access Spotlight
 - Who are the People in Your Neighborhood Exercise
 - Wrap up and final questions

Farmers Markets and Food Access

- Hub of local farmers
- Real access point to fresh fruits and veggies
- Outlet for activities
 - Food education
 - Affordable food
 - Aggregation
 - Community health
 - Economic development

Today's Panel

- Claudia Jackson - VDSS
- Elizabeth Borst - Virginia Fresh Match/FINI
- Kelly Wright - DARS
- Eddie Oliver - VA Federation of Food Banks
- Meredith Ledlie Johnson - VCE SNAP-Ed



Supplemental Nutrition Assistance Program (SNAP) and Farmers Markets

Claudia Jackson

Virginia Department of Social Services

November 2018

SNAP at Farmers Markets

- Focus is to increase the number of SNAP participants accessing fresh, healthy foods at farmers markets
- Provide free wireless point-of-sale devices for authorized farmers markets
- Support outreach and education to SNAP participants on using authorized farmers markets



Benefits



- Provides more affordable fresh fruits and vegetables and improved nutrition for SNAP participants
- Supports local farmers and local economy



How to Participate

- Obtain authorization from USDA to accept SNAP by applying at:
<https://www.fns.usda.gov/ebt/snap-and-farmers-markets>
- Provide VDSS with:
 - Farmers Market Name
 - Farmers Market Address
 - Contact Person
 - Contact Email
 - Contact Telephone
 - FNS Number

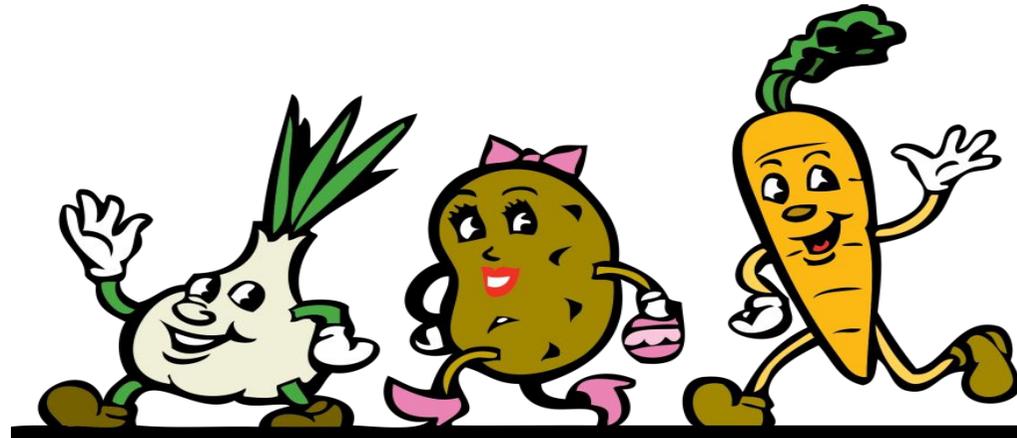


Questions?

Claudia Jackson

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Virginia Fresh Match

Virginia Fresh Match (VFM) is Virginia's Statewide Nutrition Incentive Program



VFM is designed to increase the purchase of fruits and vegetables by those participating in SNAP.

- \$1 for \$1 match on any SNAP/food stamp purchase.
- Match is restricted to fruits and vegetables.
- Program has robust presence at VA farmers markets.
- Piloting in 2018 at retail sites.
- Program has a strong statewide brand and marketing campaign.

Why Nutrition Incentives?

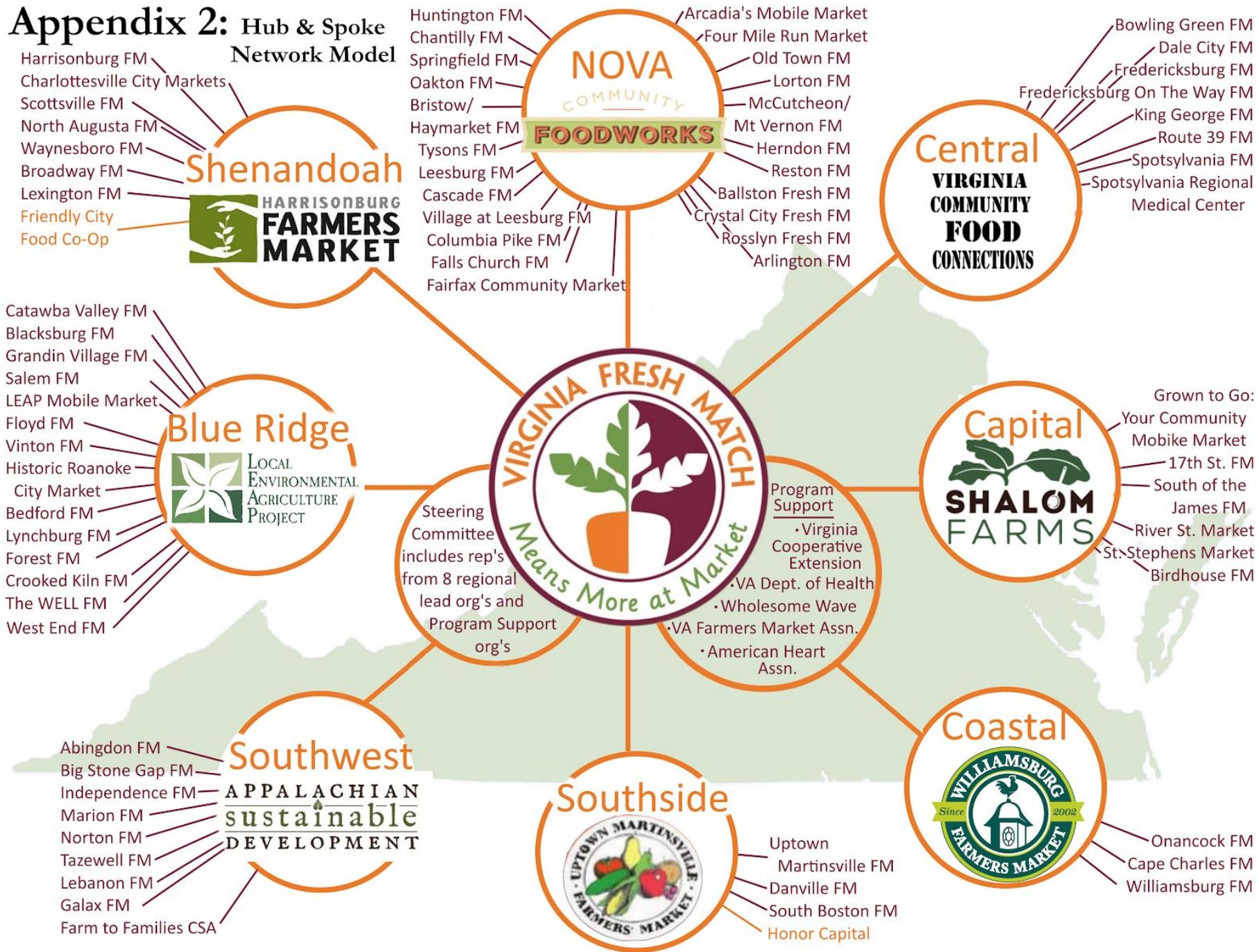
When people can afford produce, they buy it.

In a recent study, "62% of SNAP shoppers reported that they were eating more fruits and vegetables due to a Nutrition Incentive program."

Nutrition incentive programs double the purchasing power of SNAP consumers and unlock affordable access to fruits and vegetables.

As a result, families can choose to eat better, reducing risk of diet-related illness and improving community health.

Appendix 2: Hub & Spoke Network Model



Reaching More Virginians With Healthy Food

SNAP sales from all Virginia farmers markets reached \$185,000 in 2017



\$290,000

in SNAP and incentive sales at
Virginia Fresh Match Markets



768

Virginia producers
engaged with
Virginia Fresh Match

8,100

Customers



54

sites currently
offer matching programs—
Find them at
VirginiaFreshMatch.org



12,139

Transactions

Food Insecurity Nutrition Incentive (FINI) Grant Program

FINI increases the purchase of fruits and vegetable to support the healthy eating habits among low income Americans on SNAP:

- LEAP received a multi million dollar 3-year FINI grant to support expansion of Virginia Fresh Match, which benefits SNAP consumers, small and mid-sized farm businesses, and local economies.
 - Increase affordable access to fruits and vegetables for SNAP consumers in 8 regions of Virginia by supporting 80 incentive programs and direct-to-consumer market venues, grocery retail outlets, Community-Supported Agriculture (“CSA”) services, and mobile markets.
 - Conduct a process oriented and nutrition recall study to measure the impact of incentive program innovations on SNAP consumers’ purchase and consumption of fruits and vegetables.
 - Increase capacity and program infrastructure of network partners through Virginia Fresh Match’s capacity building tools.

KEY PARTNERS & ROLES



- Fiscal and grant management
- Data collection and reporting
- Grocery retail pilots



- Program evaluator
- SNAP-Ed Agents (Healthy Retail and cooking demos)

- Training for Regional Leads and Market Managers
- Design and implement statewide marketing plan



- Fund the FINI Program
- Coordinate external evaluation for FINI projects



- Program design and technical assistance provider
- Supply/customize marketing materials

Growth, Sustainability, Evaluation



- Capacity Building for existing markets and regions
- Work with partners to support new markets in high need areas
- Start or expand Virginia Fresh Match at additional farmers markets and retail grocery outlets
- Plan for long term funding to support Virginia Fresh Match
- Use common data collection, peer to peer mentoring, and external evaluators to prove and replicate best practices

Virginia Fresh Match Contacts



LEAP

Sam Lev, sam@leapforlocalfood.org

Sam Hedges, hedgesjs@leapforlocalfood.org

Virginia Community Food Connections

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Gayle Mitchell, gaylemitchell@virginiacfc.org



Senior & WIC Farmers Market Nutrition Program

What is the purpose of S/FMNP?

To provide fresh, nutritious, unprepared, locally grown fruits, vegetables, herbs, from farmers markets, roadside stands and community supported agriculture programs to low-income seniors and WIC recipients.



Who is eligible to participate?

Seniors

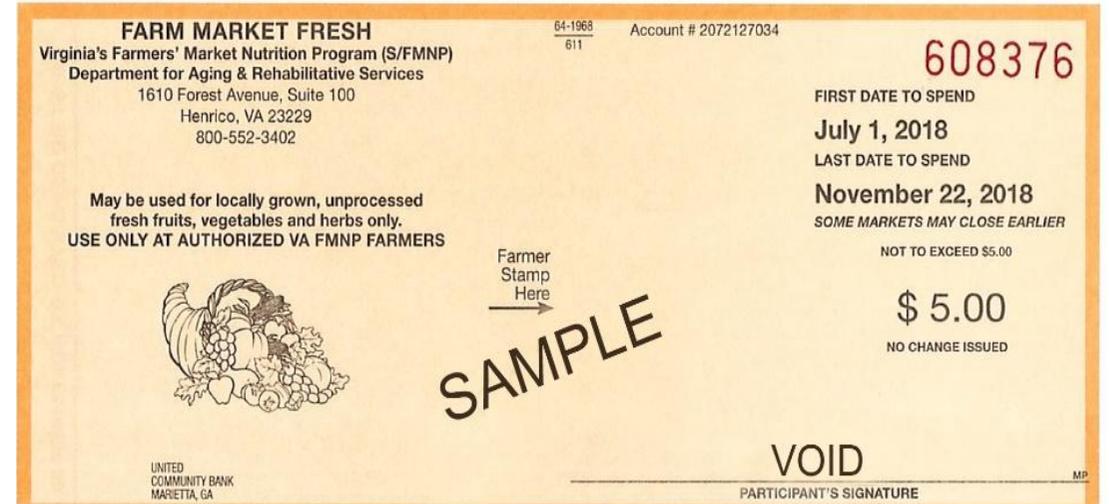
- Low-income seniors, generally defined as individuals who are at least 60 years old and who have household incomes of not more than 15% of the federal poverty income guidelines

WIC participants

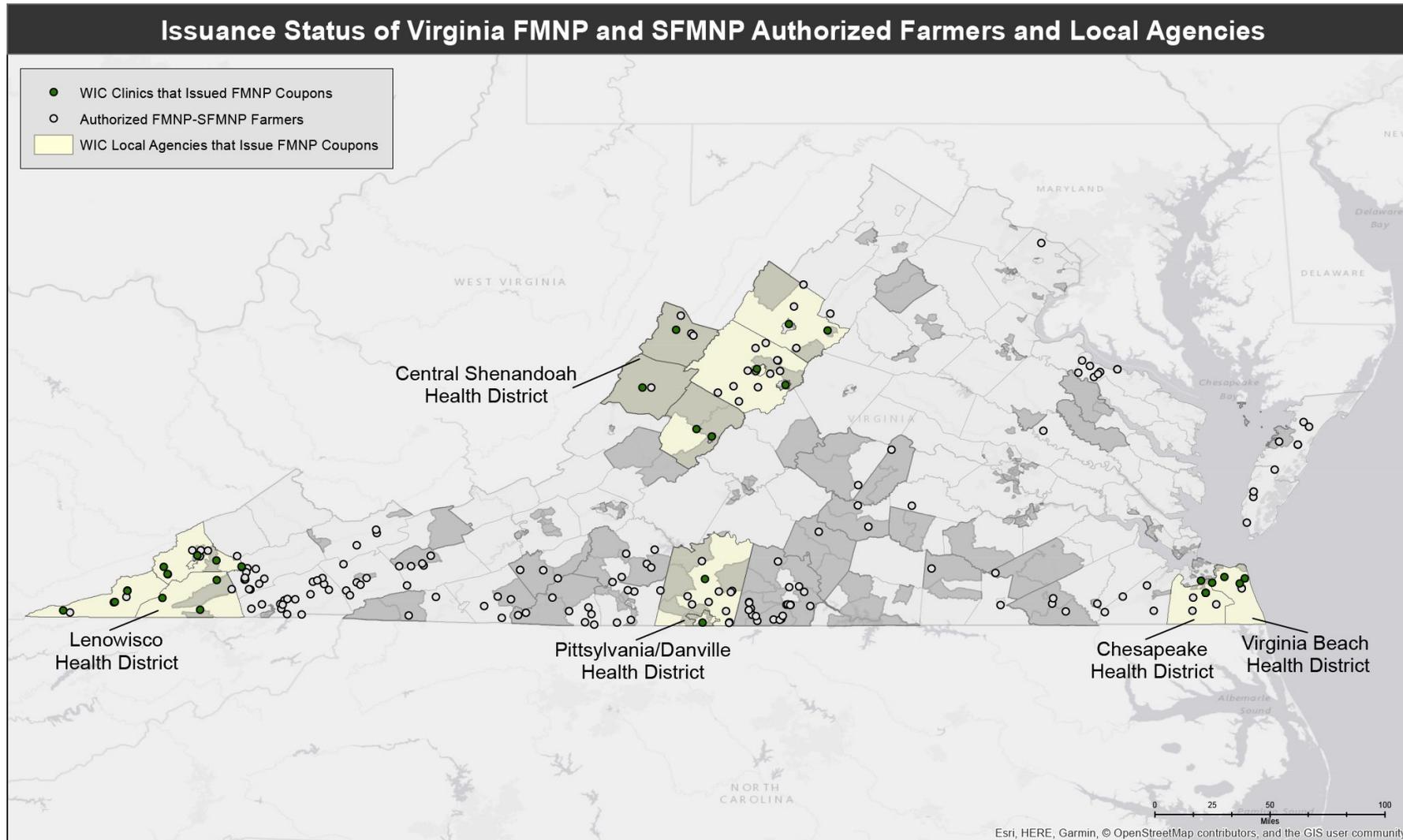
- Women, infants, and children to age 5, who are certified to receive WIC Program benefits or who are on a waiting list for WIC certification

How is S/FMNP Funded?

- Received from USDA Food & Nutrition Services
- MOUs with VDACS, VDH
- Distributed to:
 - Local Area Agencies on Aging (AAAs)
 - Local Area WIC clinics
- By means of booklets of checks:
 - \$5 x 8 for Seniors
 - \$5 x 4 for WIC



Current Locations Throughout VA



How can we grow the program?

- Consistently high redemption rates
 - Bring the farmer/produce to the clinics/AAAs
 - Easy access to farmers
- Other sources of funding
 - Incentives
 - State support



Kelly Wright, RDN

Nutrition Program Coordinator

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Farms to Food Banks

Federation of Virginia Food Banks
VAFMA Conference
November 1, 2018



FEDERATION OF
VIRGINIA FOOD BANKS

Federation Overview

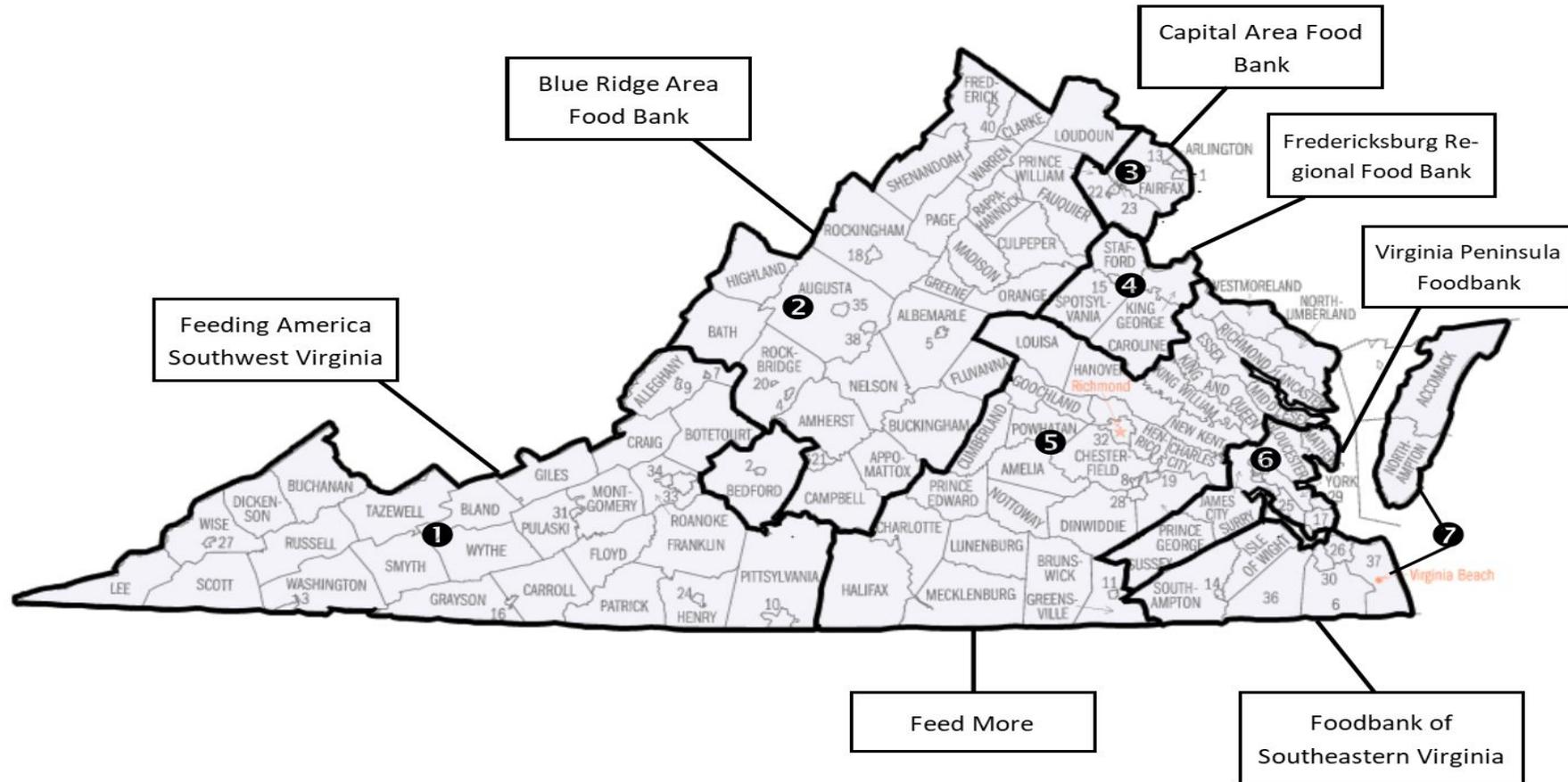
Farms to Food Banks

- 7 member food banks serving every locality in the Commonwealth
- 121 million pounds of food per year
- Approximately 1 million individuals served per year
- 2,000 community agencies
- Collectively, the largest hunger response in Virginia



FEDERATION OF
VIRGINIA FOOD BANKS

Regional Map



FEDERATION OF
VIRGINIA FOOD BANKS

Goals and Opportunities

Farms to Food Banks



- Every food bank has the goal of increasing the share of produce it distributes
- 22 million pounds of fresh produce (18%) in 2017
- Nearly 1.5 million pounds of Virginia-grown produce last year, supported by the food crop donation tax credit
- Funds *often* available to support PPO and freight
- Working group of food sourcers share connections and resources across the network



FEDERATION OF
VIRGINIA FOOD BANKS

How to Connect

Farms to Food Banks

- Visit www.vafoodbanks.org to find information on your local food bank
- Contact me for assistance or preliminary questions

Eddie Oliver

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eoliver@vafoodbanks.org

Virginia Cooperative Extension's Family Nutrition Program



Meredith Ledlie Johnson

Family Nutrition Program
Policy, Systems and Environmental
Change Programming Coordinator

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The Family Nutrition Program provides free nutrition education, cooking skills and food safety training to low income youth and adults across the state of Virginia.

The PSE Programs aim to help increase access to healthy food and beverages for our participants by partnering with retail outlets such as farmers markets and food stores.

What can FNP provide?

- Technical Assistance
 - SNAP self assessment tool
 - EBT manual
- EBT Marketing tools templates
- SNAP FM map
- Cooking Demonstrations
 - By staff
 - By interns
 - By volunteers

Impacts

- EBT manual and toolbox website reviewed over 1000 times
- SNAP FM map had 1200 page views over the past year, average time on page is 2.5 minutes
 - FM Facebook campaign
- Cooking demonstrations by staff and interns reached over 8,000 contacts this past season at over 30 markets

How to participate

- Friend “Virginia Family Nutrition Program” on Facebook
- Ensure your market is mapped on SNAP map <https://blogs.ext.vt.edu/eatsmart-movemore/virginia-farmers-markets-accepting-snap/>
- Contact your local SNAP-Ed Agent and/or your local Family and Consumer Sciences Agent for information on demonstrations

Question and Answer

- Claudia Jackson - **VDSS**
- Elizabeth Borst - **Virginia Fresh Match/FINI**
- Kelly Wright - **DARS**
- Eddie Oliver - **VA Federation of Food Banks**
- Meredith Ledlie Johnson - **VCE SNAP-Ed**

Food Access Spotlight

Sam Lev - LEAP

Incentive programs beyond SNAP

Analise Adams - Shalom Farms

Mobile Market

Hugo Mogollon - Community Foodworks

SNAP expansion

Who are the people in your neighborhood?

Program Partners

Outreach Partners

Funding Partners

Program Champions

Program Partners	Outreach Partners	Funding Partners	Program Champions

Targets, one from each group.

How will I reach them or what's my message?

Who can be my advocate?



Who are the people in your neighborhood?

Program Partners	Outreach Partners	Funding Partners	Program Champions
DSS VDH VCE Agency on Aging HeadStart/VPI Local Government/Market Owner Other markets	DSS VDH/WIC Schools Food banks and pantries Dr's offices Free Clinic Secondhand shops/thrift stores laundromat VEC Low-income housing Community Services Board Boys & Girls Club Public Transit	Local governments/Planning Districts Community Foundation Hospital Community Benefit Funds Banks/Credit unions Local Businesses	Other people interested in food Economic Development Agriculture Organizations Hospitals/Drs
<i>Targets, one from each group.</i>	<i>How will I reach them or what's my message?</i>		<i>Who can be my advocate?</i>
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Wrap-up

- Final questions?
- Keep adding to the Neighbor form as you meet new people
- Make sure to **share your Neighbor form** with your **VAFMA** and **VFM Regional Leads!** Snap a photo!
- Join us for the **VFM breakfast tomorrow, 8-9 am**
- Connect with other markets and experts during the conference!