



**NUTRITION ASSISTANCE PROGRAM REPORT SERIES**  
**OFFICE OF RESEARCH AND ANALYSIS**  
**Supplemental Nutrition Assistance Program**

**NUTRITION ASSISTANCE IN FARMERS MARKETS:  
UNDERSTANDING CURRENT OPERATIONS—  
FORMATIVE RESEARCH FINDINGS**

*Final Report*



**USDA** United States Department of Agriculture  
Food and Nutrition Service

January 2012

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Supplemental Nutrition  
Assistance Program  
January 2012

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## **Nutrition Assistance in Farmers Markets: Understanding Current Operations – Formative Research Findings**

### **Final Report**

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This study was conducted under Contract number AG-3198-B-10-0029 with the Food and Nutrition Service.

This report is available on the Food and Nutrition Service website: <http://www.fns.usda.gov/ora>.

Suggested Citation:

U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, *Nutrition Assistance in Farmers Markets: Understanding Current Operations – Formative Research Findings*, by Suzanne McNutt, Simani Price, and Sujata Dixit-Joshi. Project officer: Kelly Kinnison, Alexandria, VA: January 2012.

## **Acknowledgements**

This report was prepared by Suzanne McNutt, Simani Price, and Sujata Dixit-Joshi of Westat for the U.S. Department of Agriculture's Food and Nutrition Services (FNS), Office of Research and Analysis. Many individuals contributed to this report. The authors thank Elaine Eaker for her oversight and guidance and Fred Glantz for his review and comments. We are grateful to FNS, especially Kelly Kinnison who served as the FNS Contracting officer Representative, for her technical guidance and program knowledge; and Anita Singh and Eric Williams for their expert review.

<b><u>Chapter</u></b>	<b><u>Page</u></b>
EXECUTIVE SUMMARY .....	v
I. INTRODUCTION.....	1
II. METHODOLOGY.....	2
A. Sample.....	2
B. Data Collection Protocol.....	3
C. Data Sources and Instruments.....	3
III. FINDINGS.....	4
A. Market Characteristics .....	4
B. Revenue and Sales.....	5
C. Nutrition Environment.....	6
D. USDA Nutrition Assistance Programs.....	8
E. Incentive Programs.....	10
F. Education and Outreach.....	10
G. Built Environment.....	10
IV. SUMMARY.....	11
V. MARKET PROFILES.....	12
A. Eastern Market (Detroit, Michigan).....	14
B. Peachtree Road Market (Atlanta, GA).....	21
C. South Boston (Boston, MA).....	28
D. Clark Park Farmers Market (Philadelphia, PA).....	35
E. Market on the Square (Mobile, AL).....	41
F. Downtown Farmers Market (Fort Pierce, FL).....	47
G. Wytheville Market (Wytheville, VA).....	51
H. Sitka Market (Sitka, AK).....	57
I. Overland Park (Overland Park, KS).....	63
VI. Conclusions .....	67
REFERENCES.....	68

<b><u>Tables</u></b>		<b><u>Page</u></b>
II.1	Farmers markets that participated in Phase I formative research .....	2
III.1	Market characteristics.....	5
III.2	Revenue sources and sales information .....	6
III.3	Food availability and number of vendors selling items.....	7
III.4	Availability and price information for key indicator foods .....	8
III.5	Built environment features captured during site visit.....	11
V.1.1	Eastern market profile summary .....	16
V.1.2	Eastern Market site visit data – food availability and price .....	17
V.2.1	Peachtree road market profile summary .....	22
V.2.2	Peachtree road market site visit data – food availability and price.....	24
V.3.1	South Boston market profile summary .....	29
V.3.2	South Boston market site visit data – food availability and price.....	31
V.4.1	Clark Park Market profile summary.....	36
V.4.2	Clark Park Market site visit data – food availability and price .....	37
V.5.1	Market on the square profile summary.....	43
V.5.2	Market on the square site visit data – food availability and price.....	44
V.6.1	Downtown farmers market profile summary.....	48
V.7.1	Wytheville market profile summary .....	52

<b><u>Tables</u></b>		<b><u>Page</u></b>
V.8.1	Sitka market profile summary .....	58
V.9.1	Overland Park Market profile summary.....	64

**Appendices**

A	Telephone Interview Guide
B	Farmers Market Vendor Assessment Template
C	Farmers Market Environment Assessment Form

## EXECUTIVE SUMMARY

This report presents the findings of the formative research undertaken to understand the current operations of nine farmers markets purposively selected by FNS to capture geography, market size, urbanicity, and variation in participation in nutrition assistance programs. It includes key findings and market profiles from in-depth interviews with nine farmers market managers and site visits at five of those markets.

The nine farmers markets represent seven Census Regions of the United States, and seven markets are located in urban areas. Three markets are located in census block groups where approximately 50 percent of residents within a 0.5 mile radius fall below the Federal poverty threshold. The five markets that were visited were in pleasant surroundings adjacent to stores that sold food and food products, and all but one was accessible by public transportation. All markets had fixed hours of operation, and a majority operated one day a week, usually on Saturday.

The markets varied considerably in the number of vendors and diversity of food products. One market had four vendors while another reported 130. In general, the variety of products sold was directly related to the number of vendors. As expected, more vendors sold produce than any other food product; at two markets, over 60 percent of the vendors sold produce. The number of paid staff ranged from one to ten, but only one market had more than two. All market managers reported that individual vendors provided customers with some nutrition information about the produce they sold. In addition, a number of markets organized cooking demonstrations and provided nutrition education at community gatherings at schools, churches, and Special Supplemental Program for Women, Infants, and Children (WIC) offices to provide nutrition education.

Markets received funding primarily from vendor fees; other funding streams included public donations, government, and non-profit organizations. Seven markets reported participating in the Supplemental Nutrition Assistance Program (SNAP), four markets participated in WIC and WIC Farmers Market Nutrition Program (FMNP), and five participated in the Senior FMNP. Only two markets participated in all four programs. Vendor participation in nutrition assistance programs varied from 40 to 100 percent. The application process and lack of phone lines at the market location were reported as the major barriers to participation in SNAP. In some participating markets, vendors were unaware of SNAP and the process for accepting benefits, suggesting that communication with the vendors may improve vendor participation rates. Five of the SNAP-authorized markets offered incentive programs to their SNAP customers. Funding for incentives came from a variety of sources, including The Food Trust, Wholesome Wave, the city's Mayor's

Office, Fair Food Network, and the Wythe-Bland Foundation. A few markets offered incentives good for an entire season (e.g., Double Value Coupons), while the others offered a one-time incentive.

Overall, there was much commonality among the markets. A desire to serve the SNAP population was evident; however perceptions of the SNAP authorization process as burdensome, high operation costs associated with processing SNAP transactions, and a lack of awareness about the use of SNAP benefits at farmers markets among vendors and nutrition assistance participants were identified as barriers that made increasing the SNAP customer base difficult. In recent years FNS has taken several steps to address these issues that will provide more opportunities in the future for farmers markets to serve nutrition assistance program participants.

## I. INTRODUCTION

The growing obesity crisis in the United States has created urgency among scientists and public health officials to develop and test sustainable programs that improve American's diets. Fruit and vegetable intake has been shown to reduce the long-term risk of obesity (He et al., 2004) and other chronic diseases such as heart disease and cancer (Eckel, 1998; Polednak, 2003; Calle et al., 2003), and serves as a marker of a healthy diet. However, two-thirds of U.S. adults do not meet the *Dietary Guidelines for Americans* for fruit and vegetable intake (Casagrande et al., 2007). This shortfall is greatest for low-income Americans, such as participants in the Supplemental Nutrition Assistance Program (SNAP) (FNS, 2008).

SNAP, administered by the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS), is intended to reduce food insecurity by providing low-income Americans with access to affordable and nutritious food. This program provides participating low-income households a monthly benefit (SNAP allotment), based on household size and net income, to purchase foods from authorized retailers that can be prepared and eaten at home.

FNS is pursuing several initiatives to improve access to healthy foods among nutrition assistance program participants. One initiative is to continue supporting farmers markets' participation in nutrition assistance programs, providing nutrition assistance participants with direct access to farm products.<sup>1</sup> Farmers markets have the potential to improve low-income communities' exposure to fresh fruits and vegetables and can serve as an important tool to address health disparities. In fiscal year (FY) 2010 farmers markets grew 16 percent and SNAP redemption at farmers markets grew over 70 percent. Despite this unprecedented growth, only 0.01 percent of all SNAP transactions were redeemed at farmers markets in 2010 (FNS, 2011). One reason for the low redemption rate may be that as of October 2010, only about 26 percent of all farmers markets were authorized to redeem SNAP benefits (although this was up from 20% in 2009<sup>2</sup>). Of those markets authorized at the end of FY 2010, about 65 percent had redeemed SNAP benefits.<sup>3</sup>

FNS is interested in understanding the factors that influence farmers markets to participate in nutrition assistance programs, including their diverse operational contexts. To this end, descriptive

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<sup>1</sup> Farmers markets are defined as multi-stall markets at which farmer-producers sell agricultural products directly to the public at a central or fixed location; direct marketing farmers that are individual producers of agricultural products that are sold to the general public; and umbrella organizations that operate a farmers market location or locations

<sup>2</sup> Agriculture Secretary Tom Vilsack: "Number of Farmers Markets in the U.S. Grows to More than 5,200 Nationwide," October 5, 2009.

<sup>3</sup> FNS Benefit Redemption (BRD), 6/22/2011.

research (Phase I) was undertaken to inform a national survey of farmers markets and direct marketing farmers (Phase II). This report details the results from Phase 1--in-depth telephone interviews with nine farmers market managers and site visits to five of the nine markets. The results are organized into two sections: Key Findings and Market Profiles. The Key Findings section summarizes the results across the markets and the Market Profiles provide a rich portrait of the operations of each farmers market.

## II. METHODOLOGY

### A. Sample

As shown in Table II.1, nine farmers markets were purposively selected by FNS. The markets varied according to nutrition assistance program participation, size of the market, geography, and urbanicity. All markets participated in an in-depth telephone interview; five were visited in-person.

**Table II.1 Farmers markets that participated in Phase I formative research**

Name/Location	Data Collection Approach	Census region	Urbanicity <sup>4</sup>	SNAP	WIC	WIC FMNP	SFMNP	Average Number of Vendors
Eastern Market Detroit, MI	Interview & Site Visit	East North Central	Urban	Yes	Yes	Yes	Yes	130
Peachtree Road Atlanta, GA	Interview & Site Visit	South Atlantic	Urban	Yes	No	No	No	65
South Boston Boston, MA	Interview & Site Visit	New England	Urban	Yes	Yes	Yes	Yes	4
Clark Park Philadelphia, PA	Interview & Site Visit	Middle Atlantic	Urban	Yes	No	Yes	Yes	15
Market on the Square Mobile, AL	Interview & Site Visit	East South Central	Urban	No	Yes	No	Yes	45
Fort Pierce Fort Pierce, FL	Interview Only	South Atlantic	Urban	No	No	No	No	50
Wytheville Wytheville, VA	Interview Only	South Atlantic	Non-Urbanized	Yes	No	No	No	15
Sitka Sitka, AK	Interview Only	Pacific	Non-Urbanized	No	Yes	Yes	No	20
Overland Park Overland Park, KS	Interview Only	West North Central	Urban	No	No	No	Yes	65

<sup>4</sup> Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_d00\_shp\_d00\_shp.

## **B. Data Collection Protocol**

Trained qualitative researchers conducted in-depth telephone interviews in November 2010 with managers from each of the nine farmers markets. An introductory email was sent to each manager explaining the study and requesting an interview; follow-up emails and phone calls were made to nonresponders. Interviews lasted 20-30 minutes and were digitally recorded with respondents' consent. The respondents were mailed a thank you letter and \$50 for their participation. They were also asked to review a draft of their market's profile and provide comments, which are reflected in this report. Teams of two to three experienced qualitative researchers conducted half-day site visits at five of the nine farmers markets in November and December 2010 to collect observational data and characteristics of the built environment.

## **C. Data Sources and Instruments**

Data were obtained from three sources: participant interviews, site visits, and extant data. An interview guide was used to conduct in-depth participant interviews. The questions were divided into six research domains (Market Characteristics, Revenue and Sales, Nutrition Environment, USDA Nutrition Assistance Programs, Incentive Programs, and Education and Outreach) and were taken from the USDA National Farmers Market Survey<sup>5</sup> and the SNAP E-survey.<sup>6</sup> Appendix A includes the telephone interview guide used to complete the interviews with market managers. A site visit protocol was used for the site visits to collect nutrition environment and built environment observation data. The nutritional environment observation, which assessed availability and price of common fruits and vegetables, used the Nutrition Environment Measures Survey,<sup>7</sup> the Texas Nutrition Environment Assessment,<sup>8</sup> and the Yale RUDD Center Food Store Assessment Form.<sup>9</sup> The vendor assessment template is contained in Appendix B. The built environment observation described the physical surroundings and used the PRC-HAN Environmental Audit Tool<sup>10</sup> This environment assessment form is found in Appendix C. The extant data consisted of a geographic map of each market generated using geographic information systems (GIS) mapping technology and

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<sup>5</sup> USDA Agricultural Marketing Service National Farmers Market Survey. Available at <http://www.farmersmarketsurvey.com/>

<sup>6</sup> Farmers Market Coalition. SNAP E-survey. Available at: <http://www.farmersmarketcoalition.org/resources/home/items/4-resource-library>.

<sup>7</sup> Nutrition Environment Measures Survey. Available online at: <http://www.med.upenn.edu/nems>.

<sup>8</sup> Texas Nutrition Environment Assessment. Available online at: <http://www.dshs.state.tx.us/obesity/txnea.shtm>.

<sup>9</sup> Yale RUDD Center Food Store Assessment Form. Available online at: <https://riskfactor.cancer.gov/mfe/instruments/andreyeva-rudd-center-nems-instrument/view>.

<sup>10</sup> PRC-HAN Environmental Audit Tool. Available online at: <http://www.prc-han.org/tools>.

spatial data from NAVTEQ<sup>11</sup> databases and U.S. Census data. Each map defined the geographic area around the market as either urban or nonurban, and identified the percent of people living below the poverty threshold within half a mile radius and one mile radius of the market. A GIS map for each farmers market is included in that market's profile. In addition, USDA data, farmers market websites, and other print and electronic materials were used to capture information, including SNAP redemption, at these farmers markets.

### **III. FINDINGS**

#### **A. Market Characteristics**

The nine farmers markets differed in their history and organizational structure (Table III.1). Eastern Market in Detroit, MI has been operating since 1891 while the Wytheville Farmers Market in Wytheville, VA and the Sitka Farmers Market in Sitka, AK have opened more recently (2008). Two of the nine markets were independently owned, while the remaining seven were operated in partnership with another organization or the city government. A “partnership” often meant another organization managed the finances, provided the physical location, or was a nonprofit organization, which might or might not include other farmers markets. Market size ranged from 4 to 130 vendors supported by from 1 to 10 paid staff. All markets had fixed hours of operation. A majority (eight of the nine markets) operated on Saturdays, but three also operated during a weekday. Two markets were open year round; the remaining were open early to late spring and closed in the September to November timeframe. Most markets were open for two to four hours in the morning; two varied their hours slightly by season; and two were open in the evenings. As presented in the market profiles, three markets were located in census areas that serve high poverty populations (Census areas where greater than 50% of the population do not meet the Federal poverty threshold).

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<sup>11</sup> NAVTEQ database is a proprietary digital mapping software developed by the NAVTEQ Corporation.

**Table III.1 Market characteristics**

	Eastern Market Detroit, MI	Peachtree Road Atlanta, GA	South Boston Boston, MA	Clark Park Philadelphia, PA	Market on the Square Mobile, AL	Fort Pierce Fort Pierce, FL	Wytheville Wytheville, VA	Sitka Sitka, AK	Overland Park Overland Park, KS
Year market opened	1891	2007	2000	1998	2001	1997	2008	2008	1982
Organizational structure									
Independent			X			X			
Owned/Partnership	X	X		X	X		X	X	X
Average # of vendors	130	65	4	15	45	50	15	20	65
Number of paid staff	10	1	1	1	2	1	1	2	1
Manager tenure (years)	5	1	8	3	7	< 1yr	1	3	1
Manager responsibilities									
Budgetary		X	X		X		X		X
Fundraising		X	X		X				X
Staffing	X	X	X	X	X			X	X
Organizing vendors	X	X	X	X	X	X	X	X	X
Outreach	X	X	X	X	X			X	

**B. Revenue and Sales**

Funding for farmers markets came from a variety of sources (Table III.2). The primary source was vendor fees; but public donations, government, and non-profits were also strong contributors to markets. In general, farmers market managers did not track revenues and sales, and several managers indicated that vendors are not required to provide the farmers market their total sales. Three managers estimated their total sales, which ranged from \$20,000 to \$666,150, based on informal sources (e.g., word of mouth). Clark Park market reported the largest amount of total sales (\$665,150) and was open year round with about 14-16 vendors; the Fort Pierce market reported sales of \$40-50,000 and was open year round, with about 40 to 60 vendors; and the Wytheville reported total sales of \$20,000 and was open from May through October with about 15 vendors. All but South Boston Farmers Market had vendor fees.

**Table III.2 Revenue sources and sales information**

	Eastern Market Detroit, MI	Peachtree Road Atlanta, GA	South Boston Boston, MA	Clark Park Philadelphia, PA	Market on the Square Mobile, AL	Fort Pierce Fort Pierce, FL	Wytheville Wytheville, VA	Sitka Sitka, AK	Overland Park Overland Park, KS
2009 Total sales	----	----	----	\$666,150	----	\$40,000- \$50,000	\$20,000	----	----
Funding sources									
Government	X		X	X	X			X	
Public donations	X	X		X		X	X	X	
Area businesses	X	X	X						
Nonprofits	X	X				X	X	X	
Fundraising events	X	X		X				X	
Vendor fees	X	X		X	X	X	X	X	X

**C. Nutrition Environment**

Most markets sold a variety of food products (Table III.3). Of the ten food products appraised (milk, cheese, butter, fish/seafood, meat/poultry, eggs, nuts, produce, baked goods, prepared foods), four markets sold six or fewer products, four sold seven to nine, and one sold all ten products. In general, the number of vendors at the market was directly related to the number of products sold. For example, Eastern Market in Detroit sold ten of these products and had 130 vendors, while South Boston market sold three of these products and had four vendors. A notable exception to this was Clark Park in Philadelphia, which sold nine of the 10 products but had only 15 vendors. As the table shows, at some markets multiple vendors sold the same products, and in some instances, a range of vendors sold a product depending on the seasonality of the produce/product sold. As expected, more vendors sold produce at each farmers market than any other food product, and at two markets over 60 percent of the vendors sold produce (Eastern Market 62% and Overland Park 70%). Only two markets sold milk and butter.

**Table III.3 Food availability and number of vendors selling items**

	Eastern Market Detroit, MI	Peachtree Road Atlanta, GA	South Boston Boston, MA	Clark Park Philadelphia, PA	Market on the Square Mobile, AL	Fort Pierce Fort Pierce, FL	Wytheville Wytheville, VA	Sitka Sitka, AK	Overland Park Overland Park, KS
Milk	1	0	0	1	0	0	0	0	0
Cheese	2	1	0	1-2	1	0	0	0	1
Butter	3	0	0	2	0	0	0	0	0
Fish and seafood	1	1	0	0	1	3	0	2	0
Meat and poultry	9	3	0	3	1	0	3	0	8
Eggs	6	1	1	4-6	1	1	2	0	5
Nuts	2	1	0	1	3	4	1	1	2
Produce	50	15-20	3	4-6	5-9	8	10-12	7	44
Baked goods	7	4	2	2-3	4	6	4	5-6	2
Prepared foods	6	4	0	1	0	12	1	2-3	1

The availability and selling price, which was collected for nine targeted foods (milk, cheese, butter, apples, oranges, bananas, tomatoes, potatoes, lettuce) during the site visits in November and December 2010, varied across the five markets (Table III.4). The price ranges represent the lowest price a food sold for at multiple vendors. Bananas, oranges, apples, and potatoes are generally available at all the markets during market season, but at four markets one or more of these items were not sold on the day of the site visit (indicated by “*Not Sold*”). Two markets never sold milk, two never sold cheese, and two never sold butter (indicated by “*Not Applicable*”).

**Table III.4 Availability and price information for key indicator foods**

	<b>Eastern Market Detroit, MI</b>	<b>Peachtree Road Atlanta, GA</b>	<b>South Boston Boston, MA</b>	<b>Clark Park Philadelphia, PA</b>	<b>Market on the Square Mobile, AL</b>
Milk (price unit varies)	\$30 per share monthly	\$4.00 per half gallon	Not Applicable <sup>b</sup>	\$6.00 per gallon	Not Applicable
Cheese per pound	\$4.00 - \$10.00	\$6.50 - \$12.00	Not Applicable	\$9.00	\$10.00
Butter per pound	Not Sold <sup>a</sup>	Not Applicable	Not Applicable	\$7.00	Not applicable
Apples per pound	\$0.30 - \$1.70	Not Sold	\$1.49	\$1.50 - \$1.75	Not Sold
Oranges per pound	\$0.70 - \$7.00	Not Sold	Not Sold	Not Sold	\$2.30
Bananas per pound	\$0.75 - \$1.25	Not Sold	Not Sold	Not Sold	Not Sold
Tomatoes per pound	\$0.20 - \$4.00	\$4.00 - \$5.00	\$2.50	\$1.75	\$1.20
Potatoes per pound	\$1.00 - \$2.00	Not Sold	\$0.70 - \$1.00	\$1.00 - \$1.95	Not Sold
Lettuce per pound	\$0.50 - \$6.00	\$6.00 - \$12.00	\$0.75	\$1.10 - \$1.40	\$3.60 - \$5.40

<sup>a</sup>*Not sold* - this product was not sold at the time of the site visit

<sup>b</sup>*Not Applicable* – this product was never sold at that farmers market

#### **D. USDA Nutrition Assistance Programs**

Eight of the nine markets participated in one or more nutrition assistance programs (Table II.1). Five markets participated in SNAP, and of those, three participated in other nutrition assistance programs. Of the markets that did not participate in SNAP, the managers reported that none of the vendors at their market were authorized to participate in SNAP. Of note, managers of markets that participated in SNAP reported vendor participation rates from between 40 and 100 percent. This indicates that even though those markets had SNAP authorization, some vendors at the markets chose not to redeem SNAP benefits. Those markets with SNAP authorization indicated that benefits of SNAP participation included increased sales, a diversified customer base, support of the local economy and promotion of healthy eating among consumers. The application process and lack of phone lines were cited as major barriers to participation.

Market managers offered four suggestions they felt would improve the support of USDA nutrition assistance programs at farmers markets:

- Streamline the application process for USDA SNAP authorization;
- Provide more USDA grants to support EBT operations and incentive programs to reduce the cost to the farmers markets and direct marketing farmers;
- Advertise USDA nutrition assistance programs and their benefits among farmers markets and direct marketing farmers; and
- Promote farmers markets to nutrition assistance program recipients and identify markets accepting benefits.

FNS is aware that there are impediments to markets and direct marketing farmers participating in SNAP, and has taken steps in the past two years to address these concerns. Currently farmers markets can complete an online SNAP authorization application in a three-step process and receive authorization for accepting SNAP EBT within 45 days.<sup>12</sup> FNS supports farmers markets in their efforts to publicize their markets by providing practical guidance through their website and the SNAP at Farmers Markets How-To Handbook.<sup>13,14</sup> These sources offer suggestions for signage, posters, promotional opportunities, and other tips for successfully promoting their market. In addition, local and state agencies include information about local farmers market in their education materials for their nutrition assistance programs. Further, through the Farmers Market Promotion Program (FMPP) the Agricultural Marketing Service (AMS) provides grant resources to farmers markets and direct marketing farmers to improve their business and broaden their consumer base, including developing the capacity to accept SNAP EBT.<sup>15</sup> Finally, through AMS Farmers Market Consortium and partnerships with external farmers market stakeholders, FNS is raising awareness with farmers markets and direct marketing farmers of available funds and technical resources for supporting SNAP participation.

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<sup>12</sup> <http://www.fns.usda.gov/snap/retailers/application-process.htm>.

<sup>13</sup> [http://www.fns.usda.gov/snap/ebt/fm-scrip-attract\\_customers.htm](http://www.fns.usda.gov/snap/ebt/fm-scrip-attract_customers.htm).

<sup>14</sup> <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298>

<sup>15</sup> [http://www.fns.usda.gov/snap/ebt/fm-scrip-Grant\\_Resources.htm](http://www.fns.usda.gov/snap/ebt/fm-scrip-Grant_Resources.htm).

## **E. Incentive Programs**

All authorized SNAP markets offered incentive programs to their SNAP customers. Two markets offered the Double Up Food program, while others offered value coupons. The source of funding for these incentive programs varied considerably; the Food Trust received funding from USDA and CDC to fund incentives at two markets (South Boston and Clark Park); Wholesome Wave funded the program at Peachtree. In Boston, the Mayor's office funded the Boston Bounty Bucks program; at the Eastern Market, the Fair Food Network funded the Double Up Food bucks; and at Wytheville farmers market, the Double value coupon was funded by the Wythe-Bland Foundation. While some markets offered a one-time \$5 incentive to SNAP participants, at other markets, SNAP shoppers could double the value of their tokens for a certain amount each week (e.g. up to \$20 per week at Eastern market and up to \$35 a week at Peach Tree market).

## **F. Education and Outreach**

Nutrition education activities were conducted at all markets by individual vendors. In addition, some markets organized nutrition education programs, such as cooking demonstrations. Nutrition education activities occurred both at the market location and in the community. Most managers reported that they provided nutrition education at senior centers, WIC offices, schools, churches, etc. Two market managers reported that at the end of each market day, the leftover produce was given to a half way house for recovering alcoholics (South Boston) or local charities such as the Salvation Army, domestic violence shelters, and the Jesuit volunteer community (Sitka Farm). Market on the Square also asked vendors to donate food to the homeless coalition in the neighborhood for use at the Thanksgiving meal.

## **G. Built Environment**

The five farmers markets that were visited were located in commercial and residential areas near stores that sell food and food products (Table III.5). All were in pleasant surroundings, and all but one was accessible by public transportation. All five markets displayed signs for SNAP, WIC, and SFMNP, depending on which programs they participated in.

**Table III.5 Built environment features captured during site visit**

	<b>Eastern Market Detroit, MI</b>	<b>Peachtree Road Atlanta, GA</b>	<b>South Boston Boston, MA</b>	<b>Clark Park Philadelphia, PA</b>	<b>Market on the Square Mobile, AL</b>
<b>Near public transportation</b>	No	Yes	Yes	Yes	Yes
<b>Predominant land use</b>	Commercial	Residential	Residential Commercial	Schools	Commercial
<b>Signs for SNAP, WIC, FMNP</b>	Yes	Yes	Yes	Yes	Yes
<b>Nearby food destinations</b>	Coffee Shops, Restaurants, Corner Stores, Liquor Stores, Retail Food Markets	Fast Food, Coffee Shops, Restaurants, Grocery Stores, Corner Stores, Liquor Stores	Fast Food, Coffee Shops, Restaurants, Corner Stores, Liquor Stores	Fast Food, Coffee Shops, Corner Stores	Coffee Shops and Restaurants
<b>Pleasant features near market</b>	Trash Bins, Places to Sit, Drinking Fountains, Public Restrooms	Trees, Trash Bins, Places to Sit, Public Restrooms	Trees, Trash Bins	Trees, Trash Bins, Public Telephones	Trees, Trash Bins, Places to Sit, Public Restrooms
<b>Unpleasant features near market</b>	Graffiti, Litter, Broken and Boarded Windows	None	None	None	Broken and Boarded Windows

#### **IV. Summary**

Data collected from the nine markets suggest that farmers markets have a number of similarities. The most common source of funding was vendor fees; the majority of markets were open on Saturdays, usually in the morning; and all farmers markets provided nutrition education in a variety of forms to shoppers. All but one of the markets accepted SNAP or some other form of nutrition assistance benefits, and all SNAP authorized markets provided incentives to their SNAP customers. The primary differences in the markets were the number of vendors and diversity of food products, which varied considerably across the markets, although these were related.

Farmers' markets' participating in nutrition assistance programs differed in how they approached their operations. For some the authorization occurred at the market level; for others it was at the vendor level or both levels. Frequently a larger non-profit organization handled the paperwork to redeem the transactions. The managers identified some barriers to participation in SNAP and

provided suggestions that could assist them in expanding their SNAP customer base. Recently FNS has taken steps to address these concerns, including simplifying the SNAP authorization process, raising awareness of grants available through the AMS Farmers Market Promotion Program (FMPP); promoting the benefits of nutrition assistance programs to farmers market managers; and providing information to market managers about how to increase awareness of their market among SNAP and other nutrition assistance recipients.

There are important limitations of this research that constrain the interpretation of these findings. While the nine farmers markets are diverse in terms of geography, market size, and urbanicity, they were selected as such and they are not a representative sample of SNAP and non-SNAP authorized farmers markets. In addition, because of the timing of the research, site visits could only be conducted in farmers markets that were still operating in November-December 2010. This limited the site visit data collection to year round markets and markets operating in the southern part of the United States.

## **V. Market Profiles**

This section profiles the nine farmers markets included in the formative research. Each profile provides descriptive summaries and tables based on the findings from the in-depth interviews with market managers and extant data review. Geographic Information Systems (GIS) was used to generate a poverty map for each farmers market. Each map visually portrays the location of the farmers market in relation to Census Block Groups (BG)<sup>16</sup> surrounding the market. Two concentric circles surround the market representing a distance of 0.5 mile and 1.0 mile.

The five markets with in-depth interviews and site visits are presented first, followed by the four markets with in-depth interviews only. The clipboard icon indicates a site visit was conducted at the farmers market, and the phone icon indicates an interview was conducted with a market manager.

Of note, the profiles of the five markets with a site visit include a summary table of the availability and price for key indicator foods, such as apples, tomatoes, and milk. In cases where multiple vendors sold a key indicator food or one vendor sold multiple varieties of a food, a range of prices was documented. The availability of low-fat dairy products (low-fat or skim milk or cheese) was also

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<sup>16</sup> A census block group (BG) is a cluster of census blocks having the same first digit of their four-digit identifying numbers within a census tract. BGs generally contain between 600 and 3,000 people, with an optimum size of 1,500 people. [http://www.census.gov/geo/www/cob/bg\\_metadata.html](http://www.census.gov/geo/www/cob/bg_metadata.html)

documented. Because site visits occurred late in the season (i.e., November and December), and due to variations in the growing season, not all key foods were sold during the time of our visit. Therefore, the term “*Not Sold*” was used to refer to items not sold during the time of the site visit; and “*Not Applicable*” was used to indicate items the market manager said were never sold at the market.

## A. Eastern Market (Detroit, Michigan)



### Market Overview

**History and organizational structure.** The Detroit Eastern Market,<sup>17</sup> which has been at its current location since 1891, is a year-round public market located immediately adjacent to downtown Detroit. The market is operated by the Eastern Market Corporation, a 501(c) (3) non-profit, through a management and promotion agreement with the City of Detroit. The city owns the land and buildings where the vendor stands are located, while the market manages the vendors, daily operations, and strategic planning, community outreach, and fundraising. The market serves approximately 40,000 shoppers on Saturdays. Market characteristics are described in Table V.1.1

**Location and hours/days open.** The Eastern Market Corporation operates a public market and a wholesale market for grocers, farm stands, and restaurants. Eastern Market is located in an urban area on the east side of Detroit. Census Block Groups within a mile radius of the market range from 0% to 61% of residents in poverty (see poverty map below). The market is open on Saturdays from 4:00 a.m. to 5:00 p.m. from April to December and 6:00 a.m. to 4:00 p.m. from January to March. The wholesale market is open during the growing season, Monday through Friday from midnight to 7:00 a.m.

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<sup>17</sup> Eastern Market, Detroit, MI. Available at: [www.detroiteasternmarket.com](http://www.detroiteasternmarket.com). Accessed on 5/9/11.

**Physical environment.** Produce and meat processing businesses, restaurants, shops and a few loft apartments surround the market. The market is primarily accessible by car. Bus transportation is available adjacent to the market, but buses do not stop directly at the market on Saturdays. The environment is generally pleasant, with water fountains, places to sit, public restrooms, and trash bins. However, there was some graffiti, litter, and broken and boarded windows in the area.

**Staffing.** The Eastern Market Corporation has a board of directors and 10 paid full-time staff members, including a president, vice president of business development, vice president of finance and administration, vice president of operations, event coordinator, director of outreach and community relations and a facilities manager.

**Vendors.** There are 350 stalls with a total of 130 vendors, of which 80 are food vendors. The remaining stalls sell plants, flowers, vegetable plants and nursery stock. Approximately 30 of the vendors also sell on the weeknight wholesale market. The market defines *farmers* as vendors who grow 100 percent of their products and are either Michigan based or within 100 miles of the market. The farmer definition applies to vendors selling produce, plants, and flowers. *Specialty vendors* are defined as selling processed foods, baked goods, dairy, eggs, jams, jellies, condiments, honey, syrup, sauces, coffee, meat, or poultry. Resellers or “dealers” are also allowed to lease space at the market. *Dealers* are defined as vendors who grow less than 51 percent of their products. Craft vendors are allowed in the Artisan Village adjacent to the market but not directly in the sheds.

## **Revenue and Sales**

**Revenue Sources.** The market receives revenue from annual stall leases. Prices vary depending on the type of vendor (farmers, mixed growers, and specialty vendors). The location of a stall and its proximity to amenities also affects the lease price of a stall. Annual leases range from \$1,800 to \$3,600. Daily leases are also available for the Saturday public market and leases range between \$65 and \$75. The market also receives funding from foundations and corporations that have a shared interest in the market’s mission, such as healthy eating, entrepreneurial business development, and school programs.

**Sales.** Although the Eastern Market Corporation does not require vendors to report sales, the market is aware of general sales through personal relationships with market vendors. The market manager estimated \$1,000,000 in sales in 2009.

**Table V.1.1 Eastern market profile summary**

<b>General market characteristics</b>	
<b>Year market opened</b>	1891
<b>Urbanicity</b>	Urban
<b>Organizational structure</b>	Independent/Partnership with City of Detroit
<b>Hours of operation</b>	4:00 a.m.-5:00 p.m. (spring-summer-fall); 6:00 a.m.-4:00 p.m. (winter)
<b>Market revenue sources</b>	Vendor fees, federal agencies, state and city agencies, for-profit organizations, nonprofit organizations.
<b>Number of total vendors (on average)</b>	130
<b>Number of food vendors (on average)</b>	80
<b>USDA Nutrition Assistance Program</b>	SNAP, SFMNP, WIC, WIC FMNP
<b>Number of paid employees</b>	10
<b>Manager tenure (number of years)</b>	5 Years
<b>Manager responsibilities</b>	Direct Market Management
<b>2009 sales (if available)</b>	---
<b>Site visit data: Market physical environment</b>	
<b>Access to public transportation</b>	No
<b>Predominant land use</b>	Commercial/Office Buildings
<b>Residential uses present</b>	Yes
<b>Walkways present</b>	Concrete
<b>Signs for SNAP, WIC or FMNP acceptance</b>	Yes
<b>Nearby food destinations</b>	Coffee shops, restaurants, corner stores, liquor stores, food markets
<b>Pleasant features near market</b>	Trash bins, places to sit, drinking fountains, public restrooms
<b>Unpleasant features near market</b>	Graffiti, litter, and buildings with broken/boarded windows

### **Nutrition Environment**

The market sells produce, baked goods, dairy products, meat, poultry, specialty and prepared foods. It is also a major plant and flower market, and includes 8 vendors that sell vegetable and herb plants for transplant. More than 50 vendors sell vegetables year-round, with significant amounts of locally-grown produce from May to February. In addition, 10 vendors sell fruit, 7 sell baked goods, 6 sell eggs, 2 sell Amish-style cheese, 3 sell butter, 1 sells milk, and 6 sell prepared foods year-round. Three vendors sell poultry year-round and one vendor sells live ducks, geese, and turkeys from November to late spring. Two vendors sell fresh pork from Thanksgiving to Easter, and one vendor sells frozen pork year-round. Two vendors sell frozen beef year-round. A fish vendor has just been added to the market that sells Great Lakes fish under Native American tribal fishing rights. Twenty-five vendors sell specialty products such as spices, pickles, tea, coffee, organic grains and flour, cow shares, granola, artisan breads and cheeses, barbecue sauce, hand-made sausage, spices and sunflower sprouts. Table V.1.2 below presents the food availability and prices when the site visit was conducted in December 2010.

**Table V.1.2 Eastern Market site visit data – food availability and price\***

Food Items	Availability and Price
Milk, price per share	No low-fat option, \$30.00 monthly
Cheese per pound	No low-fat option, \$4.00 - \$10.00
Butter per pound	Not sold
Apples per pound	\$0.30 - \$1.70
Oranges per pound	\$0.70 - \$7.00
Bananas per pound	\$0.75 - \$1.25
Tomatoes per pound	\$0.20 - \$4.00
Potatoes per pound	\$1.00 - \$2.00
Lettuces per pound	\$0.50 - \$6.00

\**Not sold* indicates the item was not sold during the site visit, but may be sold at other times.

### Community Outreach

Community outreach includes nutrition education at the Saturday public market, operating fresh farm stands throughout the community, and partnering with a number of community organizations to promote the Eastern Market and healthy eating.

Nutrition education consists of cooking demonstrations that emphasize eating healthy, fresh, and local foods. The cooking demonstrations are held at the Saturday market from May through October. While the market itself does not engage in nutrition education using print materials, partners in the health field distribute such materials at the market, and some vendors display nutrition-oriented signs as a marketing strategy to promote their products. The market also runs farm stands throughout the community, in places such as health centers, universities, and hospitals. Farm stands help the market’s business model by (1) increasing the number of sales channels for their vendors, (2) spreading the word about healthy eating, and (3) creating entrepreneurial opportunities. Finally, the Eastern Market partners with organizations such as the Detroit Food Policy Council<sup>18</sup> and the Michigan Coalition of Black Farmers<sup>19</sup> to promote eating healthy, fresh, and local foods. It also participates in the Greening of Detroit Program<sup>20</sup>—a small urban farm demonstration project located adjacent to the market; and the community food program called the Fresh Food Share Program<sup>21</sup>. The Food Share Program buys produce from wholesale farmers and allows customers to sign up and pay to receive locally grown fruits and vegetables delivered to their neighborhood.

<sup>18</sup> Detroit Food Policy Council. Available at: [www.detroitfoodpolicycouncil.net/Home\\_Page.html](http://www.detroitfoodpolicycouncil.net/Home_Page.html). Accessed on 5/9/11.

<sup>19</sup> Michigan Coalition of Black Farmers. Available at: <http://micbf.org/>. Accessed on 5/9/11.

<sup>20</sup> Greening of Detroit Program. Available at: [www.greeningofdetroit.com](http://www.greeningofdetroit.com). Accessed on 5/9/11.

<sup>21</sup> Fresh Food Share Program. Available at: [www.freshfoodshare.com](http://www.freshfoodshare.com). Accessed 5/9/11.

## SNAP Participation

The market has been authorized to accept SNAP since July 2007. The number of vendors who participate in SNAP has steadily increased every year since 2007. Currently, SNAP shoppers can purchase food from 80 farmers and other vendors. The market is the authorized entity for two EBT/Bridge Card machines located at the market. The Eastern Market Bridge Card Token Program allows SNAP users to purchase tokens in \$1 denominations. Using the tokens, SNAP shoppers can buy food from participating farmers and vendors. Bridge Card Token Program participating vendors display a sign reading “Bridge Card Tokens Accepted Here.”

Vendor participation in the Bridge Card Token Program is voluntary; vendors are required to complete an opt-in form with the market manager to participate. The Bridge Card Token Program is under the purview of the Vice President of Business Development. The Bridge Card tokens are metal. One side bears the name of the market: Eastern Market, Detroit and the other side has the \$1 denomination.

**Barriers and benefits.** When asked about the potential benefits and barriers for SNAP authorization, the manager commented that the ease of processing redemptions was a benefit for vendors participating in the Eastern Market Bridge Card Token Program. He also noted the paperwork requirement for SNAP application was perceived as a barrier.

**Incentive programs.** The Double Up Food Bucks program<sup>22</sup> gives SNAP Bridge Card users an extra \$2 for every \$2 they spend at six farmers markets in Detroit, including the Eastern Market. SNAP users can receive up to \$20 in tokens each week to purchase Michigan-grown produce. The Double Up Food Bucks incentive runs from May to October and uses different colored tokens than the Eastern Market Bridge Card Token Program. The Fair Food Network<sup>23</sup> funds and manages the Double Up Food Bucks incentive program. The Fair Food Network is a Michigan based nonprofit funded by corporations and foundations, including the W.K. Kellogg Foundation.

The market tracks the effectiveness of incentives by examining trends in the number of transactions and EBT/Bridge Card usage. According to the manager, the incentive program seems to be generally effective based on the numbers he observed. The market manager reported identifying sources of funding for these programs through both formal channels (e.g., grant applications,

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<sup>22</sup> Double Up Food Bucks Program. Available at: [www.doubleupfoodbucks.org](http://www.doubleupfoodbucks.org). Accessed on 5/9/11.

<sup>23</sup> Fair Food Network. Available at: [www.fairfoodnetwork.org](http://www.fairfoodnetwork.org), Accessed 5/9/11.

websites) and informal channels (e.g., contacts with key decision-makers). The market manager estimates that in 2010, farmers made an additional \$250,000 in revenue from Bridge Card purchases.

### **Participation in Other USDA Nutrition Assistance Programs**

Approximately 40 vendors at Eastern Market were authorized to accept WIC and SFMNP in 2009 and 2010. Vendor participation in WIC and SFMNP has remained steady in the last few years. The market manager suggested that there is less of an incentive to participate in WIC and SFMNP compared to SNAP. WIC and SFMNP restrict food purchases to local produce, thus making the season short and bringing in less revenue for the farmers.

### **Suggestions for Better Serving Low-Income Communities**

The market manager suggested that streamlining the application process for USDA authorizations and grants would increase farmers market participation in nutrition assistance programs. He also noted it was difficult to identify which governmental agency was in charge of what program. The manager also observed that the administrative burden of applying for grants under \$25,000 is a barrier to receiving funding. He noted that for community food systems, such as the Eastern Market, the administrative cost is high for the value of the all grants under \$25,000.



## B. Peachtree Road Market (Atlanta, GA)



### Market Overview

**History and organizational structure.** The Peachtree Road Farmers Market<sup>24</sup> is an independently operated market in partnership with the Cathedral of St. Phillip, a 501(c) (3) organization. The market started in 2007 and brings together 65 farmers, growers, producers, and artists. Market characteristics are described below and presented in Table V.2.1.

**Location and hours/days open.** The market is located in the parking lot of a church in the Buckhead neighborhood in the City of Atlanta. Census Block Groups within a mile radius of the market range from 0% to 15% of residents in poverty (see poverty map below). The market is open on Saturdays from April to December. The market season ends on the Saturday before Christmas. From April to August the market is open from 8:30 a.m. to 12:30 p.m. From September to December the hours are 9:00 a.m. to 12:30 p.m.

**Physical environment.** The Peachtree Road market is located in a residential neighborhood with some food establishments including restaurants, fast food places, coffee shops, grocery stores, corner stores and liquor stores close by. The surroundings are very pleasant with nice shade trees,

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<sup>24</sup> Peachtree Road Farmers Market. Available at: [www.peachtreeroadfarmersmarket.com](http://www.peachtreeroadfarmersmarket.com). Accessed 5/9/11.

places to sit, public restrooms, and trash bins. Transportation is convenient with a bus and rail stop close by, and plenty of parking spaces. The market is wheelchair accessible.

**Staffing.** The market’s only paid staff is the market manager. However, the market is also run by 17 volunteers. The Westat team interviewed the market manager, who oversees the operations, finances, vendors, fundraising, and community outreach.

**Vendors.** The market has about 65 vendors, including farmers, growers, producers, and artists, and 50 planned vendor spots each Saturday. Artists and small prepared foods vendors rotate throughout the market season since their merchandise is not a weekly purchase item for shoppers.

**Table V.2.1 Peachtree road market profile summary**

<b>General market characteristics</b>	
<b>Year market opened</b>	2007
<b>Urbanicity</b>	Urban
<b>Organizational structure</b>	In partnership (Nonprofit)
<b>Hours of operation</b>	8:30 a.m.-12:30 p.m. (spring-summer); 9:00 a.m.-12:30 p.m. (fall)
<b>Market revenue sources</b>	Federal agencies, for-profit organizations, nonprofit organizations, public donations, and vendor fees
<b>Number of total vendors (on average)</b>	65
<b>Number of food vendors (on average)</b>	30
<b>USDA Nutrition Assistance Program Participation</b>	SNAP
<b>Number of paid employees</b>	1
<b>Manager tenure (number of years)</b>	1
<b>Manager responsibilities</b>	Budgetary, fundraising, staffing, vendor organization, and community outreach
<b>2009 sales (if available)</b>	-----
<b>Site visit data: Market physical environment</b>	
<b>Access to public transportation</b>	Yes
<b>Predominant land use</b>	Residential
<b>Residential uses present</b>	Condominiums and apartments
<b>Walkways present</b>	Concrete
<b>Signs for SNAP, WIC or FMNP acceptance</b>	Yes
<b>Nearby food destinations</b>	Fast food restaurants, coffee shops, restaurants, grocery stores, corner stores, and liquor stores
<b>Unpleasant features near market</b>	None
<b>Pleasant features near market</b>	Trees, trash bins, places to sit, and public restrooms

## Revenue and Sales

**Revenue sources.** The primary source of revenue is vendor membership fees. Vendors pay a flat \$50 application fee if they want to sell their products at the market. In addition, vendors pay a membership fee to secure a place at the market. Memberships vary in length of time and price. An all-season membership costs \$125; partial season (less than 21 weeks) membership costs \$75. In addition vendors can buy weekly memberships: \$25 for farmers, \$35 for prepared foods vendors, and \$40 for artists. In addition to membership fees, the market accepts donations from shoppers to help offset the fees the market pays to the City of Atlanta. In addition, donations help cover the cost of an onsite police officer as required by the City of Atlanta.

The market secures local sponsorships via networking and fundraising. In 2010, the Piedmont Cancer Center<sup>25</sup> supported the market via a \$2,000 cash sponsorship. In 2011, the Ellis Hotel<sup>26</sup> will sponsor the market. The cash sponsorships help offset operating costs for the SNAP program such as the cost of the EBT machines, transaction fees, token printing, and printing costs for marketing flyers. The market manager noted that it was more effective to approach companies and ask them to underwrite specific tasks than to organize fundraising events.

**Sales.** The market does not require vendors to report sales information. The sales estimates are from the market manager's observations. Sales for some vendors can average \$2,000 a day during the summer. However, because of the wide range of price points of items sold at the market, other vendors can average \$200 a day but consider it a profitable day. Farmers and food vendors average \$400 a week for a season of 38 weeks.

## Nutrition Environment

Peachtree Market has about 30 food vendors. Up to 20 vendors sell produce, including organic produce; 4 sell baked goods, and 1 sells dairy products (eggs, cheese, and yogurt). No vendors sell butter or milk (raw milk is available for pet consumption). There are two meat vendors (beef and pork) and 1 poultry vendor available all season; and 1 seafood vendor that sells shrimp for 75 percent of the season. Four vendors sell ready-to-eat and frozen prepared foods. Prepared food vendors can only sell foods they prepare themselves and are encouraged to use ingredients available at the market. For example, pie vendors sell fruit pies made with berries or apples purchased at the market. In addition to pastry, prepared foods include frozen pasta and ready-to-eat crepes, pizza,

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<sup>25</sup> Piedmont Cancer Center. Available at: [www.piedmontcancer.org](http://www.piedmontcancer.org). Accessed on 5/9/11.

<sup>26</sup> The Ellis Hotel. Available at: [www.ellishotel.com](http://www.ellishotel.com). Accessed on 5/9/11..

and soups. The vendors also sell specialty food products such as coffee beans, nuts, dried fruit, granola, honey, jams, jellies, salsas, and relishes. Table V.2.2 presents' food availability and price information documented during the time of the site visit in December, 2010.

**Table V.2.2 Peachtree road market site visit data – food availability and price\***

Food Items	Availability and Price
Milk, price per half gallon	No low-fat option, \$4.00
Cheese per pound	No low-fat option, \$6.50 - \$12.00
Butter per pound	Not applicable
Apples per pound	Not sold
Oranges per pound	Not sold
Bananas per pound	Not sold
Tomatoes per pound	\$4.00 - \$5.00
Potatoes per pound	Not sold
Lettuces per pound	\$6.00 - \$12.00

\**Not sold* indicates the item was not sold during site visit, but may be sold at other times.

*Not applicable* indicates the market does not sell the item as reported by the manager

### Community Outreach

The market’s mission includes educating Atlanta residents about local and organically grown food. The market hosts chef demonstrations every Saturday morning to demonstrate how to cook seasonal vegetables like kale and squash. Each presentation begins with an introduction by the market manager that highlights the importance of understanding where our food comes from. Education about food also happens on a one-to-one basis as farmers and shoppers develop relationships. The market also partners with organizations with similar missions, such as the Georgia Organics<sup>27</sup> and Slow Food USA<sup>28</sup>; with local nonprofits to bring live animals, such as baby goats, honey bees, and chickens, to the market to show children where their food comes from; and community and school gardens. Nutrition education is also part of the market’s e-newsletter, website<sup>29</sup>, blog, and social networking pages such as Facebook and Twitter.

The market relies on networking to spread the word about the market. To help advertise in low-income neighborhoods, the market staff supply flyers to shoppers who work with low-income populations (e.g., social workers), and asks them to display the flyers at their work locations. In

<sup>27</sup> Georgia Organics. Available at: [www.georgiaorganics.org](http://www.georgiaorganics.org). Accessed on 5/9/11.

<sup>28</sup>Slow Food USA. Available at: [www.slowfoodusa.org](http://www.slowfoodusa.org). Accessed 5/9/11.

<sup>29</sup> Peachtree Road Farmers Market. Available at: <http://www.peachtreeroadfarmersmarket.com/>. Accessed 5/9/11.

addition, the market ran a flyer campaign within a 2-mile radius of the market to promote the market. The market also donates food to homeless shelters.

### **SNAP Participation**

The Peachtree Road Farmer's Market was authorized to accept the EBT/Bridge Card for the first time in 2010. SNAP participants purchase tokens at the information booth of the market. Food vendors redeem SNAP tokens for the cash equivalent via the market manager or a market volunteer. The information tent at the market has signs to inform SNAP participants that they can use their EBT/Bridge Card for food purchases.

**Barriers and benefits.** The market manager observed that participating in SNAP helps diversify the clientele of the market. In addition, she noted the program helps spread the word about the availability of healthy and local foods at an affordable price. The market manager cited the amount of paperwork as a barrier to SNAP participation. When applying for SNAP authorization on behalf of the farmers market, the market was registered under the manger's name rather than the organization. She mentioned farmers market managers have a high turnover rate, and not having paperwork associated with the organization's information can make continuity difficult when farmers markets need to renew their SNAP authorization or update their information. In addition, she felt the SNAP application asked questions that were not relevant to the farmer's market business model and made the application process confusing. She noted that without the detailed explanation provided by an agency staff member at the USDA, the application forms would have been difficult to navigate on her own.

**Incentive programs.** The market participates in the Wholesome Wave Double Value Coupon Program.<sup>30</sup> Wholesome Wave is a nonprofit funded by national foundations, individual donations, and partnerships with government agencies and community organizations. As part of the Program, SNAP shoppers can double the value of their tokens up to \$35 a week. Tokens are valid for the market season and shoppers can save up their unused tokens. Shoppers can purchase SNAP eligible food items from any market vendor. The market manager stated that without the Wholesome Wave Double Value Coupon Program the market would not attract SNAP shoppers. The double value is the primary incentive for SNAP recipients to shop at the Peachtree Road Farmers Market.

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<sup>30</sup> Wholesome Wave Double Value Coupon Program. Available at: <http://wholesomewave.org/program/>. Accessed on 5/9/11. <http://wholesomewave.org/>

### **Participation in Other USDA Nutrition Assistance Programs**

Although the market manager attempted to apply for authorization for WIC and SFMNP on behalf of the market, she was unsuccessful. WIC offices can authorize individual farmers to accept WIC, but do not currently have a mechanism to authorize farmers markets. The market manager expressed a strong interest in participating if the local office could identify the proper authorization mechanism. The market manager is also interested in getting authorization for SFMNP as a large percentage of market shoppers are senior citizens.

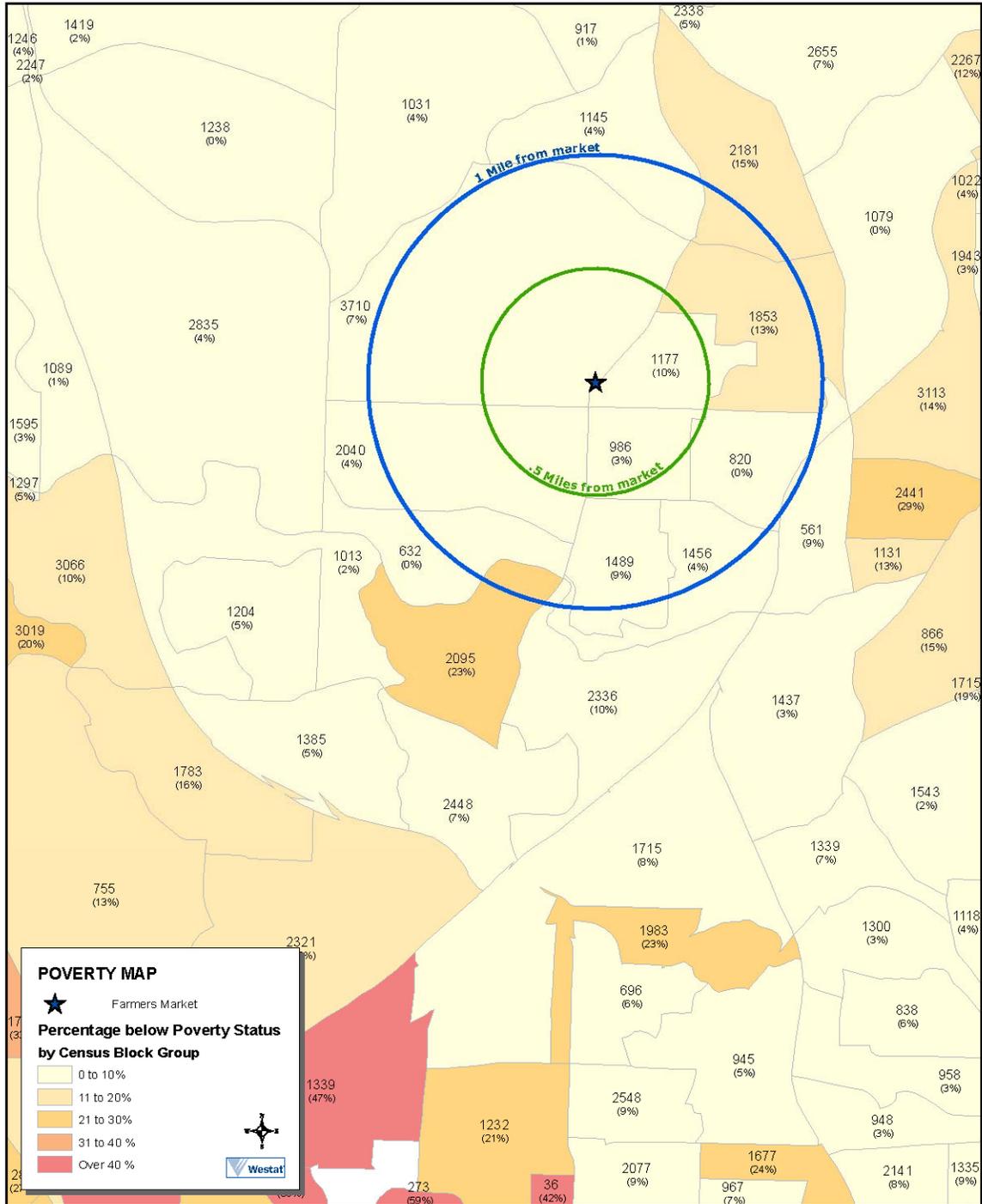
### **Suggestions for Better Serving Low-Income Communities**

The market manager suggests that the USDA make it easier for FNS participants to find an authorized farmers market in their area.<sup>31</sup> Suggestions include a search feature on the FNS website or a leaflet included with participant's EBT/Bridge Card mailing.

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<sup>31</sup> FNS has a SNAP authorized retailer locator ([www.snapretailerlocator.com](http://www.snapretailerlocator.com)). Accessed 5/9/11.

# Peachtree Road Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED URBANIZED AREA

Numbers Represent: Population for whom poverty status is determined (Percentage below poverty in parentheses)  
 Poverty Data Source - Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data Table: P87  
 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_d00\_shp

### C. South Boston (Boston, MA)



#### Market Overview

**History, organizational structure.** The South Boston Farmers Market<sup>32</sup> is an independent market operating since 2000 and sponsored by the South Boston Community Health Center. The manager of the market is an employee of the South Boston Community Health Center and serves as the WIC Outreach Community Coordinator for that neighborhood of Boston. This market is closely associated with the Food Project,<sup>33</sup> a nonprofit organization that engages young people in farming and sustainable agriculture. Market characteristics are described below and presented in Table V.3.1.

**Location and hours/days open.** The market is located in a municipal parking lot on West Broadway, a major Boston thoroughfare. A portion of 23 census block groups are represented within a 0.5 mile radius of the market. Census Block Groups within a mile radius of the market range from 1% to 68% of residents in poverty (see poverty map below). The South Boston market has been operating on Mondays from 12:00 p.m. to 6:00 p.m. since its inception in 2000. Originally, the market was open from July through October; however, the season has been extended from May to November for the past 3 years. This change occurred when it became clear that farmers had produce to sell through the month of November. While the market is technically open late into the fall, winter weather could potentially keep the market closed during that time of year.

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<sup>32</sup> South Boston Farmers market. Available at: [www.farmfresh.org/food/farmersmarkets\\_details.php?market=144z0](http://www.farmfresh.org/food/farmersmarkets_details.php?market=144z0). Accessed 5/9/11.

<sup>33</sup> The Food Project. Available at: <http://thefoodproject.org/>. Accessed 5/9/11.

**Table V.3.1 South Boston market profile summary**

General market characteristics	
Year market opened	2000
Urbanicity	Urban
Organizational structure	Independent
Hours of operation	12:00 p.m. - 6:00 p.m. (spring-fall)
Market revenue sources	Federal agencies and city agencies
Number of total vendors (on average)	4
Number of food vendors (on average)	4
USDA Nutrition Assistance Program Participation	SNAP, SFMNP, WIC, WIC FMNP
Number of paid employees	1
Manager tenure (number of years)	8 years
Manager responsibilities	Organizing vendors, community outreach, grant administration
2009 sales (if available)	-----
Site visit data: Market physical environment	
Access to public transportation	Yes
Predominant land use	Residential and commercial/office buildings
Residential uses present	Homes and retirement or senior living
Walkways present	Concrete
Signs for SNAP, WIC or FMNP acceptance	Yes
Nearby food destinations	Fast food restaurants, coffee shops, restaurants, corner stores, and liquor stores
Unpleasant features near market	None
Pleasant features near market	Trees, trash bins, places to sit, and public restrooms

**Physical environment.** The South Boston market is surrounded by residential and commercial buildings, and a variety of food establishments, including fast food restaurants, coffee shops, liquor stores, and corner stores. The market is located near a public bus stop and also less than a mile from Boston’s subway system. Paved, accessible sidewalks, secure parking, and senior transportation ensure that the market is accessible to all of the neighborhood’s residents. There are many features of the surrounding area like trees, places to sit, and public restrooms that make visiting the market a pleasant experience. At the time of the site visit, there were no bike racks, public telephones or water fountains; there was also no graffiti, panhandling, litter, broken glass, heavy traffic, or air pollution.

**Staffing.** The market has one staff member, the manager, who is paid through the WIC program.

**Vendors.** The market has a total of four vendors during the busy season. According to the manager, the City of Boston has specific regulations for vendors. Each vendor is required to carry their own insurance in order to sell food at a city farmers market. Similarly, vendors selling meat, eggs or dairy

products are required to have a refrigeration system. There is no electricity available to the vendors at this market; one vendor provides his/her own generator to power the refrigeration system needed to keep eggs fresh.

### **Revenue and Sales**

**Revenue Sources.** The market's revenue is mainly through Federal and city agencies but comes to the market through a variety of streams. The Food Project, a Boston area nonprofit, independently applied for a USDA grant for SNAP promotion. After it was awarded those funds, it gave mini-grants to several farmers markets (South Boston being one of them) to increase promotion of SNAP. The Boston Bounty Bucks Program<sup>34</sup>, the market's incentive program, is supported by several public and private entities and described in the "incentive program" section below. While the manager did not report any additional sources of revenue, the manager reported that several community members donate their time and energies to support the market.

**Sales.** The manager did not know the annual sales for the market, but reported that the annual EBT sales were \$1,643. The manager noted that EBT sales had doubled since the previous year. The manager had access to EBT sales and Boston Bounty Bucks sales but did not ask vendors about their sales information. The Chief Financial Officer of the South Boston Community Health Center coordinates all of the finances for this market.

### **Nutrition Environment**

According to the manger, the market sells a variety of fresh seasonal fruits and vegetables, baked goods, jams and honey; but never sells milk, butter, cheese, meat, poultry, fish, seafood, nuts or prepared meals. At the time of the site visit only two vendors were present; they sold a variety of fresh fruits and vegetables, breads, pastas, jam and honey, and eggs. Table V.3.2 presents availability and price information for key fruits, vegetables and dairy products documented during the site visit in November, 2010.

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<sup>34</sup> Boston Bounty Bucks. Available at: <http://thefoodproject.org/bountybucks>. Accessed on 5/9/11.

**Table V.3.2 South Boston market site visit data – food availability and price\***

Food Items	Availability and Price
Milk	Not applicable
Cheese per pound	Not applicable
Butter per pound	Not applicable
Apples per pound	\$1.49
Oranges per pound	Not sold
Bananas per pound	Not sold
Tomatoes per pound	\$2.50
Potatoes per pound	\$0.70 - \$1.00
Lettuces per pound	\$0.75

\* *Not sold* indicates the item was not sold during the site visit, but may be sold at other times.

*Not applicable* indicates the market does not sell the item as reported by the manager

### **Community Outreach**

There are several ways that formal and informal nutrition education takes place at the South Boston Farmers Market. The manager, in light of her role as a WIC Outreach Community Coordinator, talks to community members and customers to promote WIC and healthy eating. There is always a WIC table at the market. According to the manager, the farmers also do a lot of informal education with their customers. If there are varieties of produce that the customers have never seen, the farmers explain what they are, encourage the customers to try them, and provide recipes and cooking suggestions. The University of Massachusetts Extension program sends a nutritionist to the market once per month in the summer to educate customers. At the end of almost each market day, the market manager takes the surplus food from the vendors and delivers it to a halfway house for recovering alcoholics in Boston.

### **SNAP Participation**

The South Boston Farmers Market began accepting SNAP payments via EBT in 2009. The market’s EBT machine came from a grant from the Food Project. According to the market manager, the application process for SNAP was “easier the second year” since she was able to “iron out the wrinkles and learn from mistakes.” The manager reported that staff from the Food Project were available to answer questions, which made the application process easier.

The market manager facilitates all transactions with SNAP customers. The customers receive paper scrips in \$1 and \$5 increments to use their SNAP EBT funds at vendor stalls. The vendors are

required to display a sign on their table indicating that they accept EBT, WIC, FMNP, and SFMNP coupons. The vendors then submit the scrips to the market manager who in turn, submits these to the Chief Financial Officer of the South Boston Community Health Center. Vendors receive reimbursement checks from the South Boston Community Health Center once per month. In 2010, \$300 was paid to farmers for use of EBT cards at the market; the manager estimates that approximately 14 customers use the EBT machine per market day. The manager receives technical support for the EBT terminal from Merchant Warehouse<sup>35</sup>, a local provider of credit card equipment and processing services. In one instance when the EBT machine didn't work, the manager reported that the market used manual vouchers for SNAP purchases and went through technical support channels at USDA, which was "very helpful."

**Barriers and benefits.** According to the market manager, the farmers benefit in several ways from participating in SNAP. The program increases their sales, allows them to get their fresh produce out into the city, and educates customers about the benefits of eating local foods. One of the barriers facing the South Boston Farmers Market, although it is not directly related to SNAP, is the lack of electrical outlets. The manager believes that if outlets were available, the vendors would be able to sell a wider variety of products.

**Incentive program.** There are two separate incentive programs used to encourage SNAP customers to buy fresh produce at the South Boston Farmers Market. The SNAP promotion program introduces community members to the benefits of using their EBT cards at farmers markets and provides a \$5 coupon as an incentive for SNAP participants to shop there. The SNAP promotion program was funded through a USDA grant from the Food Project. The Boston Bounty Bucks Program, noted above, is funded through the Mayor's Fresh Food Fund, USDA, the Massachusetts Department of Agricultural Resources, Boston Public Health Commission, Boston Collaborative for Food & Fitness,<sup>36</sup> and the Wholesome Wave Foundation.<sup>37</sup> This program provides a dollar for dollar match up to \$10 weekly for any purchase made with an EBT card at participating Boston farmers markets. The stated goals of the program are to provide SNAP participants with an incentive to learn about the wide variety of healthy products available from Massachusetts' farmers, experience the good value farmers markets provide, and change food purchasing habits to include more local farm fresh products.

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<sup>35</sup> Merchant Warehouse. Available at: <http://merchantwarehouse.com/>. Accessed on 5/9/11

<sup>36</sup> Boston Collaborative for Food & Fitness. Available at: <http://www.bcff-online.org/Pages/Default.aspx>. Accessed on 5/9/11.

<sup>37</sup> Wholesome Wave Foundation. Available at: <http://wholesomewave.org/>. Accessed on 5/20/11.

The market manager reported some anecdotal evidence from the community that some families are only able to buy fresh food at the market because of the Boston Bounty Bucks program and market traffic has increased because of the incentives and EBT availability. The manager explained that the farmers would educate SNAP customers about what they could get with their Boston Bounty Bucks and they would put together packages made up of a variety of produce for the customers to try.

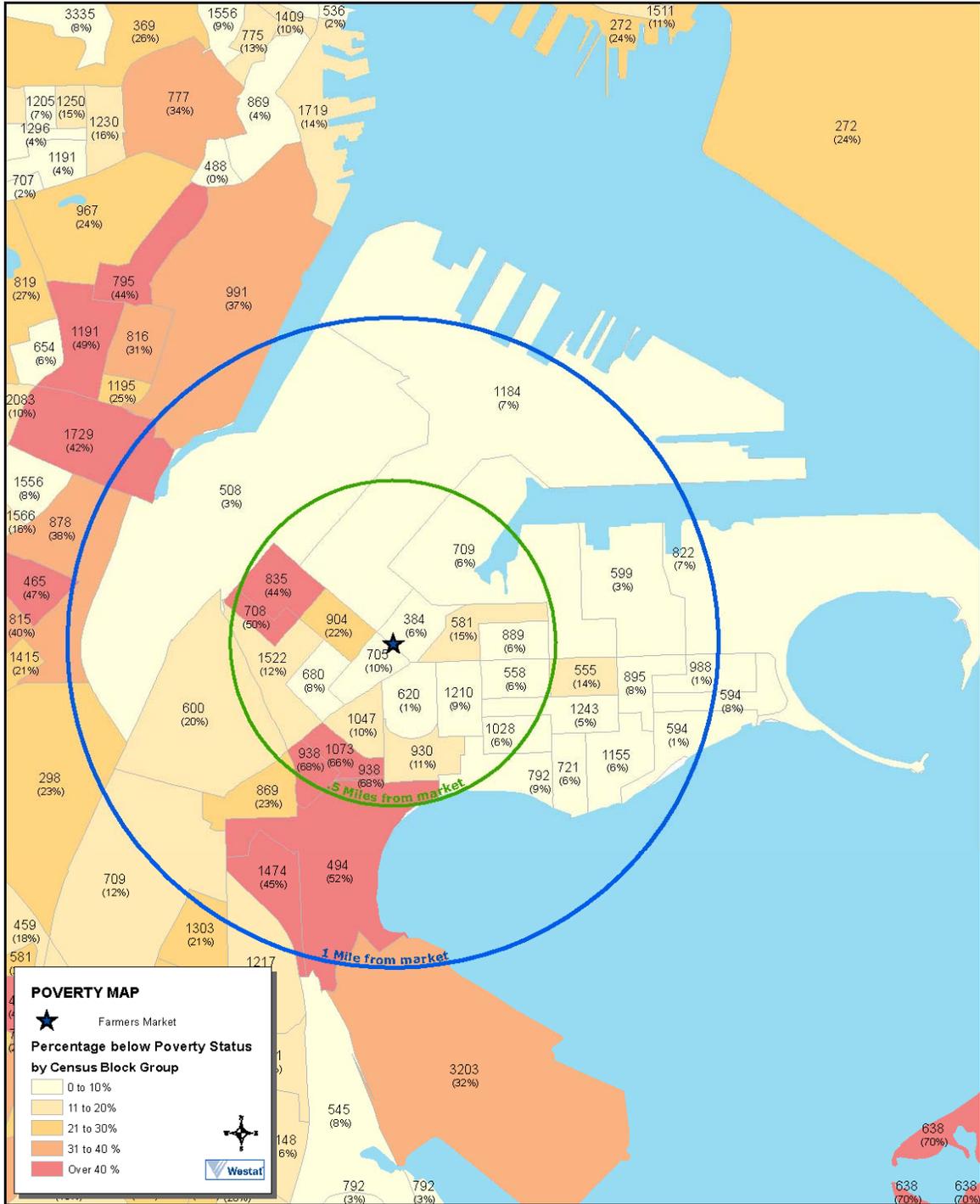
### **Participation in Other USDA Nutrition Assistance Programs**

The South Boston Farmers Market is closely tied with WIC due to the manager's role as a WIC Outreach Community Coordinator. Vendors at this market have been accepting WIC and SFMNP since its inception. The vendors at the South Boston Farmers Market also accept the WIC FMNP. The manager reported that since the vendors have continued to accept WIC and SFMNP each year, these programs must increase profits for them.

### **Suggestions for Better Serving Low-Income Communities**

The market manager reported that SNAP promotion and outreach programs and the Boston Bounty Bucks incentive program have increased traffic to the market. These activities, which greatly benefit the community, are contingent upon funding, however. The manager also wishes she had more help with fundraising; although the market already receives in-kind non-monetary support from the community, more funds would allow the market to continue to reach the neighborhood's most needy residents.

# South Boston Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED URBANIZED AREA

#### D. Clark Park Farmers Market (Philadelphia, PA)



#### Market Overview

**History, organizational structure.** The Clark Park Farmers Market<sup>38</sup> has been in operation since 1998. It is owned and operated by The Food Trust<sup>39</sup>, a nonprofit organization founded in 1992. The Food Trust originated with the offering of nutrition classes for inner-city children at the century-old Reading Terminal Farmers Market located in the heart of Philadelphia. The mission of The Food Trust is to ensure that everyone has access to affordable, nutritious food. The Food Trust owns and operates a total of 25 farmers markets in the Philadelphia area. Although the Clark Park Market is not the largest market owned by The Food Trust, it does generate the largest Supplemental Nutrition Assistance Program (SNAP) sales compared to other Philadelphia farmers markets. Market characteristics are described below and presented in Table V.4.1.

**Location and hours/days open.** The Clark Park Market is located at 43<sup>rd</sup> and Baltimore Streets in the heart of the University City District in Philadelphia, Pennsylvania. Census Block Groups within a mile radius of the market range from 0% to 84% of residents in poverty (see poverty map below). The market runs Thursdays from 3:00 p.m. to 7:00 p.m. during the months of June through November and Saturdays from 10:00 a.m. to 2:00 p.m. year-round.

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<sup>38</sup> The Clark Park Farmers Market. Available at: [www.universitycity.org/ucd\\_programs/marketing/clark\\_park\\_farmers\\_market](http://www.universitycity.org/ucd_programs/marketing/clark_park_farmers_market). Accessed 5/9/11.

<sup>39</sup> The Food Trust. Available at: <http://www.thefoodtrust.org/>. Accessed 5/9/11.

**Table V.4.1 Clark Park Market profile summary**

General market characteristics	
Year market opened	1998
Urbanicity	Urban
Organizational structure	Part of nonprofit umbrella organization
Hours of operation	3:00 p.m.-7:00 p.m. (summer-fall); 10:00 a.m.-2:00 p.m. (year-round)
Market revenue sources	Federal agencies, public donations, fundraising, and vendor fees
Number of total vendors (on average)	15
Number of food vendors (on average)	14
USDA Nutrition Assistance Program Participation	SNAP, SFMNP, WIC FMNP
Number of paid employees	1
Manager tenure (number of years)	3
Manager responsibilities	Staffing, organizing vendors, and community outreach
2009 sales (if available)	\$666,150
Site visit data: Market physical environment	
Access to public transportation	Yes
Predominant land use	Schools, Park, Open area
Residential uses present	Homes and apartments or condominiums
Walkways present	Concrete
Signs for SNAP, WIC or FMNP acceptance	Yes
Nearby food destinations	Fast food restaurants, coffee shops, and corner stores
Unpleasant features near market	None
Pleasant features near market	Trees, trash bins, and public telephones

**Physical environment.** Market vendors are set up along one of the side perimeters of Clark Park. Within a half-mile radius of the market, there are residential buildings including single- and multi-family homes, apartments, the University, fast-food restaurants, cafes and coffee shops, and small corner stores. The sidewalk around the park and where vendors are located is considered a paved sidewalk, but it is old and cracked and not completely smooth. Other observational landmarks around the market include a possible bus stop, light rail (street cars), covered shelter, trees offering shade, trash receptacles, public telephones, but there were no signs of graffiti, panhandling, litter, broken glass, stray dogs, or abandoned cars.

**Staffing.** The Clark Park Market has one paid market manager and up to two volunteers per season.

**Vendors.** In the height of the market season, there are 14-16 vendors set up at the Clark Park Market. Some can be found at the market all year-round, and others are available only seasonally. For example, the nuts vendor is open from Thanksgiving through Christmas, while some of the prepared foods vendors are only available June through Thanksgiving. Fruit vendors are usually on hiatus from February through May. Clark Park Market vendors sell a variety of fruit, vegetable, dairy,

and meat. There are no vendors that sell fish or seafood. The Saturday market also includes a local chocolatier and flower vendor. There is also an information booth that provides brochures on medication safety and immunization occasionally. The students at University City High School staff the University City High School Student-Grown Produce booth, which sells fresh produce, such as kale, peppers, greens, and eggplant grown in the school's gardens.

### Revenue and Sales

**Revenue Sources.** Over the years, the market has received funding from a variety of sources, including, government agencies, public donations, foundations, fundraising events, and vendor fees.

**Sales.** This market primarily sells food. According to the manager, the total annual sales for the market were \$666,150 in 2009 with approximately \$645,450 of these sales accruing from food-only items. It is projected that the total annual sales for 2010 will be \$830,332, with approximately \$806,332 of these sales accruing from food-only items. The market manager did not know the proportion of SNAP sales.

### Nutrition Environment

According to the manager, fresh produce, baked goods, butter, cheese, meat/poultry, eggs, milk/cream, nuts, and prepared foods are available during the market season. On a typical day, 2 vendors sell fruit and 4-6 vendors sell vegetables. As many as 6 vendors sell eggs, 1-2 sell cheese, 2 sell butter, and 1 sells milk/cream. Three vendors sell meat and/or poultry, 1 sells nuts, and 2-3 sell baked goods. In addition, on any given market day, 1 vendor sells prepared foods. Table V.4.2 presents availability and price information for key foods that were documented during our site visit to the market in November, 2010.

**Table V.4.2 Clark Park Market site visit data – food availability and price\***

Food Items	Availability and Price
Milk price per gallon	No low-fat option, \$6.00
Cheese per pound	No low-fat option, \$9.00
Butter per pound	\$7.00
Apples per pound	\$1.50 - \$1.75
Oranges per pound	Not sold
Bananas per pound	Not sold
Tomatoes per pound	\$1.75
Potatoes per pound	\$1.00 - \$1.95
Lettuces per pound	\$1.10 - \$1.40

\**Not sold* indicates the item was not sold during the site visit.

## **Community Outreach**

The market provides nutrition education through healthy recipe cards, brochures and pamphlets on serving sizes, how to cut fat and sugar out of the diet, how to add variety to your diet, and ways to eat healthily. This outreach is conducted both at the market manager table and in some cases at vendors' booths. The market also conducts outreach within the local community, particularly at senior centers, WIC offices, Department of Public Welfare, churches, and coffee shops. Communication channels used for outreach include community listservs, mail blasts, and advertising in community papers as well as major newspapers.

## **SNAP Participation**

The Clark Park Market has participated in SNAP each season between 2005 and 2010. All authorized vendors accept SNAP as a form of payment, except those selling prepared foods. To redeem SNAP payments from customers, the market uses the receipt system. If a SNAP shopper wants to use their EBT card for a purchase, the vendor will write them a receipt and keep their groceries to the side. The customer then brings the receipt to The Food Trust table where the wireless point-of-sale machine is located. Once payment is processed, the market manager signs the receipt and the customer brings the signed receipt back to the vendor and receives their groceries. The Food Trust is reimbursed by the USDA and in turn reimburses farmers on a monthly basis.

**Barriers and benefits.** One barrier relates to the use and placement of the EBT machines. According to the manager, each eligible vendor had their own EBT machine for almost one season through a grant funded by the Agricultural Marketing Service at the USDA. Although having an EBT machine at each vendor was more convenient, it slowed down the check-out process considerably. The farmers who accept SNAP seem to prefer the current system of having the customer take a receipt to The Food Trust table where their EBT card is swiped and then go back to retrieve their food from the vendor after their transaction is processed. The manager believes cost was also a considerable barrier to having individual EBT machines; after the grant ended, farmers had to acquire their own machine and pay the associated monthly fees.

**Incentive program.** In 2010, the market offered an incentive bonus program called the Philly Food Bucks program to SNAP recipients. The incentive program provided SNAP recipients with a \$2 coupon for purchase of fresh fruits and vegetables for every \$5 spent using their EBT funds. Coupons were good through the end of the market season. The Clark Park Market plans to implement the same incentive program next year.

The Philly Food Bucks program<sup>40</sup> is a grant funded by the CDC provided to the Philadelphia Health Department. The Food Trust is a subcontractor to the Philadelphia Health Department and uses the funding for incentive programs and staffing for their network of farmers markets. Vendors benefited because the incentive program helped publicize the markets, which increased sales, and incentivized purchase of their products. Farmers accept the incentive program coupons and are then reimbursed via The Food Trust. According to the manager, the incentive program has been very successful, and SNAP sales have increased in nearly all The Food Trust markets. The Food Trust tracks EBT sales on a daily basis. The manager we interviewed at Clark Park market was not familiar with the specific reporting requirements for the grant.

### **Participation in Other USDA Nutrition Assistance Programs**

Authorized vendors at Clark Park market that sell fruits and vegetables can accept WIC FMNP and SFMNP vouchers. WIC is currently not accepted but the market manager hopes to be authorized in the future.

### **Suggestions for Better Serving Low-Income Communities**

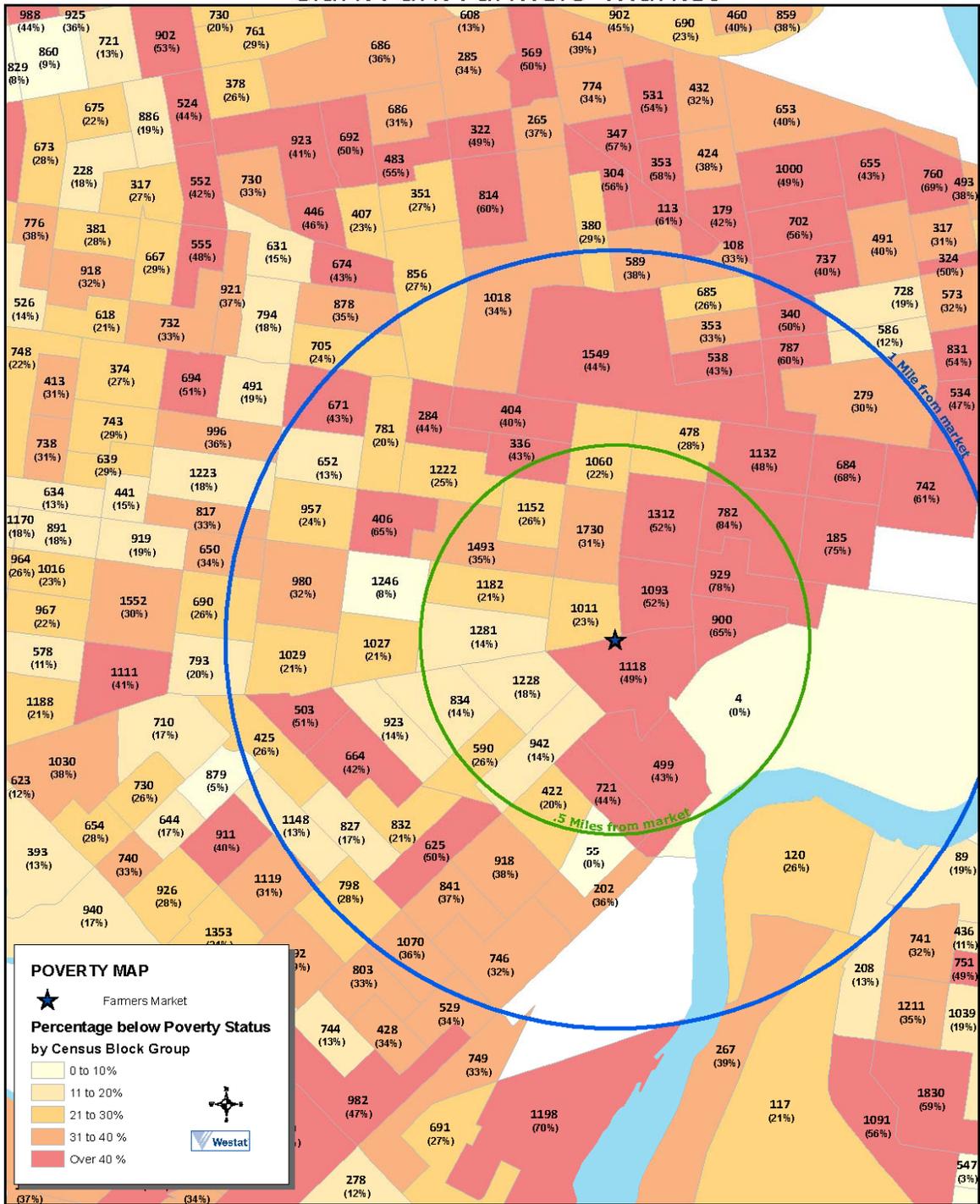
The market manager felt there were several barriers to serving customers in nutrition assistance programs. First, the manager explained that staff spent a great deal of time helping program participants maneuver the system because they didn't know where to spend their vouchers. She suggested that FNS should provide more information about the farmers markets to the WIC FMNP and SFMNP recipients. Also, she felt there was not enough promotion about farmers markets that accept SNAP and their location, but acknowledged that "getting the word out" is difficult. She indicated that the grant they received helps their market promote SNAP. Finally, she mentioned that the costs associated with EBT should be subsidized as they are with supermarkets and corner stores in low-income areas.<sup>41</sup>

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<sup>40</sup> The Food Trust. Available at: <http://www.thefoodtrust.org/php/programs/phillyfoodbucks.php> Accessed 5/9/11.

<sup>41</sup> Every vendor is entitled to a free EBT machine, including FMs. However, farmers markets often require wireless EBT machines due to a lack of electricity, and these are not provided. at no cost. <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298>. Accessed 5/9/11.

# Clark Park Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED URBANIZED AREA

Numbers Represent: Population for whom poverty status is determined (Percentage below poverty in parentheses)

Poverty Data Source - Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data Table: P87  
 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_d00\_shp

## E. Market on the Square (Mobile, AL)



### Market Overview

**History, organizational structure.** The Market on the Square<sup>42</sup> was originally founded through Main Street Mobile, Inc., a nonprofit organization and matching funds from the City of Mobile. Currently the market is completely operated by the City of Mobile, in the Department of Neighborhood & Community Services. In addition to Market on the Square, the city operates one other market, but it is about half the size of the Market on the Square and is open for fewer months of the year. The market will celebrate its 10th anniversary in 2011. Market characteristics are described below and presented in Table V.5.1.

**Location and hours/days open.** For the first few seasons, this market was located in a parking lot with no shade, but about 5 or 6 years ago, the market moved across the street to the public park where it is currently located. Shortly after the move, the market manager conducted a survey with the vendors to see if and how the move affected their sales. Aside from some slight inconveniences

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<sup>42</sup> The Market on the Square. Available at: [www.local-farmers-markets.com/market/101/mobile/market-square](http://www.local-farmers-markets.com/market/101/mobile/market-square). Accessed on 5/9/11.

for the vendors (e.g., they can no longer pull their vans directly up to their stalls), the move to the park was a positive one that increased sales and improved the experience for customers and vendors. Census Block Groups within a mile radius of the market range from 24% to 95% of residents in poverty (see poverty map below).

The market opens the last weekend of April each year and runs until the last weekend in July; then the market takes a 2-month break and opens up again from the first weekend in October until the Saturday before Thanksgiving. The market is open from 7:30 a.m. to 11:00 a.m. in the spring and 8:00 a.m. until 12:00 p.m. in the fall.

**Physical environment.** The market is located in the heart of Mobile's downtown historic district within one of the city's many grass-covered squares. Customers can access the market by car or bus; the bus stop near the market has a bench and is covered from the elements. Commercial buildings are the predominant land use surrounding the market. Single-family homes and retirement and senior-living residences are also present in the surrounding neighborhood. The market is located near fast-food restaurants and coffee shops. The market itself is a place where, according to the market manager, "people will come and stay." There is a fountain, benches, and trees protecting the customers and vendors from the sun and providing pleasant shade. The market provides tents for each of the vendors, and public restrooms and trash cans are available for customers and vendors. The only unpleasant features of the area noted during the site visit were some buildings with broken or boarded-up windows.

**Staffing.** One market manager, who has been there for 7 years, and one office assistant coordinate all of the logistics for market. According to the market manager, she works in tandem with the office assistant to staff the market each weekend. The manager helps manage the conditions of the park and works with different municipal offices including the Department of Public Works, the electrical department, and other departments to set up the tents and ensure that the market runs smoothly.

**Vendors.** During the spring season, Market on the Square has close to 45 vendors. In the fall when there is less produce to sell, there are between 35 and 40 vendors. Vendors at Market on the Square sell a variety of items ranging from baked goods to fresh fruits and vegetables to honey. However, not all vendors sell food items. On alternate weekends, local artists are permitted to attend as vendors, more than doubling the number of vendors in the market. The market manager also reported that part of her job involves coordinating the musicians that play at the market.

**Table V.5.1 Market on the square profile summary**

<b>Year market opened</b>	2001
<b>Urbanicity</b>	Urban
<b>Organizational structure</b>	City owned
<b>Hours of operation</b>	7:30 a.m.-11:00 p.m. (April-July); 8:00 a.m.-12:00 p.m. (October-November)
<b>Market revenue sources</b>	Federal agencies, city agencies, and vendor fees
<b>Number of total vendors (on average)</b>	45
<b>Number of food vendors (on average)</b>	19
<b>USDA Nutrition Assistance Program Participation</b>	SFMNP, WIC
<b>Number of paid employees</b>	2
<b>Manager tenure (number of years)</b>	7 Years
<b>Manager responsibilities</b>	Budgetary, manage park facilities, staffing, vendor organization, and community outreach
<b>2009 sales (if available)</b>	--
<b>Market physical environment</b>	
<b>Access to public transportation</b>	Yes
<b>Predominant land use</b>	Commercial/office buildings
<b>Residential uses present</b>	Condominiums, apartments, and shelters
<b>Walkways present</b>	Concrete and grass
<b>Signs for SNAP, WIC or FMNP acceptance</b>	Yes
<b>Nearby food destinations</b>	Coffee shops and restaurants
<b>Unpleasant features near market</b>	Buildings with broken or boarded windows
<b>Pleasant features near market</b>	Trees, trash bins, places to sit, and public restrooms

### **Revenue and Sales**

**Revenue Sources.** Revenue sources for the market include funding provided by the City of Mobile and vendor tent rentals. Vendors pay a fee of \$25 per week to participate in the market; if they pre-pay for the whole year, they can get a discount that according to the market manager makes the weekly fee “about \$19 or \$20 per week.” State law prevents Market on the Square from conducting any additional fundraising since it is no longer a designated 501(c)3 nonprofit organization.

**Sales.** The market manager does not keep track of annual sales information. Each vendor has their own record-keeping system.

### **Nutrition Environment**

The Market on the Square is a source of locally produced foods, including fresh and preserved fruits and vegetables, cheese, meat, fish and seafood, eggs, nuts, a variety of baked goods, and frozen casseroles and vegetable side dishes. At the time of the site visit, 5 vendors sold fruit and vegetables

(although up to 9 vendors sell fruits and vegetables at various times); 4 sold baked goods, 1 sold cheese, 1 sold seafood, 1 sold eggs, 1 sold sausage, and 3 sold nuts. Table V.5.2 below presents food availability and prices at the time of the site visit in November.

**Table V.5.2 Market on the square site visit data – food availability and price\***

Food Items	Availability and Price
Milk	Not applicable
Cheese per pound	No low-fat option, \$10.00
Butter per pound	Not applicable
Apples per pound	Not sold
Oranges per pound	\$2.30
Bananas per pound	Not sold
Tomatoes per pound	\$1.20
Potatoes per pound	Not sold
Lettuces per pound	\$3.60 - \$5.40

\* *Not applicable* indicates the market does not sell the item as reported by the manager during the interview. *Not sold* indicates the item was not sold during our site visit, but may be sold at other times.

### Community Outreach

Master gardeners provide nutrition education at the market and teach customers about growing their own produce. During Thanksgiving, the market manager asks vendors to donate food to the homeless coalition in the neighborhood. The manager collects the donated food and delivers it to the coalition for use at its Thanksgiving meal.

### SNAP Participation

The market does not currently participate in SNAP. At the time of the interview, the market manager indicated she was aware of SNAP but reported that none of the customers or vendors had asked her about it.

## **Participation in Other USDA Nutrition Assistance Programs**

The market manager estimated that 12 vendors at the market accept SFMNP. Vendors apply individually to be certified to accept SFMNP; the market manager frequently refers vendors to the application materials. Based on what she has heard from the vendors, the manager did not think applying for SFMNP was a difficult process. After submitting the application, “they have the ability within a week or two to start accepting” explained the market manager, and “they get a sign saying that they accept the vouchers.” Some vendors also accept WIC vouchers but the vendors don’t coordinate with the market manager on the logistics of this program and do not display signage about accepting WIC. Individual vendors set up a checking account through the state to redeem the vouchers and USDA puts money directly into the vendors’ accounts. The vendors handle all the finances associated with WIC and SFMNP individually.

**Barriers and benefits.** The market manager reported that nutrition assistance programs benefit the market in multiple ways. She described how vendors can greatly increase their sales because of WIC and SFMNP depending on the time of year. She noted the State recently started accepting honey as a suitable food for redemption for these programs. In previous years, fewer vendors participated in SFMNP, but since adding honey, more were able to participate. She commented that it also helps to create a diverse set of customers.

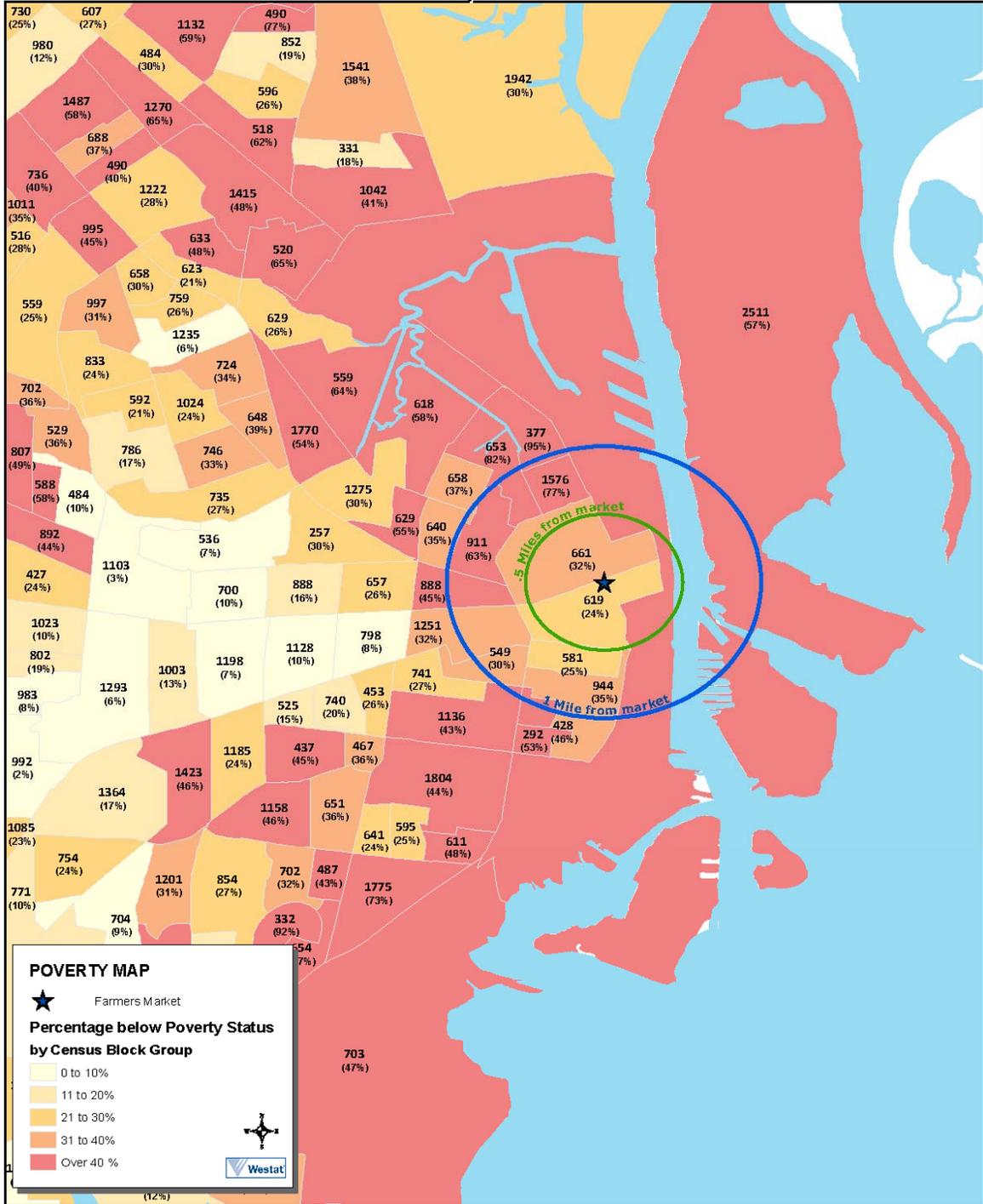
## **Suggestions for Better Serving Low-Income Communities**

The manager believed that having SNAP at the market would allow them to serve more people, but she did not know how it was administered or who runs the program. The manager also explained that she had not received any inquiries about accepting SNAP from customers or vendors and explained the market would participate if she knew more and felt it was needed. The market manager attended a meeting about EBT machines in Montgomery, Alabama sponsored by the Farmers Market Authority (FMA)<sup>43</sup> of Alabama. FMA suggested that it would be best to have individual EBT machines for vendors rather than one centralized machine for the market, as it would be difficult to handle the large amount of traffic with just one machine. At this point, the market manager is not ready to bring EBT machines to the market but is interested in finding out more about the program.

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<sup>43</sup> Farmers Market Authority. Available at: <http://www.fma.state.al.us/> Accessed on 5/9/11.

# Market on the Square Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED URBANIZED AREA

Numbers Represent: Population for whom poverty status is determined (Percentage below poverty in parentheses)  
 Poverty Data Source - Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data Table: P87  
 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_000\_shp

## F. Downtown Farmers Market (Fort Pierce, FL)



### Market Overview

**History and organizational structure.** The Downtown Farmers Market of Fort Pierce<sup>44</sup> was started in 1997 by the Director of St. Lucie County’s co-operative extension office. This independently-owned market is a nonprofit organization and has a governing board. Market characteristics are described below and presented in Table V.6.1.

**Location and hours/days open.** The market is located in a downtown business district. Census Block Groups within a mile radius of the market range from 13% to 66% of residents in poverty (see poverty map below). The market operates year around, every Saturday from 8:00 a.m. – 12:00 p.m.

**Physical environment.** The market is on the waterfront, along with other stores that sell clothing, jewelry, and souvenirs. The market features live entertainment. The nearby downtown areas within walking distance include the public library, restaurants, and shops.

**Staffing.** The market has one paid staff member who is an independent contractor.

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<sup>44</sup> Fort Pierce Farmers Market. Available at: [www.ftpiercefarmersmarket.com](http://www.ftpiercefarmersmarket.com). Access on 5/9/11.

**Vendors.** In the height of the market season, there are 60 vendors set up at the market. Approximately 40 vendors sell their goods year-round. The remaining 20 vendors sell products that are available either seasonally or occasionally. For example, sweet baked goods are sold in the winter because the icing melts faster in the summer months, and one vendor occasionally sells eggs. The vendors sell an array of food and non-food items. Nearby restaurants and businesses operate stalls in the market to sell prepared foods, specialty beverages, boiled peanuts, and bath and beauty products using locally grown materials.

**Table V.6.1 Downtown farmers market profile summary**

<b>Year market opened</b>	1997
<b>Urbanicity</b>	Urban
<b>Organizational structure</b>	Independent, nonprofit, governing board
<b>Hours of operation</b>	8:00 a.m.-12:00 p.m. (year-round)
<b>Market revenue sources</b>	Vendor fees (formerly city and county grants)
<b>Number of total vendors (on average)</b>	50
<b>Number of food vendors (on average)</b>	33
<b>USDA Nutrition Assistance Program Participation</b>	No
<b>Number of paid employees</b>	1
<b>Manager tenure (number of years)</b>	Less than 1 yr
<b>Manager responsibilities</b>	Managers vendors, collects fees, liaison with others
<b>2009 sales (if available)</b>	\$40,000-\$50,000

### Revenue and Sales

**Revenue Sources.** The market is owned and operated by a nonprofit organization and is currently funded solely from vendor fees. Vendors pay \$25 (additional \$5 if they use electricity) per stall. The market formerly received some funding from government agencies.

**Sales.** In 2009, the total annual sales for the market were between \$40,000 and \$50,000. Separate estimates for food and non-food sales are not available.

### Nutrition Environment

Over 30 vendors sell food at the market. Foods sold include fruits, vegetables, dairy, and meat. Two vendors sell fruit year-round and 8 vendors sell vegetables, 3 of which are seasonal only. Three vendors sell fish, 1 sells peanuts, and 1 comes occasionally to sell eggs. Six vendors sell baked goods, and all but one is at the market year-round. About 12 restaurant vendors sell prepared foods at the

market from time to time, and 3 are there year-round. Six vendors sell specialty beverages (coffee and tea, smoothies and shakes), and at least one of these vendors is always at the market.

### **Community Outreach**

Individual vendors provide nutrition education to customers at the market through cooking demonstrations. The market maintains a website and promotes events through this venue.

### **SNAP Participation**

The market does not participate in SNAP.

**Barriers and benefits.** The market manager indicated it is a downtown market, and the board has never been approached to participate in nutrition assistance programs. Vendors are not equipped to participate in SNAP.

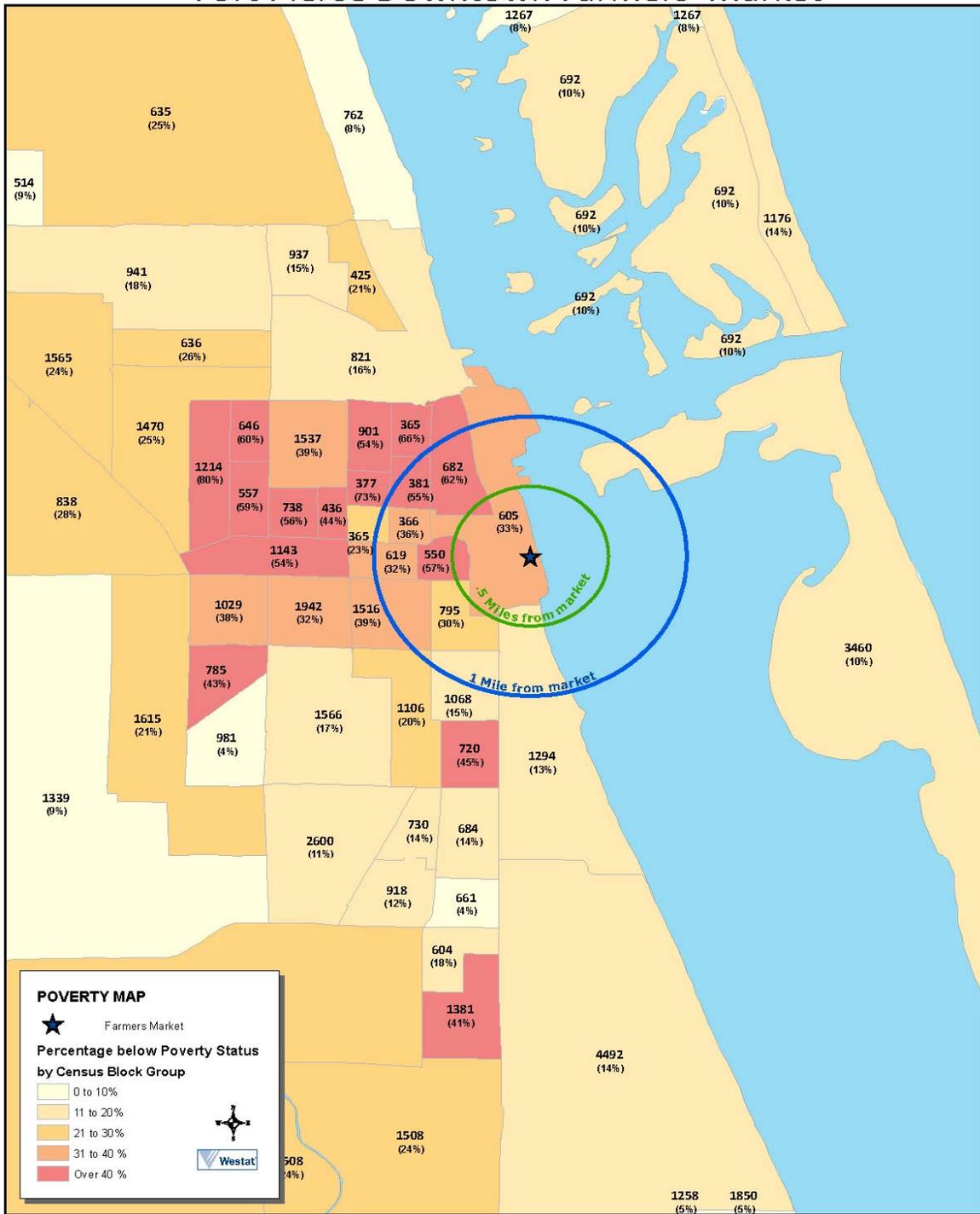
### **Participation in Other USDA Nutrition Assistance Programs**

The market does not participate in any USDA Nutrition Assistance Programs.

### **Suggestions for Better Serving Low-Income Communities**

The market manager suggested increasing awareness of USDA programs and getting vendor support for these programs would be important.

# Fort Pierce Downtown Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED URBANIZED AREA

Numbers Represent: Population for whom poverty status is determined (Percentage below poverty in parentheses)  
 Poverty Data Source - Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data Table: P87  
 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_d00\_shp



## G. Wytheville Market (Wytheville, VA)



### Market Overview

**History and organizational structure.** The Wytheville Farmers Market<sup>45</sup> is an independent assembly of farmers that formally started in 2008. Helping Overcome Poverty's Existence, Inc. (HOPE),<sup>46</sup> a 501(c)(3) organization with a mission to reduce poverty in southwestern Virginia, is the fiscal agent for the market and responsible for some of the market's administrative tasks, including grant management. Market characteristics are described below and presented in Table V.7.1.

**Location and hours/days open.** The market is located in a large parking lot on Main Street in the town of Wytheville. Census Block Groups within a mile radius of the market range from 10% to 20% of residents in poverty (see poverty map below). The market season is from May to October, and is open on Saturdays from 9:00 a.m. to 1:00 p.m. In 2010 the market also opened on Wednesday from 11:30 a.m. to 1:30 p.m. July to September. However, the market is currently evaluating Wednesday market sales and may change the day or hours for the 2011 season

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<sup>45</sup> Wytheville Farmers Market. Available at: [www.wythevillefarmersmarket.com](http://www.wythevillefarmersmarket.com). Accessed on 5/9/11

<sup>46</sup> Helping Overcome Poverty's Existence, Inc. (HOPE). Available at: [www.wythehope.org](http://www.wythehope.org). Accessed on 5/9/11

**Table V.7.1 Wytheville market profile summary**

<b>Year market opened</b>	<b>2008</b>
<b>Urbanicity</b>	Non-urbanized area
<b>Organizational structure</b>	Independent/Part of other nonprofit
<b>Hours of operation</b>	9:00 a.m.-1:00 p.m. (spring-fall); 11:30 a.m.-1:30 p.m. (summer-fall)
<b>Market revenue sources</b>	A nonprofit organization, vendor fees, and donations
<b>Number of total vendors (on average)</b>	15
<b>Number of food vendors (on average)</b>	15
<b>USDA Nutrition Assistance Program Participation</b>	SNAP
<b>Number of paid employees</b>	1
<b>Manager tenure (number of years)</b>	1 Year
<b>Manager responsibilities</b>	Budgetary, organizing vendors, community outreach, customer service, marketing, and EBT operations
<b>2009 sales (if available)</b>	Approx. \$20,000

**Physical environment.** The market is in the heart of downtown Wytheville on Main Street. Main Street is primarily a commercial street surrounded by a post office, pharmacy, church, county water department, and the county magistrate’s office. Vendors set up in permanent buildings as well as tents.

**Staffing.** The market manager is the only paid staff member. The manager is responsible for financial management, including budgeting, accounting, and SNAP reimbursement for vendors. In addition, the manager promotes the market via flyers, presentations, and radio interviews. Active market vendors and volunteers also help operate the market. Local organizations, such as the Wythe County Farm Bureau Women’s Committee, the Southeast United Dairy Industry Association, and the Town of Wytheville Museums assist the manager in event planning.

**Vendors.** The market has an average of 15 vendors each Saturday, but the number of vendors can range from 10 to 20. They always sell fruits and vegetables, beef and lamb, baked goods, nuts, and herbs. Eggs are almost always available, and prepared foods are offered on occasion.

## **Revenue and Sales**

**Revenue Sources.** The majority of the market's operations are made possible by a grant from the Wythe-Bland Foundation<sup>47</sup>. In addition, the market collects about \$1,000 a year in vendor fees. The Wythe County Farm Bureau<sup>48</sup> also donates t-shirts and other items to give away to market shoppers. Fundraising is not a source of revenue for the market.

**Sales.** In 2010, the market vendors collectively made approximately \$35,900 in sales revenue. The manager estimated \$20,000 in sales in 2009. The manager explained the difference in sales is due to the increased number of vendors in 2010. Food sales are estimated at 90 percent of total sales. The market requires vendors to make at least 75 percent of their sales from food items. Vendors can only make 25 percent of their sales from crafts or other products.

## **Nutrition Environment**

According to the market manager, throughout the season 10-12 vendors sell vegetables, 2 sell eggs, 2 sell beef and 1 sells lamb, 4 sell baked goods, 1 sells nuts, and at least one sells fruit. Three fruit vendors sell at the market, but rotate during the season depending on the type of fruit available. In addition, 2 vendors sell herbs all season, and houseplants and garden plants are always available. Occasionally one vendor sells prepared food. The market does not sell dairy products (milk, butter, cheese) or fish or seafood.

## **Community Outreach**

The market manager, said education about fresh food is a core mission for the market and an underlying goal for all market activities. The market occasionally hosts cooking demonstrations to show how to cook healthy and fresh meals. The market organizes events for children such as bringing a life-size fake cow to the market, which they are able to milk, to show them where milk comes from. During the market's off season, the manager conducts community outreach by giving presentations on healthy eating at elementary schools and civic organizations such as the Rotary Club.

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<sup>47</sup> Wythe-Bland Foundation. Available at: [www.wbcfoundation.org](http://www.wbcfoundation.org) . Accessed on 5/9/11

<sup>48</sup> The Wythe County Farm Bureau. Available at: [www.vafarmbureau.org](http://www.vafarmbureau.org). Accessed on 5/9/11

## **SNAP Participation**

The market was authorized to accept SNAP benefits for the first time in 2010. The market is committed to offering shoppers the choice to pay for food using their EBT/Bridge Card in 2011. The market accepts and processes EBT/Bridge Cards on behalf all of the vendors. All vendors participate in the program. The market manager reimburses each vendor via check for their SNAP sales each week.

SNAP purchases and reimbursements are managed using paper receipts. SNAP clients select food items from individual vendors and receive a paper receipt for the amount of their purchase. Each SNAP shopper pays for his/her purchases at a central location with EBT/Bridge Cards. Shoppers receive a receipt with proof of purchase, then return to the vendors, show their proof of purchase, and collect their purchases.

**Barriers and benefits.** HOPE, the fiscal agent for the market, applied to the USDA for SNAP authorization on behalf of the market. The market manager commented that the manager at HOPE had a pleasant experience with the application process and described it as easy and fairly quick. The market applied for SNAP authorization in early 2009 but did not get it fully operational until the 2010 season. The market manager identified increased sales for farmers as a possible benefit of participation. However, in 2010 the market did not increase its revenue as a result of accepting SNAP benefits. The market only attracted five SNAP shoppers during the year. The manager identified the cost of the EBT/SNAP Card machine as a possible barrier for other farmers markets that would like to accept SNAP benefits as a payment option.

**Incentive programs.** The market started the Double Value Coupon incentive program in August of 2010 with left over funding from a grant provided by the Wythe-Bland Foundation. The program gave SNAP shoppers a coupon for \$5 to spend on food at the market. The market only attracted five SNAP shoppers in 2010 and only spent \$25 of their \$1,000 budget for the Double Value Coupon program. The manager observed that attracting SNAP shoppers was a challenge for the market. The market plans to continue offering the Double Value Coupons in 2011 and will apply for special funds for the incentive program when they apply for their annual grant with the Wythe-Bland Foundation.

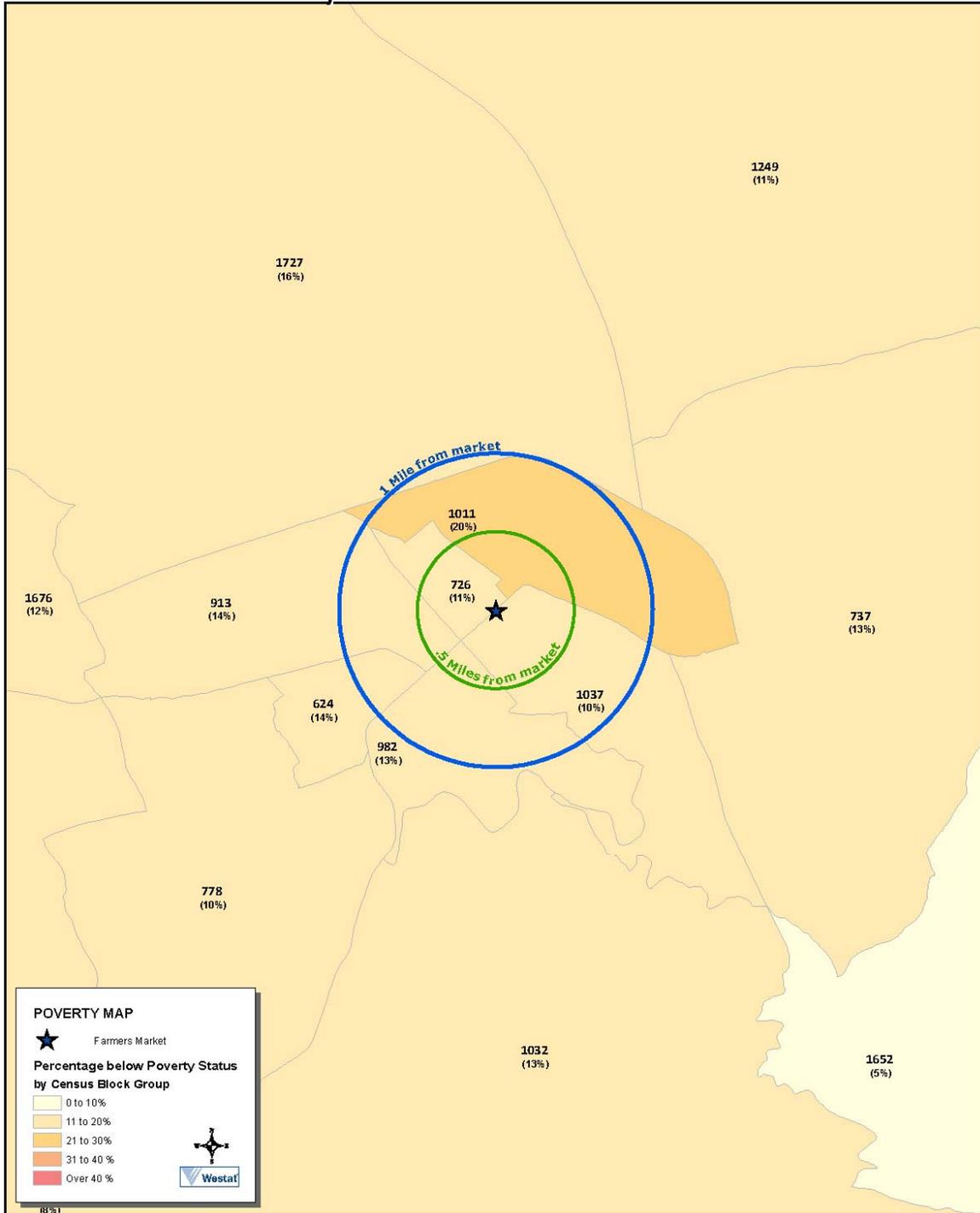
## **Participation in Other USDA Nutrition Assistance Programs**

In 2010 the market did not accept WIC or SFMNP benefits.

### **Suggestions for Better Serving Low-Income Communities**

The manager suggested that the USDA raise awareness among SNAP users about the benefits of eating fresh and healthy foods. The manager noted the biggest challenge the market faces is competing with grocery stores and discount stores for SNAP clients' food purchasing dollars. The manager also suggested a financial incentive for SNAP users to help them choose farmer's markets to buy their food.

# Wytheville Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED NON-URBANIZED AREA

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 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_000\_shp



## H. Sitka Market (Sitka, AK)



### Market Overview

**History, organizational structure.** The Sitka Farmers Market<sup>49</sup> is owned and operated by the Sitka Local Foods Network<sup>50</sup>, a nonprofit organization focused on promoting the growing, harvesting, and eating of local foods in the Sitka community. The Sitka Local Foods Network evolved as a result of two priority health areas identified from the 2008 Sitka Health Summit: the need for a community marketplace to access fresh fish and the desire to build a community greenhouse to grow additional crops and serve to educate school children. The Sitka Local Foods Network has five major focus areas, one of which is the creation and operation of the farmers market. Produce grown at the St. Peter's Fellowship Farm communal garden, another Sitka Local Foods Network focus, is sold at the market, along with locally caught fish, nuts, berries, preserves, and crafts. There is also an online Sitka Local Foods Marketplace where vendors can post foods they have available. This bulletin board feature is designed to help connect producers and buyers of local food. Commercial fishermen post seafood and backyard gardeners post the vegetables they currently have available. Market characteristics are described below and presented in Table V.8.1.

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<sup>49</sup> Sitka Farmers Market. Available at: <http://sitklocalfoodsnetwork.org/category/sitka-farmers-market>. Accessed on 5/9/11

<sup>50</sup> Sitka Local Foods network. Available at: <http://sitklocalfoodsnetwork.org/>. Accessed on 5/9/11

**Location and hours/days open.** The market is located at the Alaskan Native Brotherhood (ANB) Hall, a venue it shares with a produce truck vendor on alternate Saturdays. Census Block Groups within a mile radius of the market range from 0% to 16% of residents in poverty (see poverty map below). The market is open every other Saturday from 10:00 a.m. to 2:00 p.m. from July through September. The online Sitka Local Foods Marketplace is open all year and particularly helpful for the in-between market weeks.

**Physical environment.** The town of Sitka is located on the Baranof Island in remote southeast Alaska. From 1898-1931, Sitka was one of the key growing centers in Alaska and had Alaska’s first USDA experimental agriculture station of about 200 acres. By the 1960’s most agriculture was phased out because low oil prices made it cost efficient to ship produce to the island. Currently there are no commercial farms in town; there are a few community gardens and some larger family gardens. Most food arrives by barge. This is a main reason the Sitka community wanted to develop more local food capacity. Sitka’s main crops are root vegetables, lettuces, cabbage, rhubarb, and berries.

**Staffing.** The market has 2 managers. The managers receive a small stipend for their work during the market season. The market also has between 7-10 volunteers to help during season.

**Vendors.** Sitka Market vendors sell a variety of fruit, vegetable, seafood, baked goods, prepared foods, jarred foods, and nuts. No dairy products are sold at the market. Approximately 18-22 vendors are at the market on a typical day. With the exception of fruit vendors who are limited by the growing season, most vendors sell their products all season.

**Table V.8.1 Sitka market profile summary**

<b>Year market opened</b>	<b>2008</b>
<b>Urbanicity</b>	Non-urbanized area
<b>Organizational structure</b>	Owned by (nonprofit)
<b>Hours of operation</b>	10:00 a.m.-2:00 p.m. (summer-fall)
<b>Market revenue sources</b>	Nonprofit organizations, vendor fees, and donations
<b>Number of total vendors (on average)</b>	20
<b>Number of food vendors (on average)</b>	20
<b>USDA Nutrition Assistance Program Participation</b>	WIC and WIC FMNP
<b>Number of paid employees</b>	2
<b>Manager tenure (number of years)</b>	3
<b>Manager responsibilities</b>	Staffing, organizing vendors, and community outreach
<b>2009 sales (if available)</b>	--

## **Revenue and Sales**

**Revenue Sources.** Revenue sources for the Sitka Market include vendor fees and public donations. The market also occasionally receives funding from the Alaska Division of Public Health and small grants from local non-profit organizations. The market conducts fundraising events to help support both the Farmers Market and St. Peter's Fellowship Farm, the cooperative communal garden that grows much of the produce sold at the market.

**Sales.** Total annual sales information is not something collected from vendors, but the market is working towards changing this policy. In 2009, the total annual sales for a single fruit and vegetable booth were \$3,662.

## **Nutritional Environment**

During the market season, on each market day 5 vendors sell fresh vegetables, 5-6 sell baked goods, and 1 sells nuts; 2 berry vendors are available seasonally. In addition, 2 vendors regularly sell seafood, 2-3 sell prepared food, and 3-4 sell specialty items (preserves, jams, and jellies) at both the Sitka Market and the on-line marketplace.

## **Community Outreach**

The Sitka Market has a total of 4 booths that provide nutrition education. Activities include cooking demonstrations, nutrition education on fruits and vegetables available during the season, education on types of fish and how to prepare it. Finally, there is a cooperative extension providing a wide range of education from gardening to nutrition education and recipes, as well as canning and food preservation education. The market manager noted that the food demonstrations and the one-on-one discussions with a customer at the point of sales were the most effective ways to educate customers about the food they are purchasing and how to prepare it in a healthy manner.

At the end of each market day, leftover produce is given to local charities, such as the Salvation Army, domestic violence shelters, and the Jesuit volunteer community. They also encourage community members to grow their own food through an annual event called Let's Grow Sitka<sup>51</sup> where they work to get the word out about how to grow food and advertise for the farmers market.

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<sup>51</sup> Let's Grow Sitka. Available at: <http://sitkalocalfoodsnetwork.org/category/lets-grow-sitka/>. Accessed at 5/9/11

The market receives support from local newspapers, and public and for-profit radio stations. The “Problem Corner”, a local radio program, invites discussions on how to spread the word about the opportunities at the farmers market; and the Sitka Soup, a free local on-line advertiser, promotes the farmers market. These media sources are particularly used by the low-income community. The market is also strategically placed at the Alaska Native Brotherhood (ANB) Hall, which allows the Sitka Local Food Network to support the ANB by paying rent for the Hall. It has also made the market more cross-cultural, bringing Alaska Natives and other Sitka residents together for a common purpose.

### **SNAP Participation**

The Sitka Farmers Market is not authorized to participate in SNAP.

### **Participation in Other USDA Nutrition Assistance Programs**

The Sitka Farmers Market has been authorized to participate in WIC FMNP since 2008. In 2010, the market also started to accept WIC. Approximately 20 percent of vendors in 2010 accepted WIC and WIC FMNP (up from 10-15 percent in 2009).

**Barriers and benefits.** The market manager indicated that the application process for WIC and WIC FMNP authorization requires a significant amount of work for some of the smaller vendors (e.g., gardeners) given the relatively small number of vouchers they expect to redeem. One of the ways the market has attempted to mitigate this problem is to apply to the state to house all vendors under one umbrella organization, the Sitka Local Food Network. Vendors take their produce to the Local Food Network and get reimbursed. The Local Food Network receives WIC vouchers from customers and then deposits the vouchers according to the Local Food Network policies. This was conducted for the first time in 2010. Five gardeners sold their produce through the Local Food Network booth at the market. The Local Food Network paid the growers cash for their produce and received vouchers when they sold it to customers. They then redeemed all the vouchers according to the state guidelines. Placing the administrative responsibility for processing the vouchers on the Local Food Network gives these individual gardeners a wider customer base.

### **Suggestions for Better Serving Low-Income Communities**

The market manager had some recommendations about the ways in which nutrition assistance programs could be best promoted. Having the WIC program provide fruit and vegetable vouchers to regular WIC recipients encouraged WIC recipients to shop at the market and access more fresh fruits and vegetables.

# Sitka Farmers' Market



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 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_d00\_shp



## I. Overland Park (Overland Park, KS)



### Market Overview

**History, organizational structure.** The Overland Park Farmers Market<sup>52</sup> began in 1982. Since that time it has been under private management by multiple agencies. Beginning in the 2011 season, the city will take responsibility for managing the market. Market characteristics are described below and presented in Table V.9.1.

**Location and hours/days open.** The market is located in historic downtown Overland Park. Census Block Groups within a mile radius of the market range from 1% to 13% of residents in poverty (see poverty map below). The market is open from April through October, on Saturdays from 6:30 a.m. to 1:00 p.m. and Wednesdays from 7:30 a.m. to 1:00 p.m.

**Physical environment.** The Overland Park market is on Marty Street between 79<sup>th</sup> and 80<sup>th</sup>, surrounded by office buildings. Vendors set up under a permanent open-air structure to sell their products.

**Staffing.** The market has one paid market manager, but also relies on volunteers to help during the market season.

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<sup>52</sup> Overland Park Farmers Market. Available at: [www.kansastravel.org/overlandpark/overlandparkfarmersmarket.htm](http://www.kansastravel.org/overlandpark/overlandparkfarmersmarket.htm)  
Accessed on 5/9/11.

**Table V.9.1 Overland Park Market profile summary**

<b>Year market opened</b>	<b>1982</b>
<b>Urbanicity</b>	Urban
<b>Organizational structure</b>	City owned (2011)
<b>Hours of operation</b>	Saturday, 6:30 a.m. -1:00 p.m.; Wednesday, 7:30 a.m. – 1:00 p.m. April – October
<b>Market revenue sources</b>	City government, vendor fees
<b>Number of total vendors (on average)</b>	65
<b>Number of food vendors (on average)</b>	65
<b>USDA Nutrition Assistance Program Participation</b>	SFMNP
<b>Number of paid employees</b>	1
<b>Manager tenure (number of years)</b>	1
<b>Manager responsibilities</b>	Marketing, budget, fundraising, organizing vendors, staffing, community outreach, daily market operations.
<b>2009 sales</b>	\$40,000- \$50,000

**Vendors.** Approximately 65 vendors rotate through the market during the season. The vendors sell an array of food products, including fruits and vegetables, dairy products, and meats, eggs baked goods, fresh organic pasta, sheep cheese, olive oil, honey, and homemade granola. One vendor sells fresh nuts when in season.

### **Revenue and Sales**

**Revenue Sources.** Revenue sources for the market in 2010 included vendor fees and funding from local non-profit organizations and the city.

**Sales.** In 2009, the total annual sales for the market were between \$40,000 and \$50,000. Separate estimates for food and non-food sales were not available.

### **Nutrition Environment**

During the market season, two vendors sell baked goods and 1 vendor sells sheep cheese. About 44 vendors sell fruits and vegetables on a rotating basis, depending on the produce; eight vendors sell meat and poultry (3 of which rotate throughout the season), 5 sell eggs, and 2 sell nuts (pecans – in season only). Specialty products include fresh organic pasta, olive oil, homemade granola, and fresh honey.

### **Community Outreach**

The Farmers Market Manager offered cooking demonstrations each week, based on seasonally available produce. In addition, Case Western University Extension Department also offered nutrition classes at the beginning of the 2010 season. The farmers market is a popular destination for school trips and senior tours. The market also maintains a website and promotes events through this avenue. It does not conduct any outreach efforts specifically targeted to bring low-income shoppers to the market.

### **SNAP Participation**

The market does not participate in SNAP.

**Barriers and benefits.** The manager indicated that not having a wireless system to accept SNAP benefits limits them from participating in SNAP.

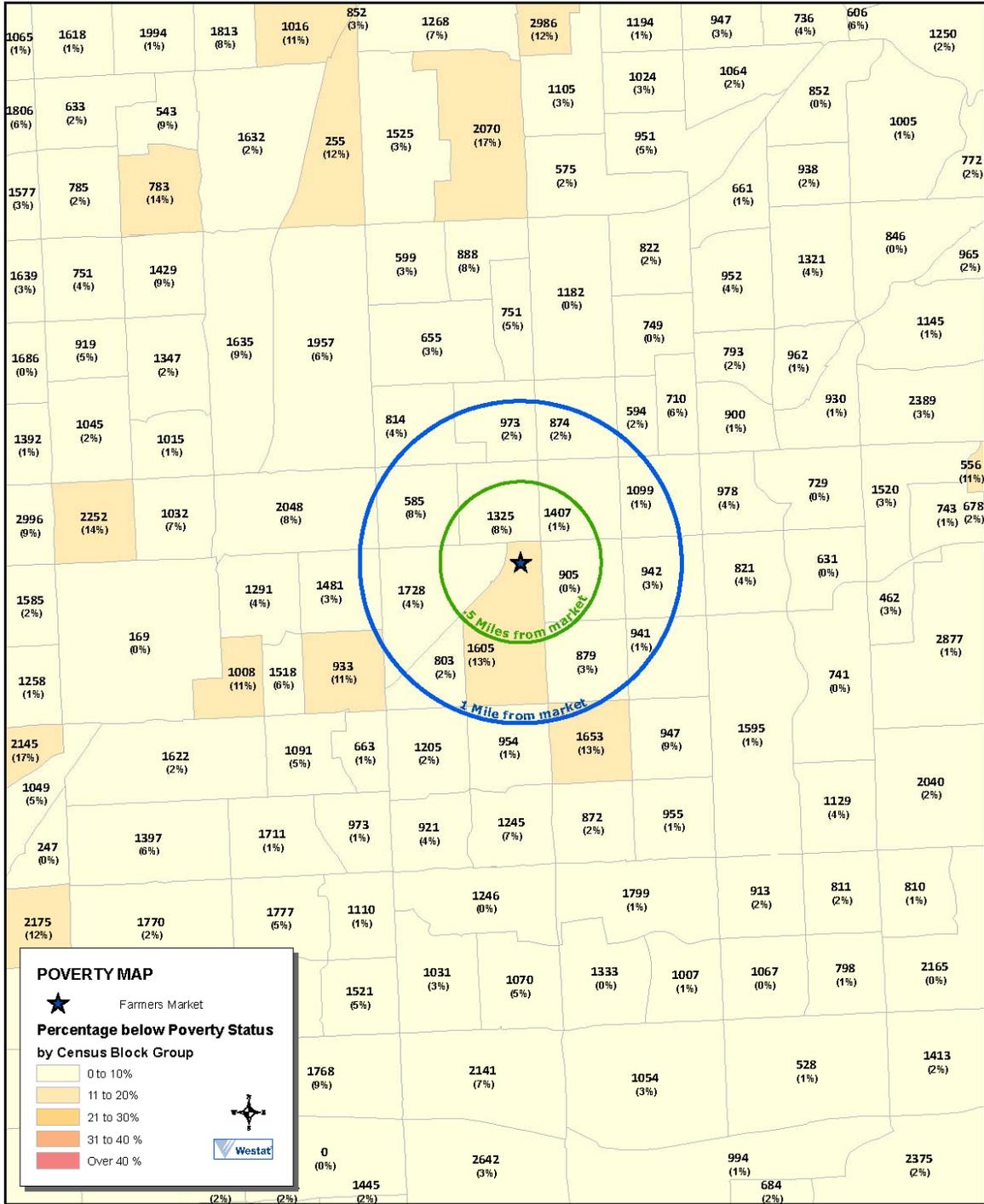
### **Participation in Other USDA Nutrition Assistance Programs**

About 20 percent of the vendors at the market accept SFMP vouchers. The market does not participate in any other USDA Nutrition Assistance Programs.

### **Suggestions for Better Serving Low-Income Communities**

The market manager did not have any suggestions to promote nutrition assistance. She noted that in the current economy, it is important to accept SNAP and promote the consumption of local produce.

# Overland Park Farmers' Market



\*THIS MAP AREA IS A CENSUS DEFINED URBANIZED AREA



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Poverty Data Source - Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data Table: P87  
 Urban Data Source - Data Set: Census 2000 Urbanized Areas File: ua99\_000\_shp

## VI. Conclusions

The in-depth interviews provided rich descriptions of how the nine farmers markets with a diverse set of characteristics operate. Farmers markets' participation in nutrition assistance programs is varied, with the authorization process occurring at either the vendor level, market level, or both. Moreover, the paperwork for markets that were SNAP-authorized, was frequently handled by a larger nonprofit organization. Several market managers viewed the initial application for SNAP authorization as burdensome. Farmers markets that do not participate in SNAP and other nutrition assistance programs perceived little demand for these programs from either their customers or vendors. Lack of awareness of farmers markets as a viable shopping option among nutrition assistance program recipients may be part of the underlying problem. In fact, market managers currently participating in nutrition assistance programs often indicated more promotion efforts were needed to increase awareness of farmers markets among SNAP and other program recipients.

Incentive programs were often viewed as a critical component for successfully implementing nutrition assistance programs at farmers markets, particularly for SNAP recipients. Unlike WIC FMNP and SFMNP, SNAP recipients are not required to use a portion of their allotment at farmers markets. Incentive programs make farmers markets a cost-effective option for SNAP recipients and allow markets to compete with grocery stores for SNAP shoppers. However, finding appropriate funding and implementing these programs requires time and effort. Similarly, funding the operating costs associated with SNAP EBT was mentioned as another barrier for SNAP participation. All of these factors may partly explain why only about 26 percent of all farmers markets are authorized to accept SNAP and only 65 percent of SNAP authorized markets redeemed SNAP benefits in 2010.

Despite these challenges, market managers mentioned several benefits of participating in SNAP and other nutrition assistance programs, such as increased sales, diversifying the customer base, supporting the local economy, increasing access to fresh produce for low income households, and supporting community-wide healthy eating.

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APPENDIX A

TELEPHONE INTERVIEW GUIDE

**Initial Call**

**(If farmer's market manger known):** Hello I am trying to reach \_\_\_\_\_  
(CONFIRM PERSON IS FM MANAGER BEFORE PROCEEDING).

**(if known contact person is not the farmers' market manager or no contact person provided).**  
Hello, I am calling on behalf of the USDA's Food and Nutrition Service (FNS) and trying to speak with the Farmers' Market Manger at \_\_\_\_\_ (FARMERS MARKET). Would that be you?

(WHEN SPEAKING TO FARMERS' MARKET MANAGER, PROCEED)

Hi, my name is \_\_\_\_\_ and I work for Westat, a research firm contracted by the USDA's Food and Nutrition Service (FNS) to conduct interviews with several Farmers' Market Managers and some of their sponsoring organizations about their general operations and participation in nutrition assistance programs like SNAP (formerly called Food Stamp Program). We are interested in speaking with managers of markets that participate in nutrition assistance programs as well as those that do not. The interview will take about 20 minutes and you'll receive \$50 for completing the interview. If you have time, we can conduct the interview now or we can schedule it for another time. What would you prefer?

IF THEY REFUSE: Thank and end.

SCHEDULED INTERVIEW DATE AND TIME: \_\_\_\_\_

**INTERVIEW INTRODUCTION**

Thank you for agreeing to participate in the interview. These interviews will improve FNS's understanding of farmers' market participation in nutrition assistance programs. I want to emphasize that there are no right or wrong answers to any of these questions; FNS is interested in understanding how these programs work. Findings from each farmers' market manager interview and any site visits conducted will be included in a report for the USDA and their stakeholders. You will have the opportunity to review and provide input into the report findings from your farmers' market prior to the final report.

You'll receive \$50 for your participation, which will be mailed to you after the interview.

If it's okay with you, I'd like to audio record our interview. This way, I don't have to take detailed notes while we're talking and we can get an accurate record of what you tell me. Only project staff will have access to the audio recording because it will be stored on a secure network drive, and we'll destroy the recording when our project is completed. Is that okay with you?

➔ **GET RESPONDENT'S VERBAL CONSENT. TURN RECORDER ON AND ASK PERMISSION TO RECORD AGAIN. ASK RESPONDENT IF HE/SHE HAS ANY QUESTIONS BEFORE PROCEEDING.**

Name of FM: \_\_\_\_\_

Location (address) \_\_\_\_\_

Interviewer: \_\_\_\_\_ Date of Interview: \_\_\_\_\_

*I. General Market Characteristics*

I'd like to begin by asking you a few questions about the way your Farmers' Market is structured and your responsibilities as the farmers' market manager.

1 Is your farmers' market independent or is it owned by another organization?

- Independent .....
- Owned by another organization .....

INTERVIEWER INSTRUCTIONS: Probe name of the other organization it is owned by \_\_\_\_\_

NAVIGATION INSTRUCTIONS: **IF ORGANIZATION IS INDEPENDENT GO TO #3.**

2 How many other farmers markets does the organization operate?

- |\_\_|\_\_|  
ENTER NUMBER OF MARKETS
- None ..... 0
  - REFUSED ..... 77
  - DON'T KNOW ..... 99

3 How long have you been a manager at this farmers market?

|\_\_|\_\_|  
 ENTER NUMBER OF YEARS  
 Not a Manager ..... 0  
 One year or less ..... 1  
 REFUSED ..... 77  
 DON'T KNOW ..... 99

4-10 Can you tell me about your responsibilities as the farmers market manager? Are you responsible for:

	Yes	No	Refused	Don't Know
Developing and monitoring the budget				
Fundraising				
Staffing (If yes, ask number of staff supervised _____)				
Organizing vendors				
Outreach with community				
Any other responsibilities (specify)				

11-19 Now I have a few general questions about your market. Could you tell me  
 [PUT DK, IF RESPONDENT CAN'T ANSWER]

Year market started	
Months (or seasons) in operations	
Days of week open	
Hours of operation	
Number of paid staff including yourself during the market season	
Number of vendors	
Total annual sales volume	
Annual sales volume of food only	
Average sales volume per season 2009, if the market opened and closed for multiple seasons	

**20-26** Does your market receive funding from the following sources?

	Yes	No	Refused	Don't Know
Government agency (city or state)				
Donations from the public				
Other trade or business association (e.g., Chamber of Commerce)				
Market fundraising events				
Non-profit organization				
Producer/vendor fees				
Any other source (specify) _____				

**27-48** Now I have some questions about the kinds of foods sold at your market. I will read you a list. Please tell me approximately how many vendors sell the the following products at your FM in 2010 and the availability of the products?

	Number of vendors	What is the availability (always, or specify the season, months, or other period)
Baked Goods (e.g., bread, cakes, fruit pies, cookies)		
Butter		
Cheese		
Fish or seafood		
Fresh Fruits		
Fresh Vegetables		
Meat and/or Poultry		
Eggs		
Milk and Cream products		
Nuts		
Prepared foods (e.g., breakfast entrees, delivery-day lunches, dinner entrees)		
Other _____		

49 Is nutrition education provided to customers at your market?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF NO, REFUSED, OR DON'T KNOW, THEN GO TO SECTION II USDA NUTRITION ASSISTANCE PROGRAMS INTRODUCTORY SENTENCE.**

50 What types of nutrition education are provided?

Specify types of nutrition education:

51 What ways are used to get out nutrition education messages?

- Print ..... 1
  - Billboards ..... 2
  - Radio ..... 3
  - Other ..... 4
  - REFUSED ..... 7
  - DON'T KNOW ..... 9
- Specify other ways:

## ***II. USDA Nutrition Assistance Programs***

Now I'd like to ask you some questions about USDA nutrition assistance programs, such as SNAP, WIC, and others, that your market may have participated in.

52 Was your farmers market authorized to accept nutrition assistance benefits in 2010?

Yes ..... 1  
No ..... 2  
REFUSED ..... 7  
DON'T KNOW ..... 9

53 Was your market authorized to accept nutrition assistance benefits anytime from 2005 through 2009?

Yes ..... 1  
No ..... 2  
REFUSED ..... 7  
DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF YES TO #52 AND/OR #53, GO TO #61.**

54 Has your market ever applied to accept nutrition assistance benefits?

Yes ..... 1  
No ..... 2  
REFUSED ..... 7  
DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF NO, GO TO #56. IF REFUSED OR DON'T KNOW, GO TO #57.**

55 Can you tell me when and what was your experience with the application process?

INTERVIEWER INSTRUCTIONS:  
PROBE for any differences between 2010 and 2005-2009 if they applied in both timeframes.

Specify:

NAVIGATION INSTRUCTIONS: **GO TO #58.**

56 Can you tell me what stopped you from applying?

INTERVIEWER INSTRUCTIONS:  
PROBE for any differences between 2010 and 2005-2009 if they did not apply for any particular reason.

Specify:

57 Did you ever go to the FNS website or see the handbook for accepting SNAP in FMs?

Specify:

58 Do you think there are benefits for FMs that participate in nutrition assistance programs?

Yes ..... 1  
No ..... 2  
REFUSED ..... 7  
DON'T KNOW ..... 9

59 Do you think you'll participate next season or sometime in the future?

Yes ..... 1  
No ..... 2  
REFUSED ..... 7  
DON'T KNOW ..... 9

60 What do you think makes it difficult for FMs to participate?

Specify:

NAVIGATION INSTRUCTIONS: **GO TO SECTION III OTHER OUTREACH EFFORTS AND PROGRAMS #104.**

**61-83** Which of the following USDA programs was your market authorized to participate in?

	2010 ( <i>Check if yes</i> )	On average what percentage of vendors participated in the program in 2010 (e.g., none, <25, 26-50, 51>74, >75 percent)	2005-2009 ( <i>Check if yes</i> )	On average what percentage of vendors participated in the program in 2005-2009 (e.g., none, <25, 26-50, 51>74, >75 percent)	<i>If market authorized previously but not in 2010 <b>probe</b> why for each program</i>
SNAP					
WIC					
WIC FMNP					
SFMNP					
Other ( <i>specify</i> )					

SNAP: Supplemental Nutrition Assistance Program (formerly known as Food Stamps).

WIC: Special Supplemental Nutrition Program for Women, Infants and Children.

WIC FMNP: WIC Farmers' Market Nutrition Program.

SFMNP: Senior Farmers' Market Program.

**84** Were there vendors that did not participate in authorized nutritional assistance programs at your market?

INTERVIEWER INSTRUCTION: IF NECESSARY, LIST PROGRAMS: Such as SNAP, formerly Food Stamps, WIC, WIC FMNP, or SFMNP.

Yes ..... 1  
 No ..... 2  
 REFUSED ..... 7  
 DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF NO, REFUSED, OR DON'T KNOW GO TO #86.**

**85** Why did they not participate; were there any new changes in 2010 that caused this?

Specify:

**86** Does your market redeem nutrition assistance program payments from customers?

- Yes ..... 1  
(If yes, probe how many are redeemed on a typical day)
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF YES,**  
**GO TO #88.**

**87** Can you tell me why the market has not redeemed payments from customers and whether there has been a system in place to do that?

Specify:  
**GO TO #90**

NAVIGATION INSTRUCTIONS:

**88-89** What system, or systems, was used to redeem payments? (*Check all that apply*).

	2010	2005-2009
Electronic Benefits Transfer (EBT)		
Tokens		
Paper scrip		
Coupons		
WIC vouchers		
SFMNP vouchers		
Other ( <i>specify</i> )		

INTERVIEWER INSTRUCTION: PROBE how scrips, or coupons differ for each nutrition assistance program (e.g., are different colors used).

**90** Does your market offer incentives or bonus programs to encourage program participants to shop at your market?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF YES,**  
**GO TO #92.**

91 Does your market plan to offer an incentive or bonus program next year?

PROBE: IF YES: What type of incentive do you plan to use?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9
- If Yes, specify:

NAVIGATION INSTRUCTIONS: **GO TO #104.**

92 What type of program is offered?

- Matching or bonus funds ..... 1
- Price discounting ..... 2
- Other ..... 3
- REFUSED ..... 7
- DON'T KNOW ..... 9
- Specify other:

93 What is the monetary value of the incentives?

Specify:

94 What is the time frame or expiration date for incentives?

Specify:

95 How well did the incentives work?

PROBE: How did you assess or track how well they worked?

Specify:

96 Do you think you'll offer an incentive next year?

INTERVIEWER INSTRUCTION: IF YES, ASK: Will the same or different incentive be offered? IF DIFFERENT, ASK: What kind of incentive do you plan to offer?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9
- If Yes, specify:

97 Has a third-party organization, such as foundation, local government, or other organization, provided funding, equipment, or other support to help fund your incentive or bonus program?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF NO, REFUSED, OR DON'T KNOW, GO TO SECTION III OTHER OUTREACH EFFORTS AND PROGRAMS #104.**

98 Who are your two largest funders or support organizations for the incentive program most recently?

PROBE the nature of organizations (e.g., government, non-profit, local entity) and type and amount of funding or support provided. How could we reach this organization? (OBTAIN CONTACT INFORMATION).

Specify:

99 What was the process of obtaining funding or other support from these organizations?

Specify:

100 How are these funds distributed within the market?

PROBE to determine if organization distributes to the FMM and/or if the FMM distributes the funds to the individual market vendors.

Specify:

101 How did you find out about the funding or support opportunity?

Specify:  
102 Can you describe the application process to obtain funding or support?

PROBE: Is it a competitive process? What are the selection criteria? Must applicants reapply annually?

Specify:

103 What are the funding organization's reporting requirements?

PROBE: Describe the record keeping practices required of your organization by the funding agency.

Specify:

***III. Other Outreach Efforts And Programs***

104 Besides USDA programs, has your market conducted any other outreach efforts to encourage low income households to shop at your market?

INTERVIEWER INSTRUCTION:  
PROVIDE EXAMPLES IF NECESSARY,  
SUCH AS DONATIONS AND SOUP  
KITCHENS.

Yes ..... 1  
No ..... 2  
REFUSED ..... 7  
DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF NO AND MARKET HAS NO USDA PROGRAMS, GO TO #112. IF NO AND MARKET DOES HAVE USDA PROGRAMS, GO TO SECTION IV CLOSING.**

105 Can you describe for me the outreach effort?

Specify:

106 For this outreach effort, has your market offered any incentives to low income consumers?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF NO, GO TO section IV Closing.**

107 What type of incentive does your market offer for this outreach effort to low income consumers? *(Provide examples if necessary, such as matching or bonus funds or price discounting).*

108 Can you tell me how well the incentive[s] work?

PROBE: Why or Why not?

Specify:

109 Has a third-party organization, such as foundations, local governments, or other organization provided funding, equipment, or other support to help fund this incentive or bonus program?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: If No, GO TO #112.

110 What is the name of this supporting organization?

Specify:

NAVIGATION INSTRUCTIONS: **IF MARKET HAS NO USDA PROGRAMS, GO TO SECTION IV CLOSING**

111 Does your market plan on participating in an incentive program next season?

- Yes ..... 1
- No ..... 2
- REFUSED ..... 7
- DON'T KNOW ..... 9

NAVIGATION INSTRUCTIONS: **IF YES, GO TO SECTION IV CLOSING.**

112 Have you considered outreach for low income households?

PROBE: Why not, demographics do not permit, no funding, etc.

- Yes ..... 1
  - No ..... 2
  - REFUSED ..... 7
  - DON'T KNOW ..... 9
- If No, specify:

**IV. Closing**

Those are all the questions I have for you today. Do you have any questions, comments or suggestions about how we can best promote the USDA Food and Nutrition Service?

Specify:

[IF SITE VISIT IS PLANNED] I wanted to let you know we're planning to make a few site visits to farmers' markets in the coming weeks and were interested in visiting your farmers' market, if that's ok. We'll let you know the exact dates very soon.

Thank you so much for your time. Please let me confirm your name and mailing address for your \$50 compensation for this interview.

PROBE: Name? Mailing address?

Specify:

**END**

**APPENDIX B  
FARMERS MARKET VENDOR ASSESSMENT TEMPLATE**

Farmers' Market Name: \_\_\_\_\_ Vendor's Name: \_\_\_\_\_

Vendor-Specific Site Visit Start Time: \_\_\_\_:\_\_\_\_ AM/PM End Time: \_\_\_\_:\_\_\_\_ AM/PM

**Does Vendor Sell Non-Food Items?**

No  Yes: Describe \_\_\_\_\_

**Forms of Payment Accepted by Vendor (check all that apply):**

Credit  Debit  Cash  Check  Other: \_\_\_\_\_

**Does Vendor Participate in (check all that apply):**

SNAP  WIC  WIC FMNP  Senior FMNP  
 Not SNAP, WIC or WIC FMNP, or Senior FMNP --- Why?: \_\_\_\_\_

**Other than USDA-Sponsored Nutrition Assistance Programs, does Vendor Participate in Outreach (e.g., Food Gleaning or Donation Programs/Efforts) for Low-Income Households Specifically?**

No  Yes: Describe \_\_\_\_\_

Notes: \_\_\_\_\_

Food/Bev Item	Types Sold (Number)	Variety (√ all that apply)	Healthy Option (√ all that apply)	Lowest Price / Unit	Quality
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure

Food/Bev Item	Types Sold (Number)	Variety (✓ all that apply)	Healthy Option (✓ all that apply)	Lowest Price / Unit	Quality
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure

Food/Bev Item	Types Sold (Number)	Variety (✓ all that apply)	Healthy Option (✓ all that apply)	Lowest Price / Unit	Quality
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure

Food/Bev Item	Types Sold (Number)	Variety (✓ all that apply)	Healthy Option (✓ all that apply)	Lowest Price / Unit	Quality
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure

Food/Bev Item	Types Sold (Number)	Variety (√ all that apply)	Healthy Option (√ all that apply)	Lowest Price / Unit	Quality
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure
_____	_____	<input type="checkbox"/> Fresh <input type="checkbox"/> Frozen <input type="checkbox"/> Canned/Bottled <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	<input type="checkbox"/> Red. Fat <input type="checkbox"/> Red. Sodium <input type="checkbox"/> Red. Sugar <input type="checkbox"/> Organic <input type="checkbox"/> Not Applicable <input type="checkbox"/> Other: _____	____ / ____ Item type: _____	<input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Unsure

**APPENDIX C**  
**FARMERS' MARKET ENVIRONMENT ASSESSMENT FORM**

Site Visit Assessor's Name: \_\_\_\_\_

Date of Site Visit: \_\_\_\_\_ / \_\_\_\_\_ / 2010

Site Visit Start Time: \_\_\_\_\_ : \_\_\_\_\_ AM / PM

Site Visit End Time: \_\_\_\_\_ : \_\_\_\_\_ AM / PM

Farmers' Market Name: \_\_\_\_\_

Farmers' Market Address: \_\_\_\_\_

Farmers' Market Manager's Name, Email, and Phone: \_\_\_\_\_

Total Number of Farmers' Market Vendors: \_\_\_\_\_

Total Number of Farmers' Market Vendors Selling Food/Beverage Items: \_\_\_\_\_

Forms of Payment Accepted at This Market (check all that apply):

Credit

Debit

Cash

Check

Other: Describe \_\_\_\_\_

Does This Market Participate in (check all that apply):

SNAP

WIC or WIC FMNP

Senior FMNP

This Market Does Not Participate in SNAP, WIC or WIC FMNP, or Senior FMNP

Other than USDA-Sponsored Nutrition Assistance Programs, does This Market Participate in Outreach (e.g., Food Gleaning or Donation Programs/Efforts) for Low-Income Households Specifically?

- Yes: Describe \_\_\_\_\_
- No

Weather Conditions During the Site Visit:

- The Temperature is Just Right
- Too Cold
- Too Hot
- Windy
- Raining
- Snowing
- Other: Describe \_\_\_\_\_

Is the Market:

- Indoors
- Outdoors
- Both Indoors and Outdoors
- Other: Describe \_\_\_\_\_

Are Shopping Baskets and or Grocery Bags Provided at the Market:

- Yes
- No
- Other: Describe \_\_\_\_\_

Is Nutrition Education Provided at the Market:

- Yes: Describe \_\_\_\_\_
- No

Is there a Booth with Community-Related Information for Low-Income Households Specifically at the Market:

- Yes: Describe \_\_\_\_\_
- No

## BUILT ENVIRONMENT MEASURES

1. What is the predominant land use (within a 0.5 mile radius)?
  - Residential buildings/yards
  - Commercial/office buildings
  - Industrial buildings
  - Schools
  - Parking lots/garages
  - Undeveloped land/vacant lots
  - Designated green space/park
  - Other, describe: \_\_\_\_\_
2. What types of residential uses are present (within a 0.5 mile radius)?
  - Single-family homes
  - Multi-unit homes (duplex, 4-plex)
  - Apartments or condominiums
  - Retirement/senior living
  - Other, describe: \_\_\_\_\_
3. What types of non-residential food destinations are present (within a 0.5 mile radius)?
  - Fast-food restaurants
  - Cafés or coffee shops
  - Non fast-food restaurants
  - Grocery stores (large-scale)
  - Corner stores (small-scale)
  - Liquor stores or bars, taverns, or nightclubs
  - Other, describe: \_\_\_\_\_
4. What types of walkways are present within and leading to the Market?
  - Sidewalks
  - Trails
  - Bike lanes
  - Parking lanes
  - Other, describe: \_\_\_\_\_
5. What is the walking surface within and leading to the Market?
  - Dirt or Gravel
  - Asphalt or Concrete
  - Grass
  - Other, describe: \_\_\_\_\_
6. Is there a public transit stop within a 0.5 mile of the Market?
  - Bus stop
  - Light rail/other transit
  - Senior transit
  - None
7. If there is a public transit stop, is there a bench or covered shelter at the stop?
  - Bench
  - Covered shelter
  - None

