

FRESH FOOD IN A 'SNAP'

How Accepting SNAP (EBT) benefits at the Farmer's Market improves access to fresh, healthy food for impoverished populations.

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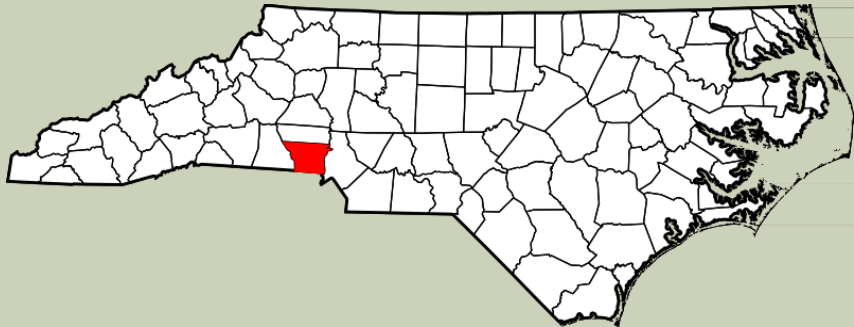
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DEPARTMENT OF HEALTH
& HUMAN SERVICES
DHHS

ABOUT GASTON COUNTY



- Population: 211, 127
- 326.03 mi²
- **43,631** residents receiving FNS benefits for a total of **\$5,425,757.00**
- 1 Farmer's Market within Gastonia city limits.

BENEFITS

Benefit to Market

- Increase customer base and revenue for vendors.

Benefit to County

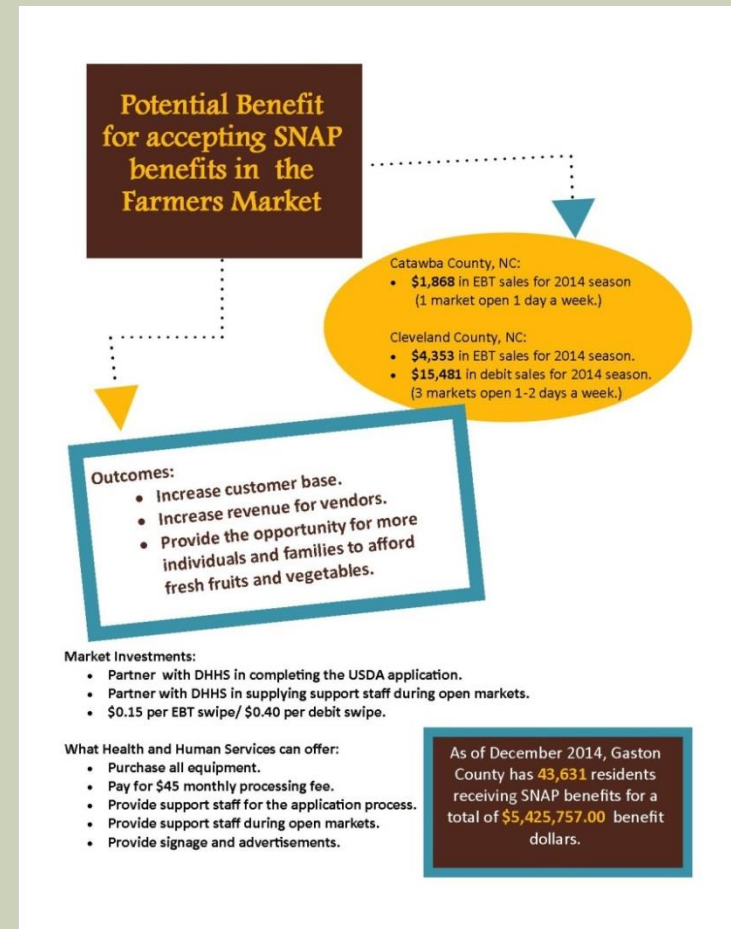
- Stimulus to local economy.

Benefit to DHHS

- Provide the opportunity for more individuals and families to afford and access fresh fruits and vegetables.

PROCESS

- Gain “buy-in” from market leadership
- USDA application
- Third party processor selection/application
- Set-up process
- Training
- Promotion
 - Door Hangers
 - Mailing
 - Flyers
 - News Paper
 - Yard/Road Signs
 - Handbills in Clinics
 - Social Media
 - Table at DSS
 - Incentives



SUCCESSSES OF NEIGHBORING COUNTIES

Catawba County, NC:
(1 market open 1 day a week)

\$1,868 in EBT sales for 2014 season



Cleveland County, NC:
(3 markets open 1-2 days a week)

\$4,353 in EBT sales for 2014 season.

\$15,481 in debit sales for 2014 season.

SUCCESS OF GASTON COUNTY

Total Debit Sales	Total EBT Sales	Total Sales
\$13,923	\$4,264	\$18,187

# of Debit Swipes	# of EBT Swipes	Total Swipes
609	281	890

Highlights

- All EBT customers were new.
- Mostly all debit customers were new.
- Stories shared by grateful community members.

LESSONS LEARNED



Buy in from the Farmer's Market is key.



Be flexible; allow the market to determine their own process.



Promote, promote, promote!

REPLICATING THIS PROJECT

- Assess funding options
- Get local FNS data (DSS)
- Use the USDA Toolkit
 - <http://www.fns.usda.gov/snap/retailers-0>

The screenshot shows the USDA Food and Nutrition Service website. The header includes the USDA logo and navigation links for 'About FNS', 'Ask the Expert', 'Contact Us', 'Other Languages', and 'En Español'. A search bar is located in the top right. Below the header, there are navigation tabs for 'Programs', 'Data', 'Newsroom', 'Research', and 'Forms'. The main content area is titled 'EBT' and 'Learn About SNAP Benefits at Farmers Markets'. It features a large image of fresh produce in wooden baskets. Below the image, there is a paragraph of text and a section titled 'Please see the documents below for information on the FY 2015 Farmers' Market SNAP Support Grants (FMSSG)'. At the bottom, there is a three-step process diagram with icons for 'Step 1', 'Step 2', and 'Step 3'.

USDA United States Department of Agriculture
Food and Nutrition Service

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EBT

Learn About SNAP Benefits at Farmers Markets

The number of farmers markets licensed to accept SNAP benefits is increasing nationwide. Click here for the list of farmers markets accepting SNAP benefits. Click here to see the change in the number of participating markets and farmers and their SNAP redemptions.

Please see the documents below for information on the FY 2015 Farmers' Market SNAP Support Grants (FMSSG). Letters of Intent are not required to participate in this grant competition.

- FY 2015 FMSSG Request For Applications (RFA)
- FMSSG Attachment #1 – Program Narrative
- FMSSG Attachment #2 – Budget Summary
- Press Release - USDA Awards \$34.3 Million to Support Communities' Local Foods Infrastructure, Increase Access to Fruits and Vegetables

The CFDA number for this RFA is: 10.545 -- Farmers' Market Supplemental Nutrition Assistance Program Support Grants.

Step 1 → Step 2 → Step 3

THANK YOU



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