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
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:

• Provide VDSS with:
  ➢ Farmers Market Name
  ➢ Farmers Market Address
  ➢ Contact Person
  ➢ Contact Email
  ➢ Contact Telephone
  ➢ FNS Number
Questions?

Claudia Jackson
Claudia.jackson@dss.virginia.gov
(804)726-7346
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

NOVA COMMUNITY FOODWORKS

Shenandoah
Harrisonburg FM
Charlottesville City Markets
Scottsville FM
North Augusta FM
Waynesboro FM
Lexington FM
Friendly City Food Co-Op

Central VIRGINIA COMMUNITY FOOD CONNeCTIONS

Bowling Green FM
Dale City FM
Fredericksburg FM
Fredericksburg On The Way FM
King George FM
Route 39 FM
Spotsylvania FM
Spotsylvania Regional Medical Center

VA Farmers Market Assn.
American Heart Assn.

Southside

Uptown
Martinsville FM
Danville FM
South Boston FM
Honor Capital

Coastal

Onancock FM
Cape Charles FM
Williamsburg FM

Blue Ridge

LOCAL ENVIRONMENTAL AGRICULTURE PROJECT
Catawba Valley FM
Blacksburg FM
Grandin Village FM
Salem FM
LEAP Mobile Market
Floyd FM
Vinton FM
Historic Roanoke City Market
Bedford FM
Lynchburg FM
Forest FM
Crooked Kiln FM
The WELL FM
West End FM

Southwest APPALACHIAN SUSTAINABLE DEVELOPMENT

Abingdon FM
Big Stone Gap FM
Independence FM
Marion FM
Norton FM
Tazewell FM
Lebanon FM
Galax FM
Farm to Families CSA

Capital SHALOM FARMS

Your Community Mobile Market
17th St. FM
South of the James FM
River St. Market
St. Stephens Market
Birdhouse FM

NOVA COMMUNITY FOODWORKS

Nova Community
Four Mile Run Market
Old Town FM
Lorton FM
McCulcheon/Mt Vernon FM
Herndon FM
Reston FM
Ballston Fresh FM
Central City Fresh FM
Rosslyn Fresh FM
Arlington FM

Virginia Fresh Match Means More at Market

Steering Committee includes reps from 8 regional lead org's and Program Support.org's

Virginia Cooperative Extension
VA Dept. of Health
Wholesome Wave

Virginia FM Markets

Huntington FM
Chantilly FM
Springfield FM
Oakton FM
Bristow/Haymarket FM
Tysons FM
Leesburg FM
Village at Leesburg FM
Columbia Pike FM
Falls Church FM
Fairfax Community Market

Southside
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

8,100 Customers

768 Virginia producers engaged with Virginia Fresh Match

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 though Virginia Fresh Match’s capacity building tools.
KEY PARTNERS & ROLES

- Program evaluator
- SNAP-Ed Agents (Healthy Retail and cooking demos)
- Fund the FINI Program
- Coordinate external evaluation for FINI projects
- Fiscal and grant management
- Data collection and reporting
- Grocery retail pilots
- Training for Regional Leads and Market Managers
- Design and implement statewide marketing plan
- Program design and technical assistance provider
- Supply/customize marketing materials

- Virginia Cooperative Extension
- Virginia Family Nutrition Program
- Virginia Community Food Connections
- USDA NIFA
- Wholesome Wave
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
Elizabeth Borst, elizabethborst@virginiacfc.org
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
Office of Aging Services/Division of Community Living
Kelly.Wright@dars.virginia.gov
804.662.9319
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
Regional Map

- Blue Ridge Area Food Bank
- Capital Area Food Bank
- Fredericksburg Regional Food Bank
- Virginia Peninsula Foodbank
- Feeding America Southwest Virginia
- Feed More
- Foodbank of Southeastern Virginia

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
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
  804-549-5675
  eoliver@vafoodbanks.org
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
Meeting the Educational Needs of Limited Resource Virginians through Volunteers

Virginia Cooperative Extension programs and employment opportunities are open to all. Virginia Cooperative Extension and USDA are equal opportunity/affirmative action employers. This material was partially funded by USDA’s Supplemental Nutrition Assistance Program – SNAP. This material was partially funded by the Expanded Food and Nutrition Education Program, USDA, NIFA.

Location of where FCS SNAP-Ed Extension Agents are housed within their Areas.
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
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<tr>
<th>Program Partners</th>
<th>Outreach Partners</th>
<th>Funding Partners</th>
<th>Program Champions</th>
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<td>Targets, one from each group.</td>
<td>How will I reach them or what’s my message?</td>
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<td>Who can be my advocate?</td>
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[Image of a house with a winding path]
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<td>Other people interested in food</td>
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<td>VDH/WIC</td>
<td>Community Foundation</td>
<td>Economic Development</td>
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<td>Hospital Community Benefit Funds</td>
<td>Agriculture Organizations</td>
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<td>Food banks and pantries</td>
<td>Banks/Credit unions</td>
<td>Hospitals/Drs</td>
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<td>HeadStart/VPF</td>
<td>Dr's offices</td>
<td>Local Businesses</td>
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<td>Local Government/Market Owner</td>
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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!