

IS IT RIGHT FOR YOUR MARKET?

SNAP-EBT @ THE FARMERS MARKET



SHIP

Statewide Health Improvement Program

Presenters and Planners

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Minnesota, Center for Prevention

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Trade Policy

Margaret Adamek, Terra Soma Consulting
Services

Time for Crowd-Sourcing!

WHAT STAGE ARE YOU IN?

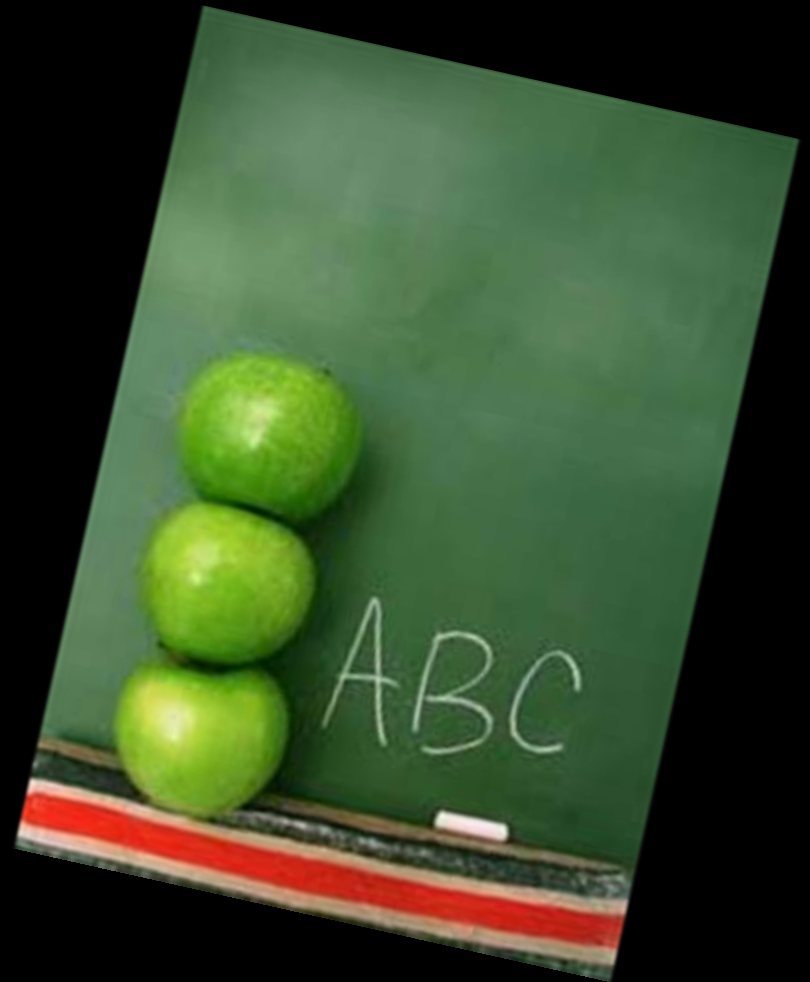
Crowd sourcing...

- Where is your market?
 - Rural, reservation, suburban, urban
- What stage of planning is your market in?
 - New, intermediate, ready to go, already there...



What we'll do today...

- Reality check on time and resources for successful program
- Talk about features and importance of planning and assessment
- Learn about key components of successful approaches



Here's what we mean...

- **SNAP** - Supplemental Nutrition Assistance Program
- **EBT**- Electronic Benefits Transfer
- **FNS** - Food and Nutrition Service



What do you know about EBT?

Great deal

Moderate amount

Some familiarity

Just starting out

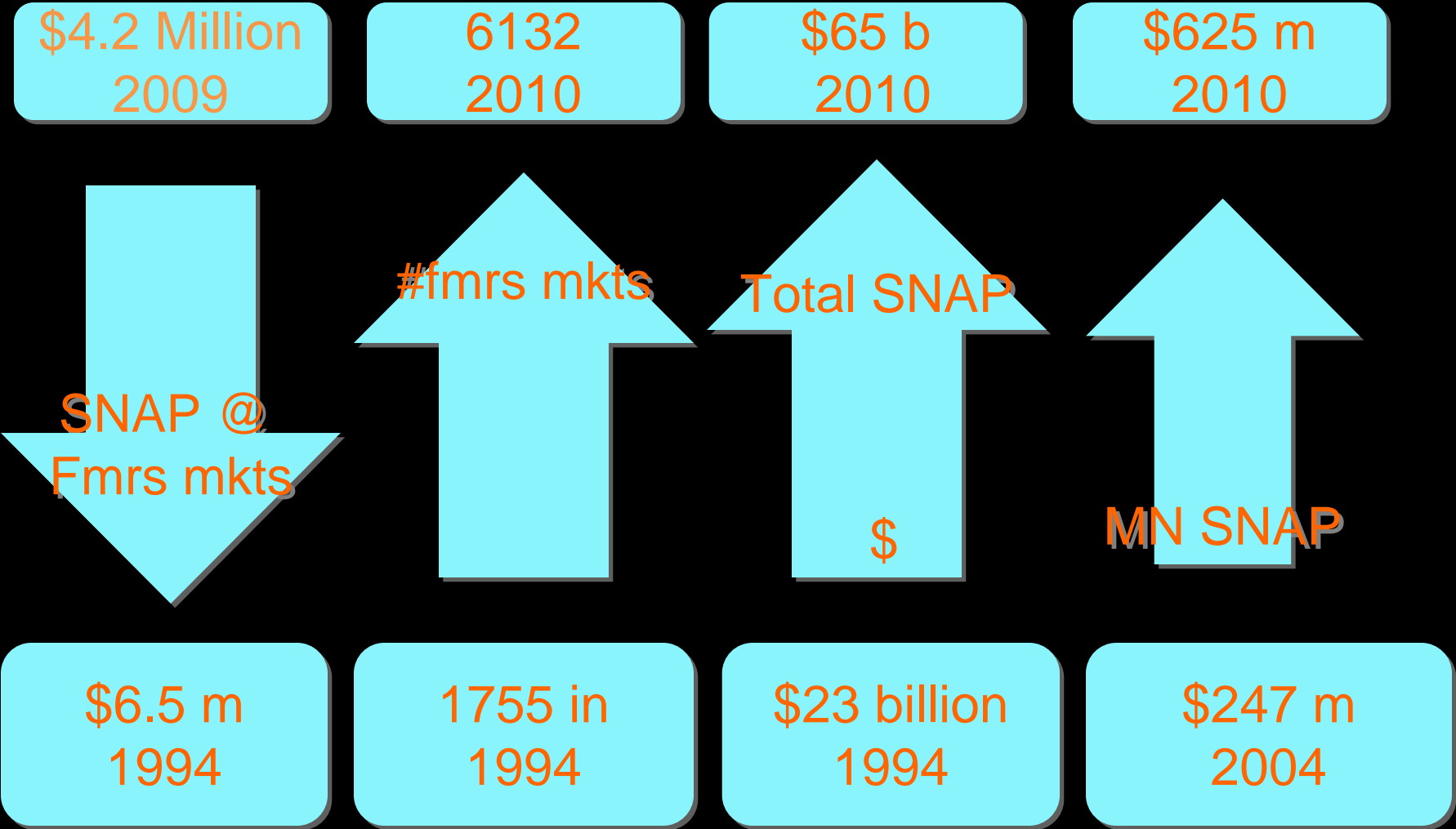
Time for Crowd-Sourcing!

**WHAT IS IMPORTANT TO
UNDERSTAND ABOUT EBT?**

The Scoop

EBT 101

EBT & Farmers Markets



Benefits of SNAP at the Farmers Market

- Affordable, fresh, local fruits and vegetables for all
- Offers other benefits of farmers markets
- Federal dollars flow into local economy
- Supports small family farmers



Time for Crowd-Sourcing!

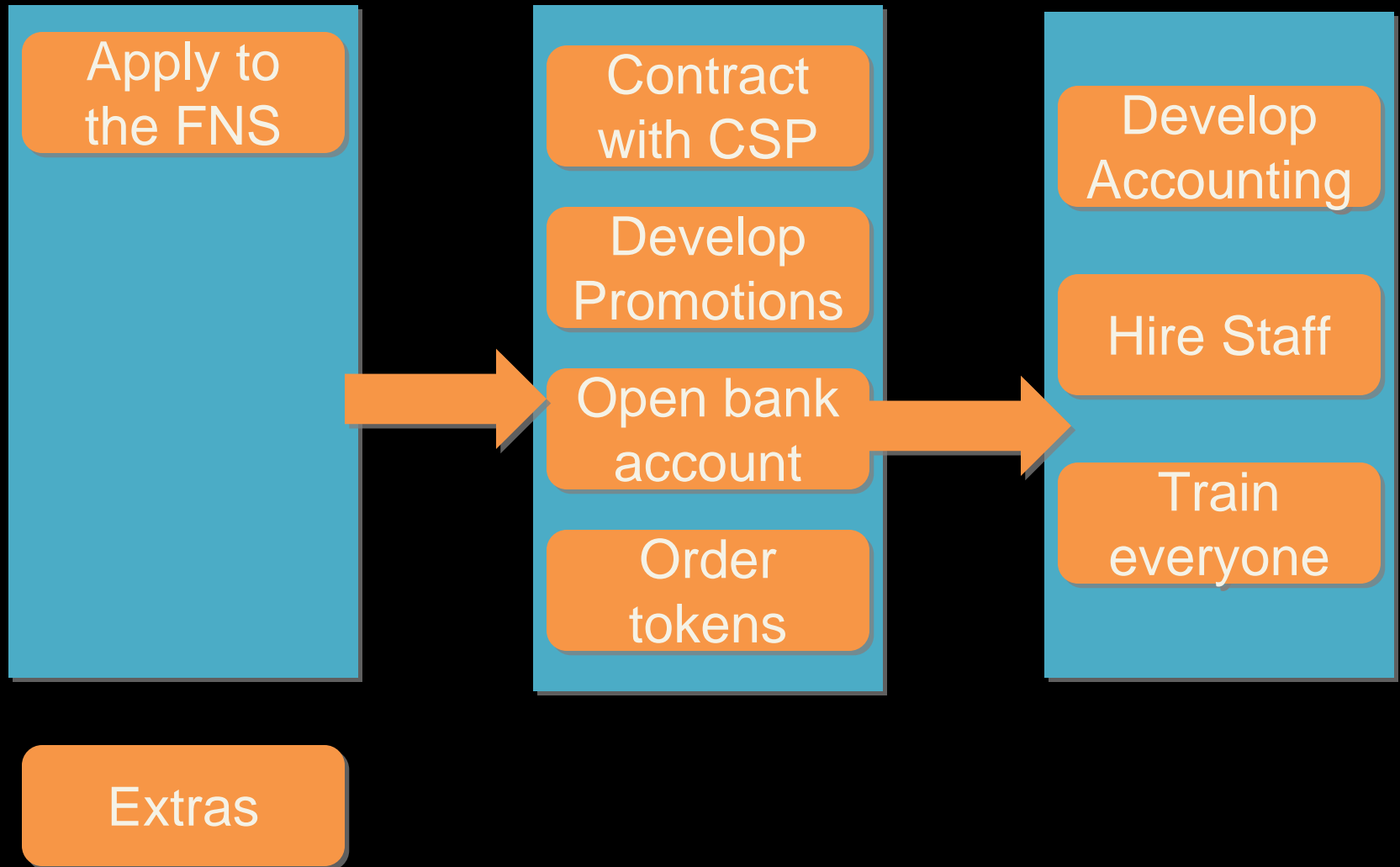
WHO IS USING EBT?

4 Ways to Implement EBT

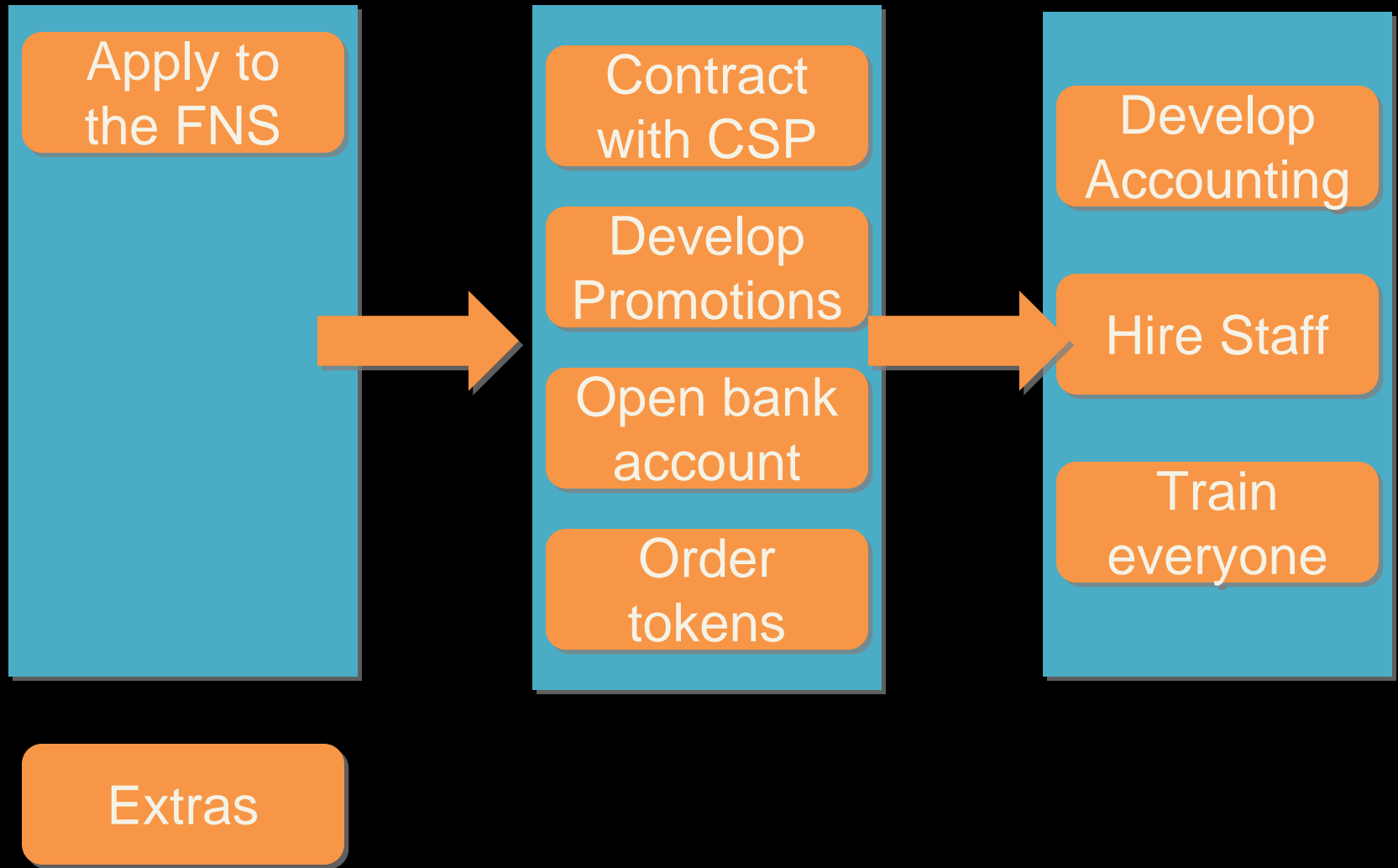
- Vendor based
- Market based with script or tokens
- Market based with receipts
- Manual authorization



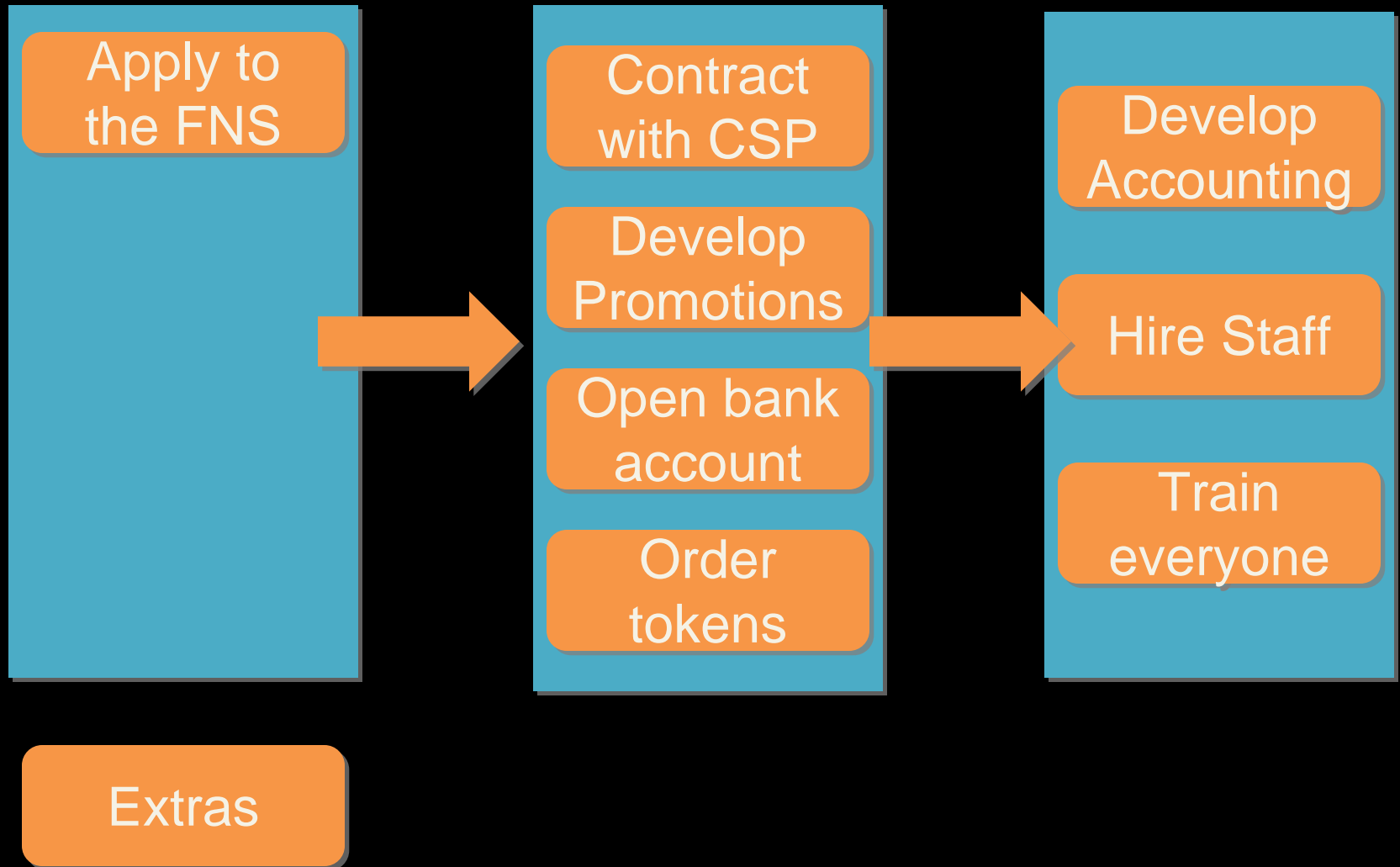
Basic Implementation Steps



Implementation Timeline



Basic Budget Considerations



Getting clear....

**WHAT QUESTIONS DO I HAVE
SO FAR?**

EBT 101: Where do I get info?

- [Contact the MDA for “How to Implement SNAP and EBT into Your Farmers Market”](#)
- [USDA's website "How to Accept SNAP at Farmers' Markets"](#)
- [“SNAP-EBT at Your Farmers Market: 7 Steps to Success”](#)
- [SNAP at Farmers Markets: A How-to Handbook](#)
- [Real Food, Real Choice](#)



Pitfalls, Goals, Outcomes, Assessment, Engagement

EBT 102

Encountering Common Pitfalls

- Community needs and market offerings don't match
- No money
- Too much workload for market
- Nobody shows up



Setting Realistic Goals

[insert graphic for potential goals ro I will
insert a .jpg which won't be messed up
by formatting]

Expecting Realistic Outcomes

- Takes several years to build a significant customer base
- Cost of program far exceeds dollar amount of SNAP redemptions
- More will be invested than what you get back...*depending on how you measure*



Assessing the Context

- Who are your partners going to be?



Assessing the Context

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- How many SNAP households nearby?



Assessing the Context

- Who are your partners going to be?
- How many SNAP households nearby?
- What languages are spoken?

Dhadan fiican leh
 La awoodi kara
 Wuxuu ogol yahay EBT.

Koykaada ku Kordhiso Lacagaha Suuqa EBT!

SUUQAADA BEERALYDA. KA DUWANAANTA DHADHAMI.
Waxaa Iminka Kaararka EBT laga Ogol Yahay:

Suuqa Beeralyda ee Minneapolis
Isnin – Jimco
9th subaxnimo – 12th habeenimo
Loolyo – Nofoobar
Sabi – Axad
7th subaxnimo – 1st duhurnimo
Loolyo – Nofoobar
312 East Lyndale Avenue North
Minneapolis, MN 55405
(612) 333-1718
www.mplsfarmersmarket.com

Suuqa Beeralyda ee Midtown
8th subaxnimo – 1st duhurnimo
Majo – Oktoobar
Talaado
3rd palaabnimo – 7th fidnimo
Aduyo – Oktoobar
2225 East Lake Street
Minneapolis, MN 55407
(612) 724-7457
www.midtownfarmersmarket.org

Suuqa Beeralyda ee Northeast
Sabi
9th subaxnimo – 1st duhurnimo
Majo – Oktoobar
7th Ave. NE & University Ave. NE
Minneapolis, MN 55413
www.nemplsfarmersmarket.com

VISION
OF THE
MIDWEST
H
United Markets
of Minnesota

Assessing the Context

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- Is the market's culture welcoming to high priority populations?

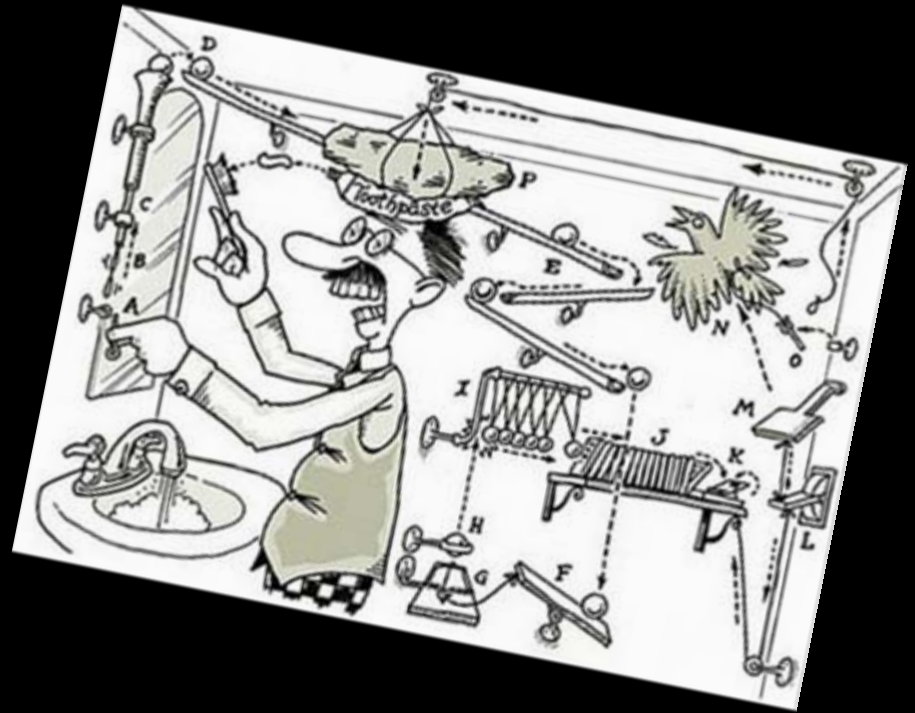
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Assessing the Market

✓ Tasty.
✓ Affordable.
✓ **Accepts EBT.**

FOR A LIMITED TIME ONLY
Increase Your Savings with EBT Market Bucks!
Use the market to taste more!

**YOUR FARMERS MARKET.
TASTE THE DIFFERENCE.**

EBT Cards Now Accepted At:

Minneapolis Farmers Market M-F 9 am-12 pm July-Nov. Sat.-Sun. 7 am-1 pm July-Nov. 312 East Lyndale Avenue North Minneapolis, MN 55405 (612) 333-1718 www.mplsfarmersmarket.com	Midtown Farmers Market Sat. 8 am-1 pm May-Oct. Tue. 3 pm-7 pm June-Oct. 2225 East Lake Street Minneapolis, MN 55407 (612) 724-7457 www.midtownfarmersmarket.org	Northeast Farmers Market Sat. 9 am-1 pm May-Oct. 7th Ave. NE & University Ave. NE Minneapolis, MN 55413 www.nemptsfarmersmarket.com
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Logos for: Minneapolis Board of Agriculture, Minnesota Department of Agriculture, VISION, and State Board of Minnesota.

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Support from Health Departments

- Is your health department ready?

- Project management
- Networking
- Convening capacity
- Outreach into other municipal agencies
- Expertise for culturally and contextually relevant promotional content
- Administrative support
- Technical assistance

Hearing from MN Farmers Markets

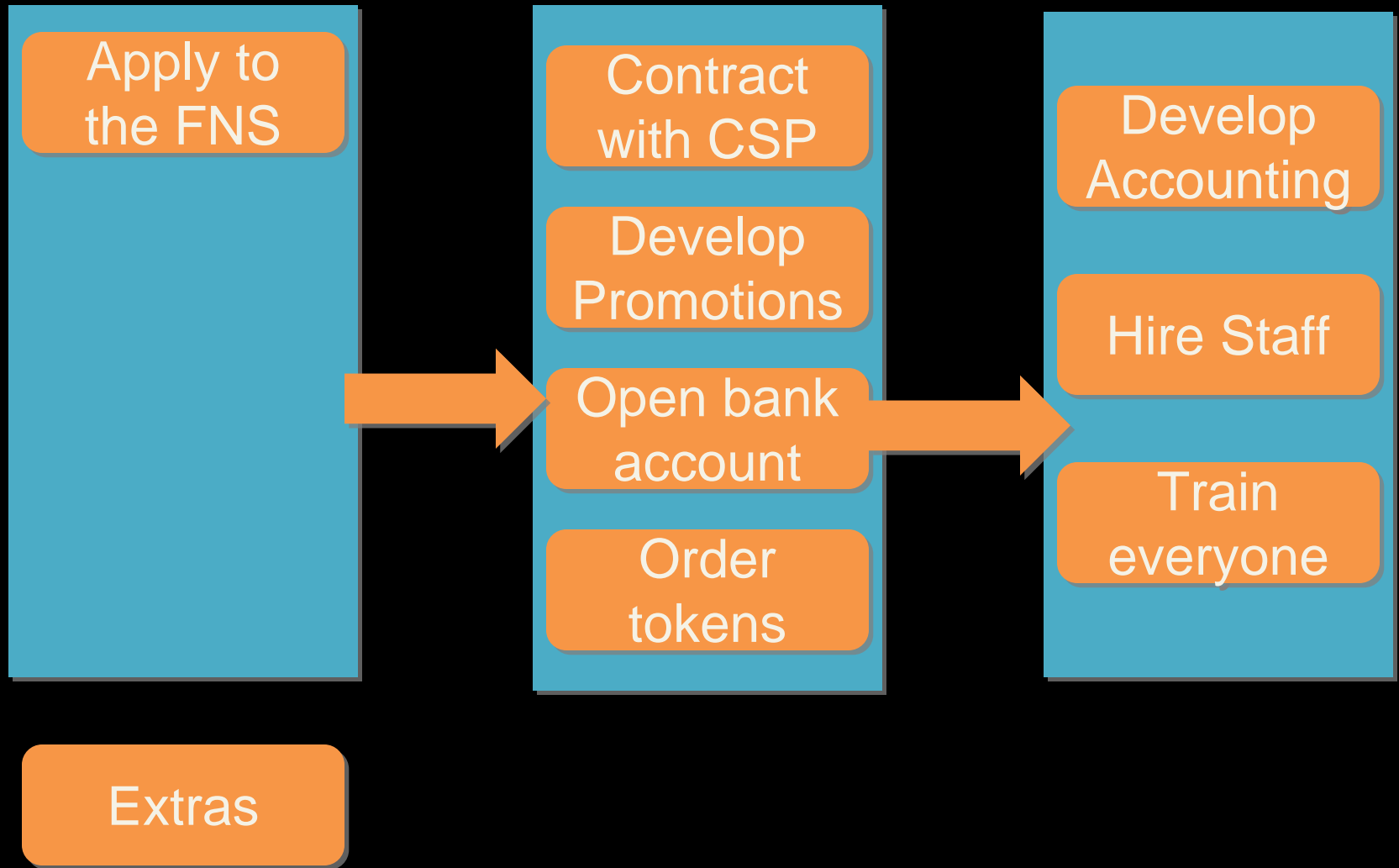
BEEN THERE, DONE THAT

Footing the Bill

- How do markets pay for this?
- Where do they get the start-up help?
- How do they sustain it?
- Are there volunteer models?
- How much for promotions?



Basic Implementation Steps



Midtown, North Lyndale, and Northeast Farmers Markets

MINNEAPOLIS

from the City's perspective...

- Who were partners?
- What type of promotion?
- What kind of outreach?
- What other programs?
- What lessons?



from a funder's perspective...



Who else has tried EBT? What have you learned?

OTHER VOICES, OTHER PERSPECTIVES

From Rural Communities

- What have you learned from your work with rural markets and/or reservation-based markets that will be helpful for your colleagues to hear about?

Conversation

- Based on what I've heard, what's coming clear for me about EBT use at farmers markets?
- What questions do I have about EBT use at farmers markets?
- What is most important to consider as my community explores this option?

Thanks!

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Minnesota Department of Health

Diane Lauren

Minnesota Department of Health

JoAnne Berkenkamp

Institute for Agriculture and Trade Policy