

Community Connections

Ways to Strengthen Food Access Programs

Megan Townley
Food Access Manager



Organization Overview



We believe all youth deserve a healthy life and future

- Project GROWS is a nonprofit educational farm located on 10 acres in Augusta County, VA
- **Mission:** To improve the overall health of youth in Staunton, Waynesboro, and Augusta County through:
 - ✓ Garden based **education**
 - ✓ **Access** to healthy food



History: Community Collaborative



BOYS & GIRLS CLUB
OF WAYNESBORO
STAUNTON & AUGUSTA COUNTY

**BLUE RIDGE AREA
FOOD BANK**

a member of
**FEEDING
AMERICA**

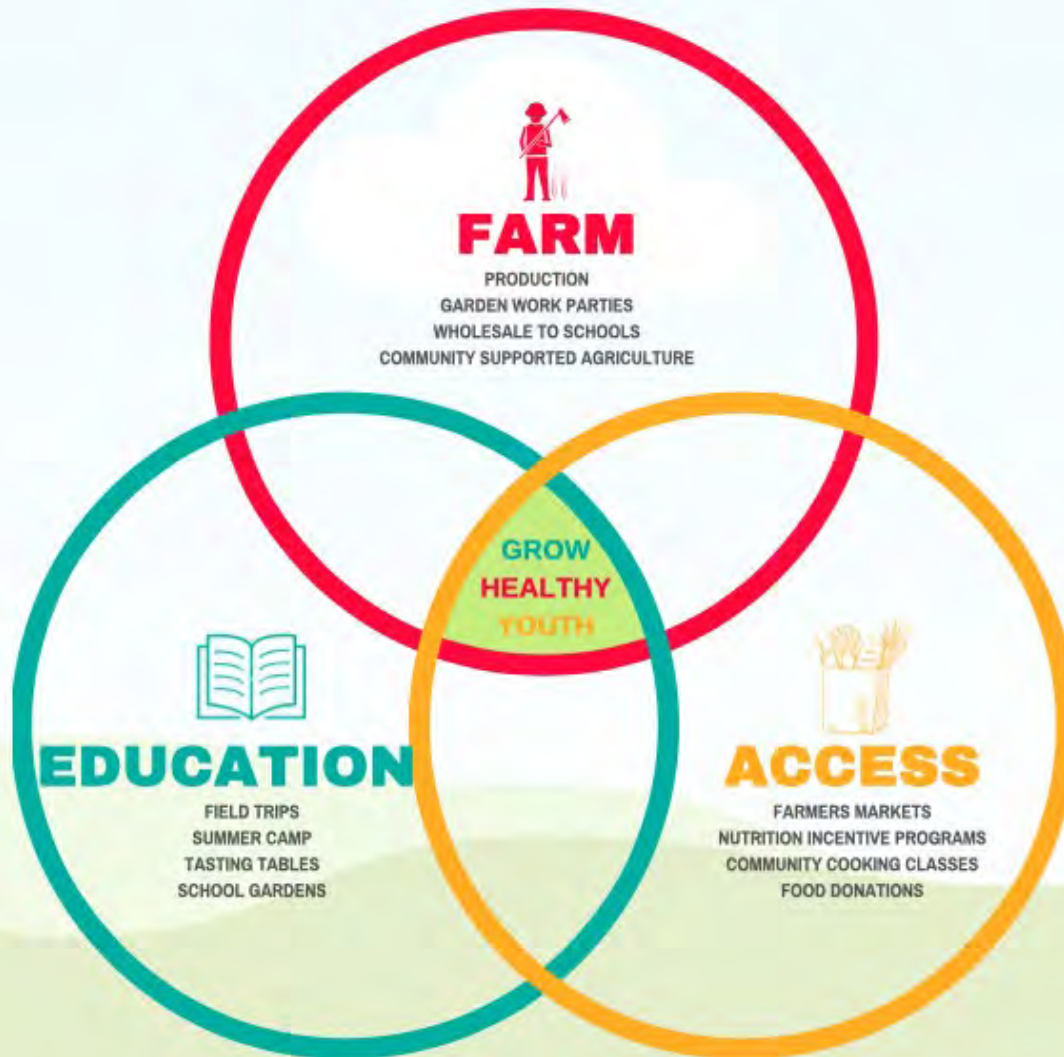


AUGUSTA COUNTY



MB
MARY BALDWIN
UNIVERSITY

Growing Healthy Youth





Food Access

- **Farmer's markets: SNAP Matching program, Senior and WIC Farmer's Market Nutrition Program.**
- Farm to school tastings (Harvest of the Month)
- Offsite garden education (Boys and Girls Club, Dixon Educational Center)
- Community Cooking Classes (Let's Eat! Family Cooking Program, BGC Young Chefs)



Our Farmers Markets

Markets We Manage:

- North Augusta Farmers Market (May - October)
- Waynesboro Farmers Market (May - September)

Markets we Manage and Sell at:

- Staunton-Augusta Health Department Farmer's Market (July - September)
- Boys and Girls Club Youth Run Farm Stand (June - July)



North Augusta & Waynesboro Farmers Market

NAFM (May-October)

- Wednesday Afternoon/evening market
- † low income seniors, young families



WFM (May-September)

- Saturday morning market
- † Young families, SNAP & WIC customers

Staunton Augusta Health Department Farmers Market

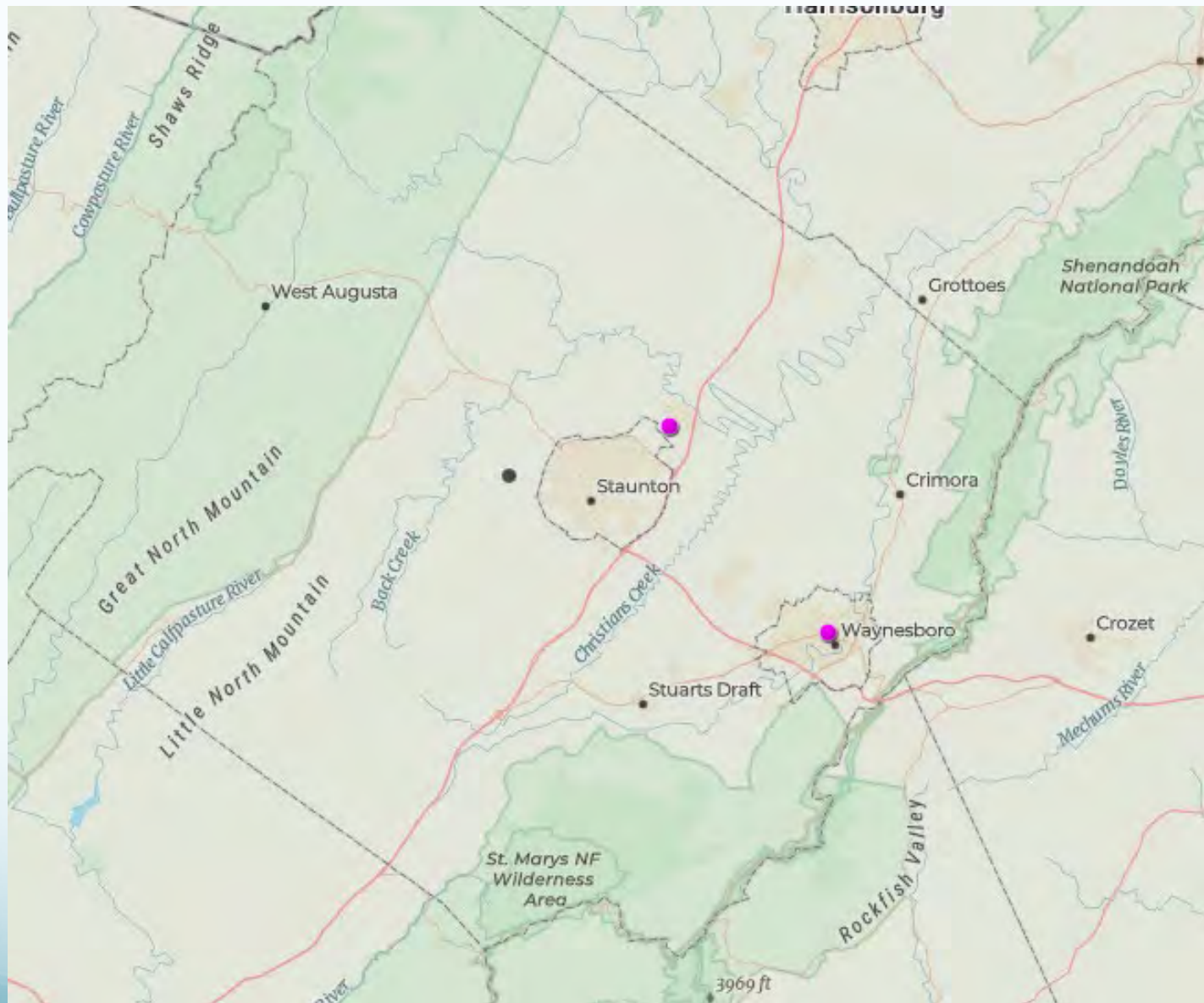
- Partnership between Project GROWS and the Staunton Augusta Health Department
- Yr. 1 of market WIC redemption doubled!
- In 2020 we will be introducing a Virginia Fresh Match program at this market.



Youth Run Farm Stand

- Partnership with the Boys and Girls Club of Staunton, Waynesboro, and Augusta County.
- Foster the connection between youth and where their food comes from.
- Build practical skills
- Promote Nutrition Education





**Market
Barriers**

The diagram features a large white circle on the left containing the text 'Market Barriers'. Three white arrows point from the right side of this circle to three stacked rectangular boxes on the right. The top box is red and labeled 'Knowledge', the middle box is blue and labeled 'Market Atmosphere', and the bottom box is green and labeled 'Transportation'. The entire diagram is set against a yellow background.

Knowledge

**Market
Atmosphere**

Transportation



Growing Partnerships



Blue Ridge
AREA
**FOOD
BANK**



PROJECT GROWS TOKEN GUIDE

3x SNAP Token
\$3 SNAP Token
\$100 Eligible Items Only

SNAP Eligible Food Only
\$5 SNAP
No Change Given

Fruits & Vegetables Only
\$1
No Change Given

Fruits & Vegetables Only
\$1
No Change Given

Can ONLY Be Used To Purchase SNAP Approved Items:

- Meat
- Dairy
- Fruit
- Vegetables
- Eggs
- Jams / Preserves
- Food Producing
- Plants
- Packaged Baked Goods
- Mushrooms
- Herbs
- Honey
- Bread

Can ONLY Be Used To Purchase:

- Fruits
- Vegetables
- Cut Herbs
- Mushrooms

Project GROWS Vouchers




• ONLY vendors who signed up to receive WIC vouchers this year may accept WIC Vouchers.

• Vendors in this program MUST display a sign at their booth saying they accept WIC vouchers.

• Vouchers can ONLY be used to purchase fresh fruits, vegetables, herbs, and mushrooms.

• May only be used to purchased SNAP approved items.

• All vendors must accept these vouchers.

• Vouchers reimbursed by Project GROWS.

WIC FMNP Checks



• ONLY vendors who signed up to receive WIC vouchers this year may accept WIC Vouchers.

• Vendors in this program MUST display a sign at their booth saying they accept WIC vouchers.

• Vouchers can ONLY be used to purchase fresh fruits, vegetables, herbs, and mushrooms.

Wooden Tokens MAY NOT be used to purchase:
Ready to eat foods, craft items, florals, alcohol or tobacco products.

\$10 Voucher

\$10 PG Voucher can be accepted by all vendors for all items.

ATTN ALL VENDORS: If presented with a voucher or token that is not present on this form, please send customer to welcome table.

Key Partners:
DSS, VDH, DARS, VCE, VFM, Blue Ridge Area Food Bank and local pantries, other local non-profits

YOU SNAP. WE MATCH.

Virginia
2024-2025
\$200.00

wholesome wave

It's the healthy way to stretch your SNAP.

Buy a little

Get a lot

Shop with SNAP/EBT, get up to \$30 in FREE fruits & vegetables!

How it Works:

1. SNAP/EBT purchase at participating vendor.
2. Vendor scans receipt and you receive your produce.
3. Vendor scans receipt and you receive your produce.
4. Vendor scans receipt and you receive your produce.

Example: Buy SNAP/EBT \$20.00 worth of produce. Get up to \$30.00 worth of produce FREE!

FREDERICKSBURG FARMERS MARKET
Saturdays, 9am-3pm (Open 10am) - Market Place, 1000 West 21st Street
Harrisonburg, VA 22801-4300 (Sat. 10am-12pm) - 1000 West 21st Street

CAROLINE FARMERS MARKET
Saturdays, 9am-12pm (Open 10am) - Market Place, 1000 West 21st Street
Harrisonburg, VA 22801-4300 (Sat. 10am-12pm) - 1000 West 21st Street

WINDY RIDGE FARMERS MARKET
Saturdays, 9am-12pm (Open 10am) - Market Place, 1000 West 21st Street
Harrisonburg, VA 22801-4300 (Sat. 10am-12pm) - 1000 West 21st Street

SPITZBERGIA FARMERS MARKET
Saturdays, 9am-12pm (Open 10am) - Market Place, 1000 West 21st Street
Harrisonburg, VA 22801-4300 (Sat. 10am-12pm) - 1000 West 21st Street

Bringing it your way

SNAP BONUS BUCKS!

PURCHASE \$10 IN SNAP/EBT AND GET \$5 IN BONUS BUCKS!

PURCHASE \$20 IN SNAP/EBT AND GET \$10 IN BONUS BUCKS!

BONUS BUCKS ARE FOR SNAP CUSTOMERS ONLY. THEY CAN BE USED ON ALL SNAP APPROVED ITEMS!

BONUS BUCKS!
\$10

Redeemable at Project GROWS Markets:

- WINDY RIDGE FARMERS MARKET
- CAROLINE FARMERS MARKET
- SPITZBERGIA FARMERS MARKET

BONUS BUCKS!
\$5

Redeemable at Project GROWS Markets:












- WINDY RIDGE FARMERS MARKET
- CAROLINE FARMERS MARKET
- SPITZBERGIA FARMERS MARKET

Can be used at both Project GROWS Markets: NAFM and WFM. No expiration. No change given.

GROCERY STORE

FARMER'S MARKET

\$10
SNAP / EBT

<p> \$3.00 / two tomatos</p> <p> \$1.50 / 2 lbs</p> <p> \$2.50 / head broccoli</p> <p> \$3.00 / one dozen eggs</p>	<p> one dozen eggs</p> <p> one head broccoli</p> <p> three tomatos</p> <p> one loaf bread</p> <p> 1 lb ground beef</p> <p> 2 lbs carrots</p> <p> 5 cucumbers</p>
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Key Partners: Community, Farmers, VCE, Master Gardeners, Public Library, Parks and Rec

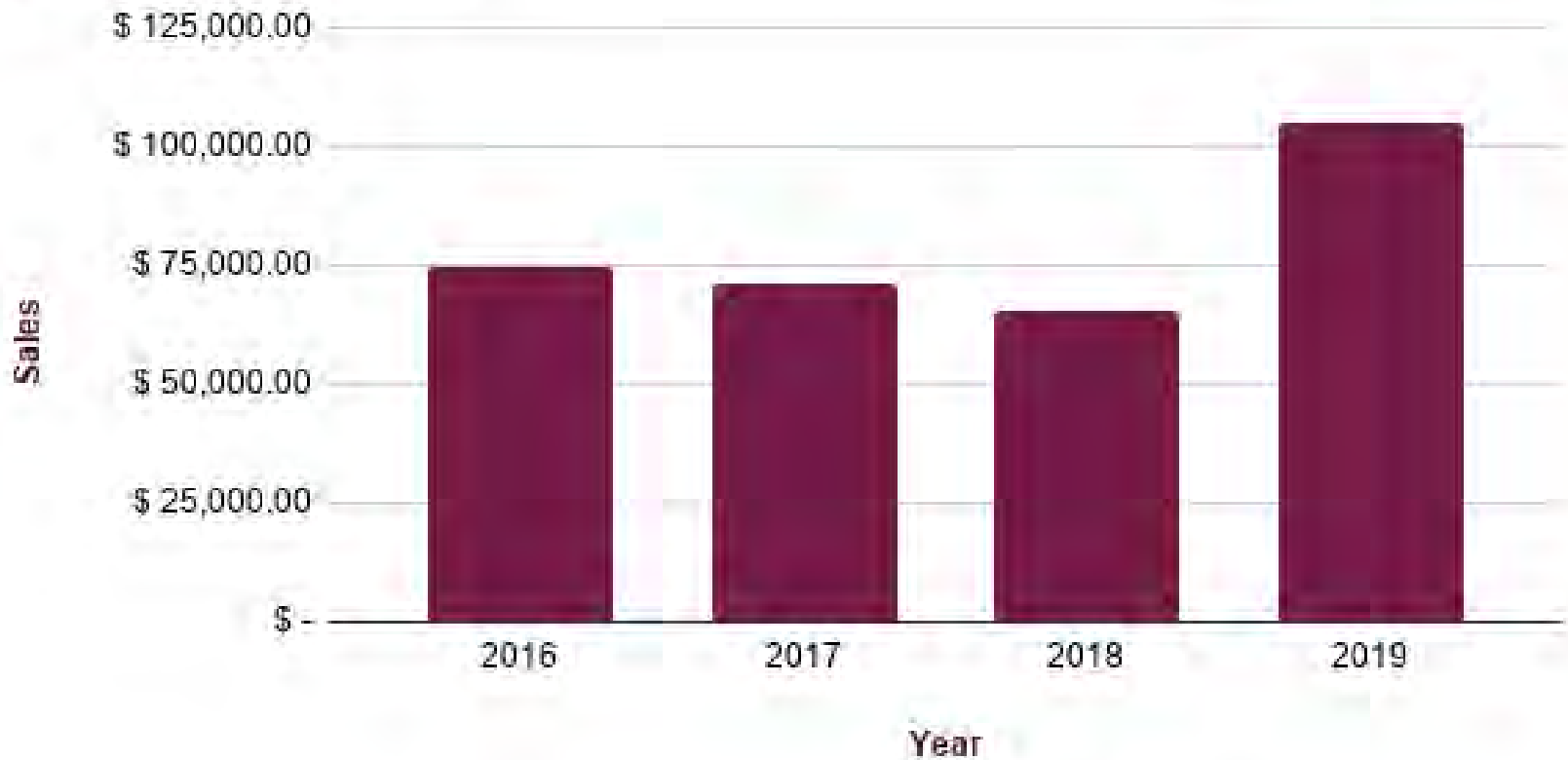


Key Partners: Local Senior Center, VDH, Boys and Girls Club, Staunton City Schools

Market Trends

Total Vendor Sales

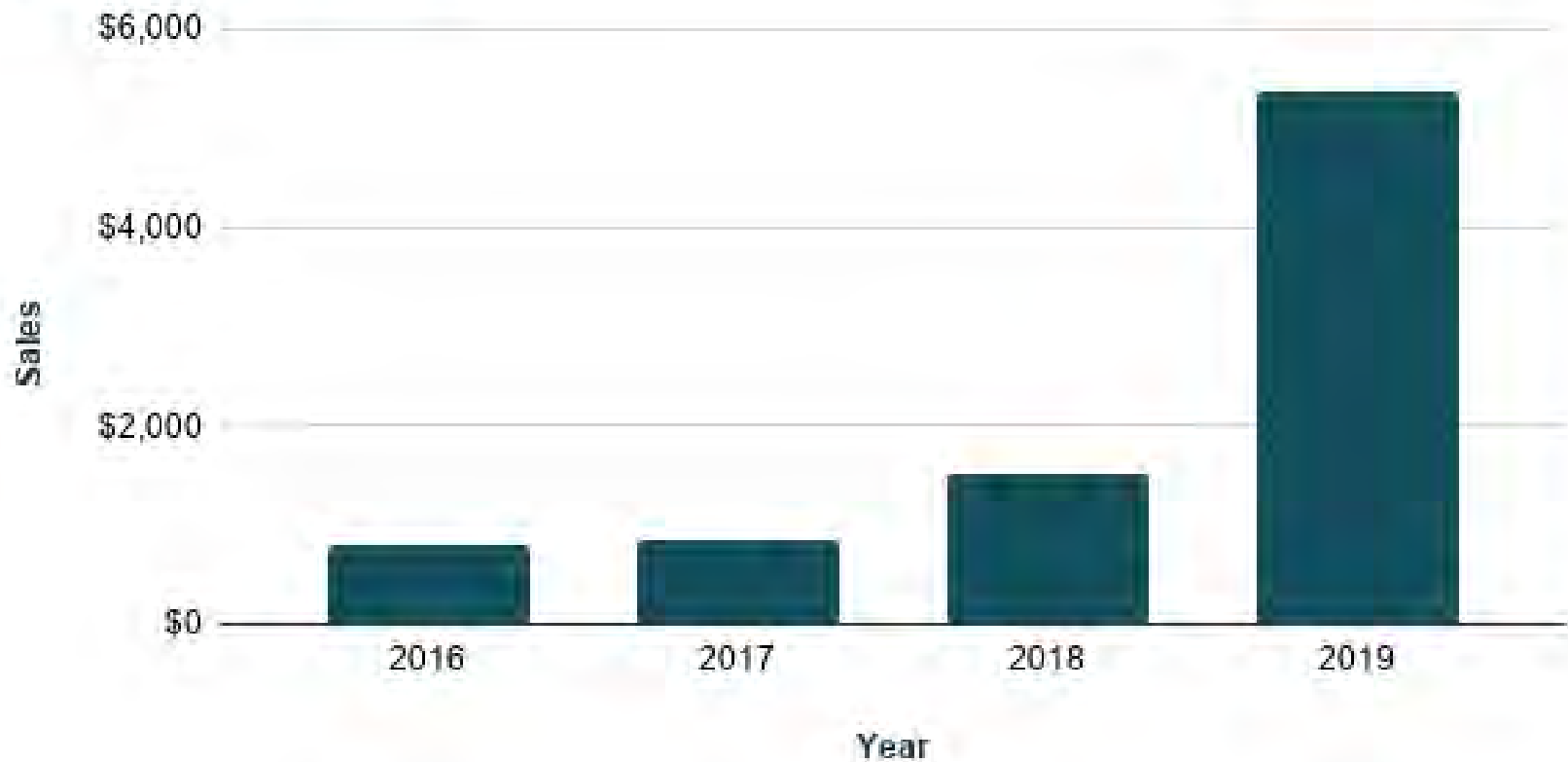
NAFM & WFM Combined



Market Trends

Total SNAP Sales

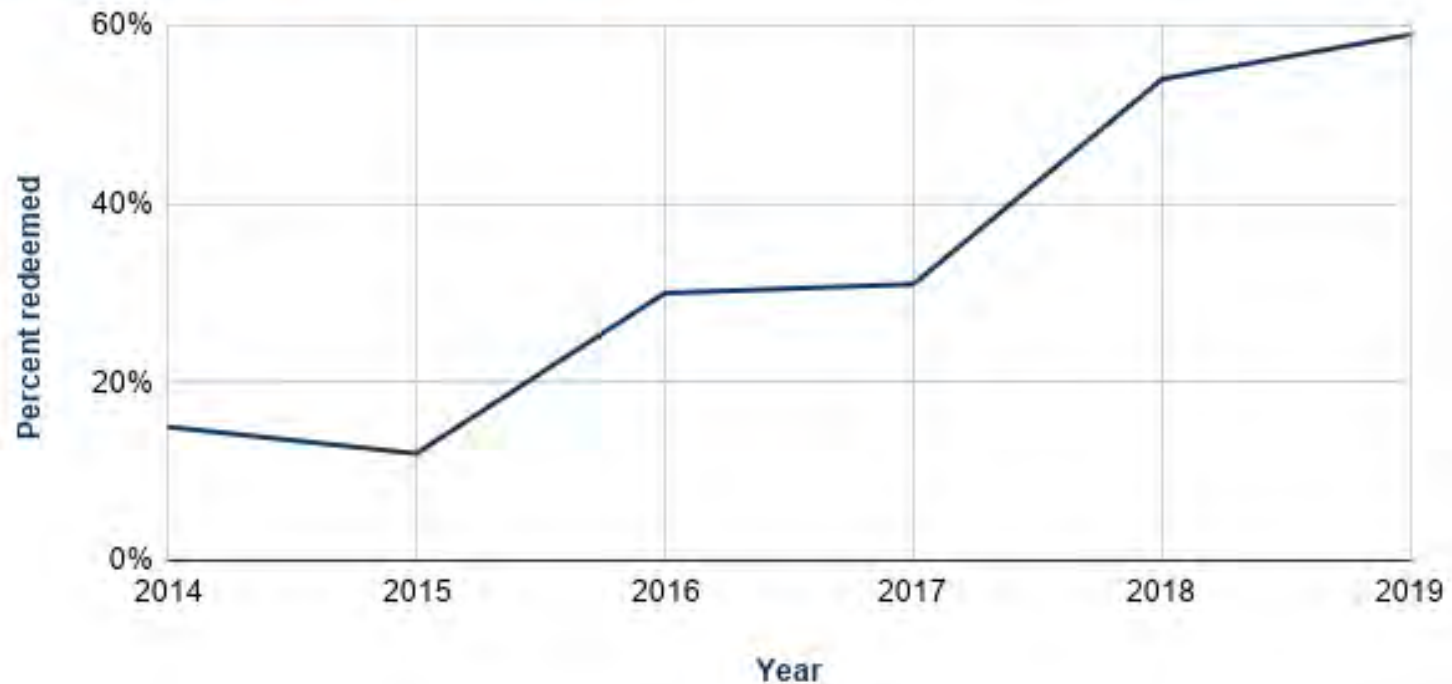
NAFM & WFM Combined



Staunton Augusta Health Department Farmers Market

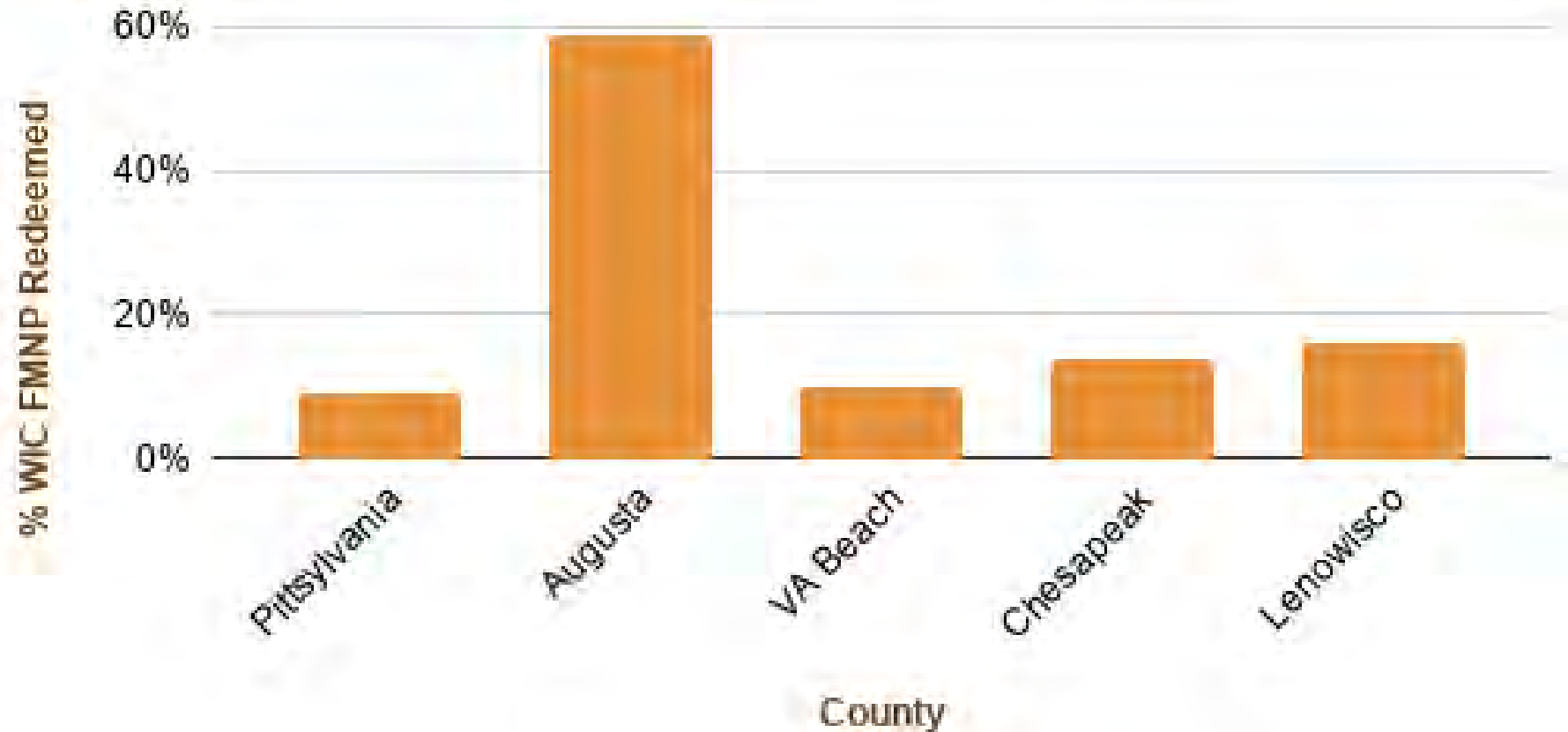
WIC FMNP Redemption Rate

Central Shenandoah Health District



2019 WIC FMNP REDEMPTION RATE BY COUNTY

Virginia



Choosing Partners

Similar Mission

Mutually beneficial

Complementary skill sets



Words of Encouragement



Questions?

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