

Ten Rivers Food Web works with communities in Linn, Benton, and Lincoln counties to nourish resilient food systems that provide healthy food for all.

That's My Farmer SNAP partners with farmers' markets in Linn, Benton, and Lincoln counties to offer customers with SNAP benefits (formerly known as food stamps) added buying power when they purchase fresh food from the local food system. Each time a customer spends at least \$6 at a farmers' market using an Oregon Trail card, that person receives an extra \$6 in market tokens.



2012 That's My Farmer SNAP Incentive Market Results

Market	Incentives Disbursed	Benefits spent	Total SNAP transactions	Benefits change from 2011	Transactions change from 2011	Multiplier Effect
Benton	\$5,508	\$37,632	2,096	+9%	-1%	\$6.83
Lincoln	\$4,102	\$8,574	706	+72%	+105%	\$2.09
Linn	\$6,426	\$12,851	1,128	+87%	+114%	\$2.00
Total	\$16,036	\$59,057	3,930	+26.41%	+31.40%	\$3.68

TMF SNAP Impact:

- 1,232 distinct low-income individuals were able to access healthy, fresh food at the markets
- SNAP incentives increase fruit and vegetable consumption of shoppers¹
- Incentive recipients spent an average of \$15 of their own SNAP benefits each market
- \$3.68 dollars in SNAP benefits were kept in the local economy for every \$1 of incentives
- A total of \$75,093 in SNAP benefits and incentives were spent in the local food economy
- Low-income consumers helped strengthen and expand the local food system

¹ Wholesome Wave, (2012) "Double Value Coupon Program Diet and Shopping Behavior Study." Accessible at: <http://www.oecd.org/site/agrfcn/Double-Value-Coupon-Program-Diet-Shopping-Behavior-Study-.pdf>