

Supporting Local Food Alternatives for Low-Income Populations

An Evaluation of the That's My Farmer SNAP Incentive Program



Prepared for:



Ten Rivers
Food Web

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April 2014

Supporting Local Food Alternatives for Low-Income Populations: An Evaluation of the That's My Farmer SNAP Incentive Program

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The authors are graduate students in Oregon State University's Applied Anthropology program and have completed the following research in partial fulfillment of an internship for Ten Rivers Food Web. Both students are interested in food-related research, which prompted the proposal for a project focusing on the That's My Farmer SNAP (TMF SNAP) Incentive Program. The results of their research, completed in fall 2013, are detailed in this report.

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Kathleen moved to Corvallis from Columbus, Ohio in 2012 to pursue a Master's degree in Applied Anthropology at Oregon State University. After spending most of her life surrounded by corn and soybeans, she is amazed and delighted by the variety of colorful produce that is available in the Willamette Valley. Over the summer of 2013, she conducted her Master's research at the Corvallis and Albany farmers' markets, specifically talking to those who use SNAP to purchase food at the farmers' market. She hopes her research will inform both Ten Rivers Food Web and the farmers' markets on how and why SNAP participants use their services. Kathleen will be graduating in June and her future career interests include research on environmental sustainability and local food systems. Contact Kathleen at katefinneran@gmail.com.

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ACKNOWLEDGEMENTS

The authors would like to thank Ten Rivers Food Web for supporting their efforts to learn more about the TMF SNAP Incentive Program, particularly Cassie Peters for her guidance and support throughout the research process. Thanks to all of those who participated in the surveys and interviews, as well as Rebecca Landis for her openness to the project at the Corvallis and Albany farmers' markets.



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EXECUTIVE SUMMARY

Ten Rivers Food Web has been operating its That's My Farmer SNAP Incentive Program (TMF SNAP) in Oregon's Linn, Benton, and Lincoln counties since 2011. The program provides additional purchasing power for Supplemental Nutrition Assistance Program (SNAP, formerly food stamps) benefit recipients at local farmers' markets. When SNAP shoppers spend at least \$6 in SNAP benefits at the farmers' market, the shopper receives a \$6 SNAP incentive match (provided funding is available). Ten Rivers Food Web has worked with markets, volunteers, and community organizations to raise money to fund the incentive program at nine markets throughout Linn, Benton, and Lincoln counties; however, incentive funds at some markets have been inconsistent due to fundraising challenges, especially for the larger markets that have higher demand, and thus require more funding to provide incentives. In light of this situation, this report, completed as part of a graduate internship undertaken by the authors working along with Ten Rivers Food Web, aims to accomplish three goals in order to determine the usefulness and effectiveness of the TMF SNAP Incentive Program:

- Develop an understanding of the usage of TMF SNAP through surveys and interviews
- Characterize the impact of TMF SNAP on consumers and producers
- Determine weaknesses and opportunities for growth and increased use of TMF SNAP

This study revealed that TMF SNAP is currently being utilized most often by women between the ages of 25 and 34 with an annual income of less than \$5,000. Most participants discovered the incentive program by attending the farmers' market and use their funds to purchase fruits and vegetables. According to participants, the program allows them to purchase more fruits and vegetables, and, in some cases, to buy more expensive items than they would normally purchase. Incentive recipients are motivated to shop at the farmers' market because of the quality of food and their ability to support local farms when shopping. Accessing the incentive program was not the primary motivation, so we conclude that the typical SNAP recipient shopping at the Albany and Corvallis farmers' markets during our research period would do so even if the incentive was not offered. This conclusion is further supported by the fact that funding for the incentive program was inconsistent during the 2013 market season, yet SNAP shoppers were still accessing the market with their Oregon Trail cards on weeks when the incentive program was not offered.

This study also revealed that TMF SNAP is important to farmers' market producers for two reasons: 1) increased sales due to more SNAP customers and SNAP dollars coming into the farmers' market, and 2) increased ability to provide food to low-income people in the community. Many producers expressed their support for the incentive program and a desire to support fundraising and educational efforts, such as tasting tables and cooking demonstrations. However, some vendors were unaware of the incentive program.

We propose a mixture of expanded outreach and education, and new funding strategies to grow the incentive program and extend its success into the future. Expanding outreach to a broader range of SNAP recipients will increase knowledge of and participation in the program as well as bring more people into the farmers' market. Educational efforts such as farmers' market tours (see Figure 1), tasting tables, and cooking demonstrations are useful tools to bring people into the farmers' market for the first time and increase their comfort with the types of food available. New funding strategies to accommodate a growth of participation in the incentive program are imperative. We propose employing a social enterprise fundraising strategy modeled after The Lemonade Project currently operating at the Newport Farmers' Market to raise funds for additional markets. The essential qualities of such a program include a simple, quality product that appeals to market attendees and volunteer input to coordinate and staff the project. Our research indicates that there are many opportunities for supporting TMF SNAP and extending its positive results to more SNAP recipients, thus strengthening the local food system and increasing access to fresh fruits and vegetables for low-income members of our community.

Figure 1: Corvallis Farmers' Market Tour



1. INTRODUCTION AND BACKGROUND

1.1 SNAP and Farmers' Markets

In recent years, farmers' markets have increasingly been identified as a means to improve access to fresh and affordable food within low-income communities (Miller et al N.d.). In order for many low-income shoppers to access this food, it is imperative that farmers' markets are able to accept Supplemental Nutrition Assistance Program (SNAP) benefits in the form of an electronic benefit transfer (EBT) card. Known in Oregon as the Oregon Trail Card, these cards act like debit cards and require wireless technology to transfer benefits. As a result, many farmers' markets have invested in an EBT machine to accept both debit cards and SNAP benefits (see Figure 2). For instance, the EBT machines used at the Corvallis and Albany farmers' markets are used to convert SNAP dollars to wooden tokens that can be used throughout the market. To track both SNAP and incentive usage at these two markets, SNAP tokens are printed in red while incentive tokens are printed in purple.

It is important to note that the initial and ongoing cost of operating an EBT machine can be a challenge for farmers' markets as they often operate on a small budget. These costs are the main barrier that markets must overcome to accept SNAP benefits (Dixit-Joshi et al 2013). Due to this challenge, only 34% of markets nationwide accepted SNAP in 2011, despite a 400% increase in the number of farmers' markets between 1994 and 2011 (Dixit-Joshi et al 2013). In order to facilitate increased participation of farmers' markets in the SNAP program, in May 2013, the U.S. Department of Agriculture (USDA) pledged \$4 million in funding to expand the availability of wireless technology at farmers' markets (USDA FNS 2013). Oregon has been at the forefront of the effort to increase SNAP usage at markets, and is the state with the highest percentage of farmers' markets that accept SNAP (Briggs et al 2010).

Figure 2: Promotion of EBT at the Albany Farmers' Market



Oregon faces many problems when it comes to hunger and food insecurity. Roughly 13.6% of households in Oregon (or more than 491,000 Oregonians) were food insecure between 2009 and 2011 (Partners for a Hunger-Free Oregon 2013), meaning that they “lacked access to enough food for an active, healthy life for all household members” (Coleman-Jensen et al 2013). According to another report by Partners for a Hunger-Free Oregon (2012), one in five people (roughly 21%) in Oregon use SNAP benefits, and overall, Oregon has one of the highest participation rates of those eligible for SNAP; it ranks number four among states with the highest SNAP population (Grofum 2013). Within the Ten Rivers Food Web region, Linn and Lincoln counties have higher percentages of their total population enrolled in SNAP, at 23.1% and 22.9% respectively, than does Benton County at 12.2% (Partners for a Hunger-Free Oregon 2012) (See Table 1). It is clear that Oregon has a large population that relies on SNAP that could benefit from an additional boost to their spending power.

Table 1: Oregon SNAP Data

Number of SNAP Recipients, 2014	819,000
Percent of Population Receiving SNAP, 2012	21
Rank in States with Highest SNAP Enrollment, 2013	4
Amount in Federal SNAP Cuts Affecting Oregon SNAP Recipients, 2014	\$84 million
Percent of Population Enrolled in SNAP, Linn County, 2012	23.1
Percent of Population Enrolled in SNAP, Lincoln County, 2012	22.9
Percent of Population Enrolled in SNAP, Benton County, 2012	12.2

SOURCES: PARTNERS FOR A HUNGER-FREE OREGON 2012, THE PEW CHARITABLE TRUSTS (GROFUM 2013), ZHENG 2014

Because of such a high SNAP-participation rate, Oregon has been hit particularly hard by recent cuts in SNAP funding. Through the 2014 Farm Bill, a total of \$84 million in benefits has been cut from Oregon’s SNAP program, impacting the 819,000 individuals that receive benefits (See Table 1). To offset these cuts, the State of Oregon will increase spending on Heat and Eat, a program providing energy assistance and additional SNAP benefits to low-income populations. Under the new Farm Bill, Heat and Eat participants must receive at least \$20 per year in federal energy assistance to qualify for additional SNAP benefits, when previously participants only needed to receive \$1 per year in federal energy assistance. By increasing energy assistance to Oregon residents through Heat and Eat, the government will successfully bring much of the lost SNAP benefits back into its economy. It is estimated that a \$2 million increase in Oregon’s Heat and Eat program will provide \$56 million per year in additional SNAP benefits (Zheng 2014).

Oregon’s population also struggles with diet-related health issues including obesity, diabetes, high blood pressure, high cholesterol, and heart disease. According to a recent report, 60% of Oregon adults are overweight or obese (Oregon Public Health Division 2012). Because it is widely accepted that a healthy diet including fresh fruits and vegetables decreases the incidence of such diseases, increasing access to fruits and vegetables has the potential to alleviate diet-related illnesses. Farmers’ markets provide an

opportunity to increase availability and consumption of fresh fruits and vegetables within a community, thereby improving health outcomes.

Farmers' markets are also an important economic venue for farmers and entrepreneurs to support themselves and grow their businesses (Miller et al N.d.). A recent study released by the USDA found that farmers' markets that accept SNAP agree that use of SNAP at markets "promotes access to healthy foods in the community, supports the local economy, attracts different types of customers, increases sales for producers, and responds to customer interest" (Dixit-Joshi et al 2013; xxiii). According to Partners for a Hunger Free Oregon (2012), every \$1 of SNAP benefits spent at the farmers' market brings \$1.79 in local economic activity, amounting to over \$1 billion in Oregon each year. In 2012, every \$1 of incentive provided by TMF SNAP kept \$3.68 dollars of SNAP benefits in the Ten Rivers Food Web local economy, comprising Linn, Benton, and Lincoln counties (Ten Rivers Food Web 2012). In total, \$75,093 in SNAP benefits and incentives was spent in the local food economy across these counties in 2012, due in part to the TMF SNAP program (Ten Rivers Food Web 2012). Therefore, the incentive program has an impact not only on SNAP recipients, but also on the vendors that see an increase in business.

Given that only a small percentage of SNAP benefits, about 0.008% of total SNAP transactions nationwide (Briggs et al 2010), are spent at farmers' markets, it is evident that low-income consumers face a number of barriers to accessing farmers' markets. A 2005 study of SNAP recipients in Portland, Oregon found that price and perceptions of price, limited hours and locations, selection of foods, usability, and lack of discounts or sales (in that order) were the biggest barriers to SNAP participants shopping at farmers' markets (Grace et al 2005). Motivations for initially visiting a farmers' market included location and the USDA Farmers' Market Nutrition Program (an incentive program), while motivations to continue attending the farmers' market included quality produce, support of local businesses, price, and social benefits (Grace et al 2005). However, a study of farmers' markets in low-income areas found that price is not a barrier for consumers in low-income neighborhoods, with 60% of farmers' market shoppers saying that they believed the farmers' market had a better price than the grocery store and only 17% of people who do not shop at farmers' markets citing price as a barrier (Project for Public Spaces and Columbia University N.d.). The top barriers to shopping at farmers' markets were lack of awareness of market hours and location and inability to complete all of their shopping at the farmers' market (Project for Public Spaces and Columbia University N.d.).

The barrier that incentive programs attempt to address most is price. The studies above report conflicting results on whether price is considered a barrier to shopping at the farmers' market, but it seems that different forces are at work in the two studies. The study in Portland showed that while price was a barrier, it was also a motivation for continuing to attend the market, suggesting that once people begin to attend the farmers' market, price is no longer considered a barrier. The study conducted by the Project for Public Spaces and Columbia University focused on farmers' markets that serve low-income urban areas, where it is conceivable that grocery and convenience stores could have higher prices than farmers' markets. The study also found that low-income shoppers tend to use farmers' markets more intensively than medium to high-income shoppers (buying more than half of

their produce at the farmers' market), again suggesting that lower prices at the farmers' market are a reality for these consumers (Project for Public Spaces and Columbia University N.d.). Therefore, it is important to consider both the level of exposure to farmers' markets and the nature of the food system in the larger community when considering how important an incentive program might be for attracting SNAP shoppers.

1.2 Previous Research on Farmers' Market Incentives

Many studies have been done on the effect of the USDA's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and Senior Farmers' Market Nutrition Program (SFMNP) and other initiatives that promote redemption of food assistance at farmers' markets. A review of incentive studies revealed that incentives at farmers' markets have been shown to increase awareness of farmers' markets and result in positive attitudes and dietary change (Beck-Pancer 2013). Wholesome Wave, a Connecticut-based organization that works to improve access to fresh locally grown food around the country, commissioned a study along with other food and nutrition organizations that confirmed incentive programs do increase fruit and vegetable consumption (Wholesome Wave N.d.).

A study by Kropf et al (2007) measured the effect of the SFMNP on household food security status, fruit and vegetable intake, and perceived diet quality. In this study, the SFMNP increased vegetable intake and perceived diet quality, but not food security status. A study by Evans et al (2012) measured the impact of farm stands in low-income communities on fruit and vegetable intake, finding that there were significant increases in consumption of fruit, fruit juice, tomatoes, green salad, and other vegetables. A study of the SFMNP in South Carolina by Kunkel et al (2003) found that 83% of participants in the program did not purchase food they had never tried before, but 89% reported that they intended to eat more fruits and vegetables because of the program. A study by Herman et al (2008) showed that women who received a farmers' market incentive for six months increased their fruit and vegetable consumption by 1.4 servings per 1000 calories consumed, versus an increase of 0.8 servings of fruits and vegetables for those who received a supermarket incentive. It is clear that there is potential for incentive programs and farmers' markets to increase fruit and vegetable consumption among SNAP recipients and other low-income members of the community.

An important aspect of the marketing, success, and reception of incentive programs involves the positive economic impact on local communities and farmers. Though many low-income shoppers view farmers' markets as too expensive, incentive programs can be an effective way to bring SNAP recipients to farmers' markets for the first time and retain them as customers when they find that prices are reasonable and quality is high (Briggs et al 2010). Wholesome Wave's report indicated that there was indeed a positive economic impact associated with its incentive program and that markets reported significant growth in revenue (Wholesome Wave N.d.). A study conducted in New York City found that markets that offered a \$2 incentive to SNAP recipients averaged \$383 more in EBT sales per market day than those that did not offer an incentive (Baronberg et al 2013). According to an analysis of 30 markets that have SNAP incentive programs, the average SNAP benefit redemptions per vendor was \$545 plus \$350 in incentive redemptions over one season, totaling \$895—all of which goes directly to the farmers (Community Science Evaluation

Group 2011). A study in Philadelphia found that implementing an incentive program doubled average SNAP sales in the first two years of the program, and in the case of Philadelphia's largest market in a low-income area, the incentive resulted in a five-fold increase in SNAP sales (Young et al 2013). The increase in sales has a definite impact on vendors and their business; a study by the Fair Food Network showed that 33% of farmers surveyed planned to grow more produce next year because of the incentive program (Community Science Evaluation Group 2011). Generally speaking, incentive programs have been well received because of such positive outcomes for more than just SNAP recipients (Payne et al. 2013). It is evident that there is significant potential for incentive programs to increase access to produce for SNAP recipients and benefit the livelihood of local farmers.

1.3 Incentive Funding

Across the United States, SNAP incentive programs have mainly been funded and managed by nonprofit organizations and local governments. Organizations such as the Fair Food Network, Market Umbrella, Roots of Change, and Wholesome Wave work in different areas of the country to fund incentives at multiple farmers' markets, either nationally or within a certain geographical area. For instance, the Roots of Change Market Match program operates out of San Francisco and works with markets to provide an incentive that can only be used for California-grown specialty crops (according to the USDA, specialty crops include fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops including floriculture), while Wholesome Wave's Double Value Coupon Program operates at farmers' markets in 24 states (Community Science Evaluation Group 2011). In other cases, local governments have stepped up to fund incentive programs. For instance, the New York City Department of Health and Mental Hygiene offers two Health Bucks for every five SNAP dollars city residents spend at farmers' markets across the city. The Charlottesville, Virginia Parks and Recreation Department partnered with the Jefferson Area Board on Aging to manage SNAP at the Charlottesville Farmers' Market and worked with Wholesome Wave to secure funding for an incentive program (Miller et al N.d.). So far, in the majority of cases, private funding has been used to get incentive programs off the ground, with the hope that public funders will step in when these programs are successful (Community Science Evaluation Group 2011). However, significant public funding of incentive programs has not yet materialized.

1.3.1 2013 Fundraising Efforts for TMF SNAP at Corvallis and Albany Farmers' Markets

Throughout the 2013 market season, Ten Rivers Food Web and partners coordinated numerous fundraising events to raise funds for the SNAP incentive program at both the Corvallis and Albany farmers' markets. Ten Rivers Food Web staff and volunteers held a Cinco de Mayo dinner, two pancake breakfasts, a pumpkin-carving event, and coordinated two dine-ins at local restaurants. In addition to this outreach, staff implemented an online donation campaign and created and supplied donation cans to raise funds at vendor booths at both markets. Despite these continuous efforts, financial support for the incentive program was not enough to offer regular incentives at the Corvallis and Albany farmers' markets throughout the 2013 season.

1.3.2 The Lemonade Project

Though incentive programs are becoming more popular, continuous funding is still difficult to secure through private and public funding channels. A localized and creative project has been very successful at providing consistent funding for the Newport Farmers' Market's SNAP incentive program. The Lemonade Project was conceived by Katie McNeil, co-owner of Pacific Sourdough in Waldport and long-time vendor at the Newport Farmers' Market, and has been self-sustaining since its inception, providing an average of \$150 per week in funds for the incentive program.

The Lemonade Project sells fresh hand-squeezed lemonade at the market every Saturday. This micro-enterprise is entirely volunteer-run and uses low-cost ingredients—lemons, sugar, and water—to raise funds for the incentive program at that market. (See Figure 3.) All profits are used to fund market incentives, making the program effective and self-sustaining.

Figure 3: The Lemonade Project at the Newport Farmers' Market



While The Lemonade Project's organizers experimented with other fundraising methods, they discovered high volunteer burnout as well as donation burnout; fundraising dinners in particular were noted as being a significant amount of work for very little net funds.

The Lemonade Project team has found that there are two key elements which factor into its success:

- **Volunteers:** The project has a volunteer coordinator who organizes the expenses, materials, and volunteer recruitment and scheduling. This coordinator ensures things run smoothly by supplying a constant source of experience and support. There are 8-12 key volunteers who each volunteer once a month in teams of three. This core group helps to maintain a steady supply of volunteers who know the protocol for staffing and running the booth. During the summer of 2013, the project employed a group of homeless youth who were part of an educational program; the project applied for and received grant money to pay these employees.
- **A simple, quality product:** The key to The Lemonade Project's success is the appeal of the product. Fresh-squeezed lemonade is particularly attractive during the warmer summer months, adding to its success. Using basic ingredients keeps the overhead very low, allowing for the majority of proceeds to go toward funding the incentive rather than covering the cost of materials. There is also very little waste associated with making the lemonade.

There are several major barriers to initiating a fundraising enterprise like The Lemonade Project. First, it is important to consider whether other vendors at the market are selling a similar product. Additionally, there must be sufficient space for setting up a social-enterprise booth, which can be an issue if the market is already at full capacity. Finally, a volunteer coordinator or similar position would need to be staffed in order to maintain the volunteer list, food handling permit, equipment, and materials. However, it is possible that if these barriers could be overcome, a similar project could be very successful as a means of consistently funding the incentive program at other farmers' markets.

2. METHODOLOGY

2.1 Research Locations: The Corvallis and Albany farmers' markets

From mid-April through mid-November, the Corvallis and Albany farmers' markets run every Saturday from 9 a.m. to 1 p.m., with the Corvallis market operating additionally on from 9 a.m. to 1 p.m. on Wednesdays. On Saturdays, there are 36 spaces for vendors in Albany and 70 vendor spaces in Corvallis. The Corvallis and Albany markets are operated by the same organization—Corvallis-Albany Farmers' Markets. Approximately one month after the Corvallis summer market ends, the Corvallis Indoor Winter Market, which is operated by a separate organization, opens at the Benton County Fairgrounds. Each market accepts SNAP using an EBT machine and distributes tokens for SNAP customers to use at any vendor booth that sells SNAP-eligible items. (See Figure 4.) The project team chose these market locations because they are the largest markets in the Linn-Benton area, and thus experience more challenges in adequately funding SNAP incentive programs to meet customer demand.

Figure 4: EBT Booth at the Corvallis Farmers' Market



2.2 Consumer Survey

The survey was designed with the key research questions in mind, as well as the overall goal of the project—to gain an understanding of how SNAP users experience the farmers’ market. The research team was particularly interested in how the incentive program was received and used by SNAP users, with the ultimate goal being increased support for funding and incentive availability for future market seasons. During the 2013 market season, TMF SNAP did not have consistent funding over the entire season at either of the farmers’ markets that were surveyed. The incentive was offered in Albany from April 20 through July 6, on September 28, and then from October 12 through November 2. In Corvallis, it was offered on April 20 and then from October 12 through November 6.

The survey was administered at both the Albany and Corvallis markets in the months of September and October, but only on days when the incentive was being offered. This ensured that all survey participants had at least one opportunity to receive the incentive. Any SNAP users who came to the EBT booth to redeem benefits for tokens were asked to complete the survey. In total, 40 participants completed the survey, although, in accordance with standard ethical guidelines, participants were told they were free to skip any questions they did not want to answer. (See Appendix A for survey sample.)

Demographic questions were asked in order to get an idea of the “typical” SNAP user shopping at the market. These questions included age, gender, and income. Additional questions built upon this foundation by probing about users’ consumer habits. By developing a profile of how SNAP is used at the market, what amount is spent, how it factors into a complete diet, and why people choose to shop at the market, we can begin to determine more effective practices for future SNAP incentive program structure and outreach.

2.3 Vendor Interviews

Toward the end of the market season, the research team talked with several producers at their market stands, conducting brief, structured interviews to determine their perceived impact of SNAP at the farmers’ market. These interviews were intended to gain insight into the producers’ perspectives of SNAP and the effect that the use of SNAP and incentive tokens have on their businesses.

3. RESULTS

To begin, the research team gathered demographics to better understand the average SNAP customer at the farmers' markets in Albany and Corvallis. The data revealed that many of the SNAP customers were women between 25 and 34 years of age (see Figure 5) with an annual income under \$5,000 (see Figure 6).

Figure 5: Age of SNAP Recipients

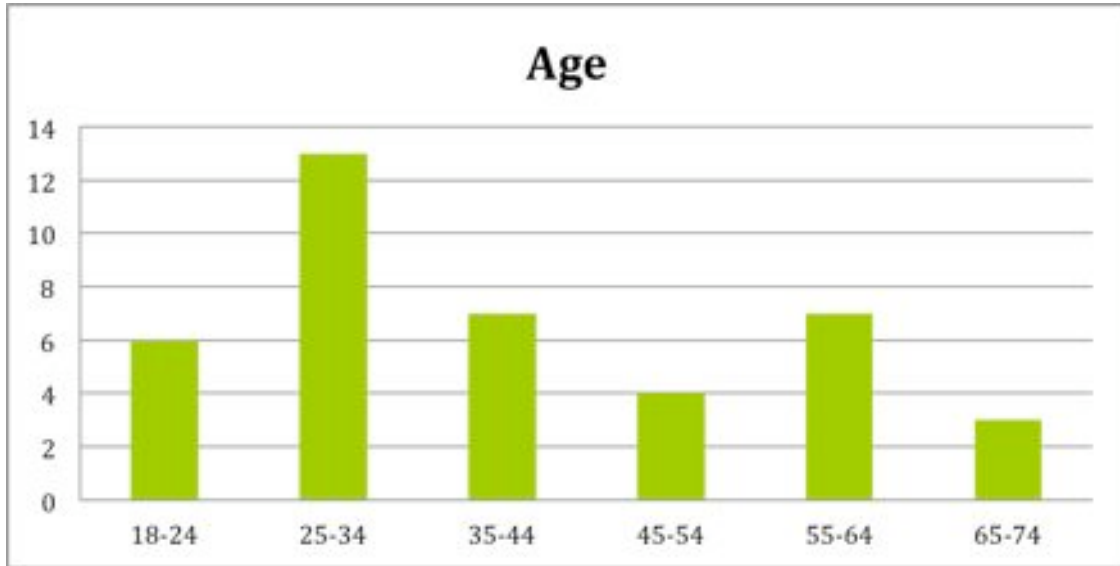
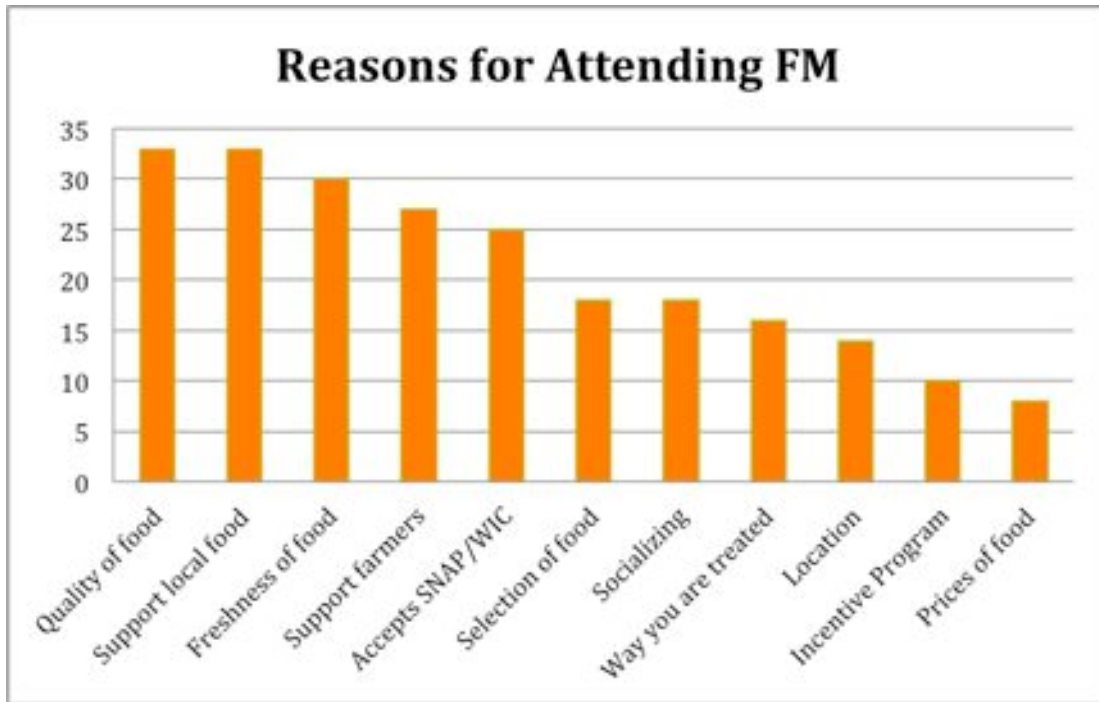


Figure 6: Income of SNAP Recipients



The motivations for attending the market, coupled with typical purchasing behavior, make up some of the most critical information mined from the data. This data reveals how and why SNAP recipients “use” the market (see Figure 7).

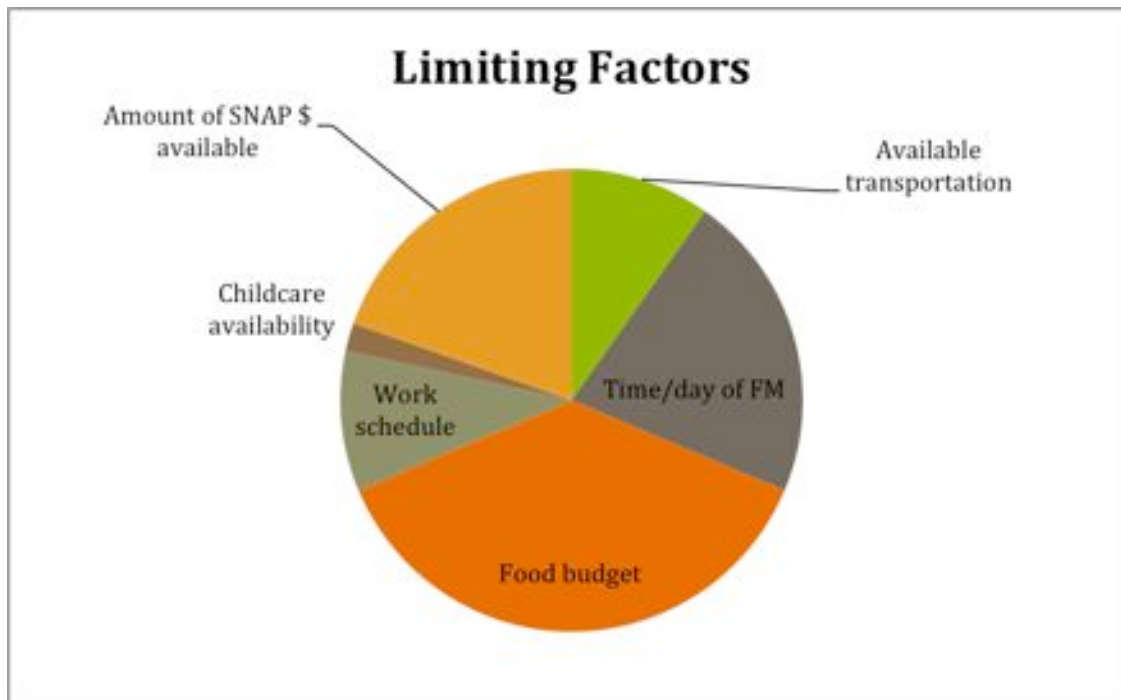
Figure 7: Reasons for Attending the Farmers' Market (FM)



The key barrier cited was cost of food, which offers further support for the claim of the incentive program’s reach and necessity. The major limiting factors to attending the market were food budget and the time and day of the market. Interestingly, food budget was selected more often than a lack of sufficient personal SNAP funds to shop at the market. Other limitations to attending the market were less significant; these limitations included transportation, childcare, and work schedule (see Figure 8).

Of those who responded to both questions regarding frequency of attendance and limiting factors to attendance, only 9 of 39 claimed that they do not visit the market frequently. Therefore, it might be worthwhile to expand this research by extending the survey to SNAP recipients who do not attend the market to better understand such limitations.

Figure 8: Limiting Factors to Attending the Farmers' Market



At the end of the survey, respondents were asked an open-ended question about how their diet has changed as a result of shopping at the farmers' market and all respondents indicated they ate healthier, fresher food, including more vegetables, and were more selective about the foods they ate in general. (See Appendix A for responses.) Thus, it is possible to conclude that when SNAP benefits are accepted at the farmers' market, SNAP recipients gain access to fresh, local fruits and vegetables far more than any other product.

Despite this enthusiasm, few respondents reported acquiring a large percentage of their food supply from the market. The survey asked respondents to estimate the percentage of their weekly food supply deriving from the market; these responses were then aggregated to fit into categories for analysis purposes. As Table 2 shows, there is a significant drop-off after the 10% mark; most respondents reported between 0% and 10% of their weekly food supply coming from the market. Thus, there seem to be barriers to SNAP recipients acquiring a large percentage of their weekly food supply from the market.

Table 2: Percentage of Food Supply Purchased at the Farmers' Market

% of food supply	% with positive response
0-10	39
11-20	19
21-30	19
31-40	8
41-50	8
51+	6

Farmer interviews offered insight into another perspective of SNAP and the incentive program. Each farmer noted the importance of SNAP sales to their business, but, perhaps just as significant, also stated the importance of accessibility and affordability of the market for SNAP consumers. Vendors expressed an interest in participating in future fundraising efforts for the incentive program. Many also supported the idea of chef demonstrations or tasting tables and seemed interested in participating, indicating a potential opportunity to increase awareness of foods available at the market. These responses further support the many potential positive outcomes of a successfully and consistently funded incentive program. Producers also pointed to the additional sales income derived from SNAP customers. Improved outreach and marketing designed to attract SNAP users, coupled with consistent funding, would result in increased sales for producers selling at the market.

While Ten Rivers Food Web worked with community partners to distribute several thousand incentive handouts and flyers in the spring of 2013, the majority of survey participants reported that they found out about acceptance of SNAP benefits and incentive availability at the market simply from attending it (67% and 58%, respectively). Therefore, the majority of people being reached or those utilizing the program during the research period were people who were already shopping at the farmers' market. Some also reported 'word of mouth' as their source for discovering that SNAP was accepted at the market (26%), while smaller numbers stated advertising as a referral source. When asked specifically about the incentive program, the numbers were equal at 19% for both word of mouth and 'didn't know about it until today'. This further demonstrates the need for more outreach, as many SNAP recipients attending the market were unaware of the program.

In terms of payment methods for purchases at the market, some SNAP recipients reported supplementing their benefits with other forms of payment (see **Table 3**).

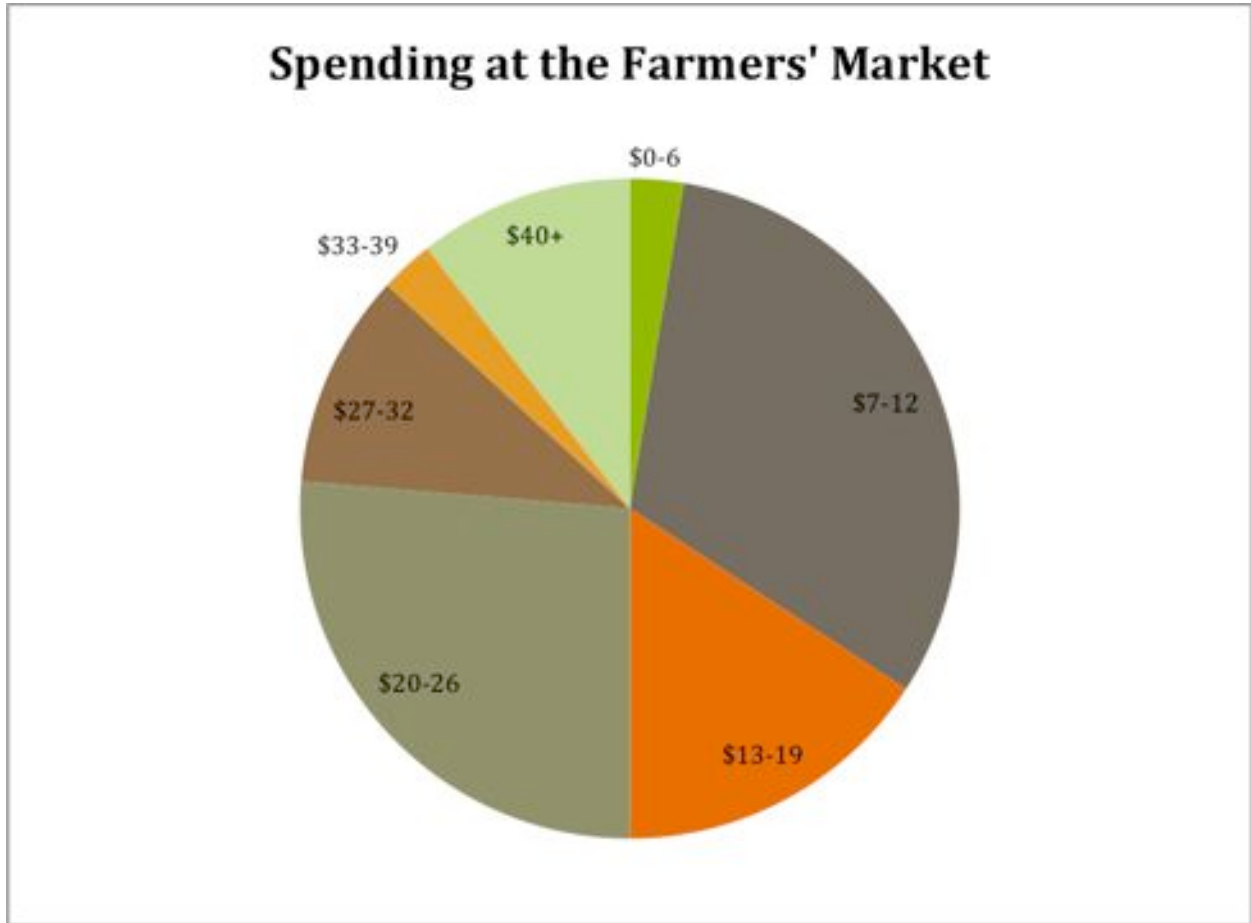
Table 3: Forms of Payment Used by SNAP Recipients for Purchases at the Farmers’ Market

Form of payment	Positive response
SNAP	100%
Cash	63%
Debit	23%
WIC	10%

Interestingly, 78% of respondents said they shop at the market even when they do not have personal SNAP funds available to use. The above data reveals that the majority of purchases made without SNAP funds are made with cash. This indicates that SNAP customers use a combination of both SNAP funds and cash to make purchases and may negotiate between the two sources of funds depending on what they have available. It also indicates that for these respondents, shopping at the farmers’ market is a priority, regardless of where the funds come from.

Aggregated data on self-reported spending at the farmers’ market did not yield any significant trends regarding average amount spent per trip (see **Figure 9**). We can conclude, however, that most people spend between \$7 and \$26 in SNAP funds at the market (in a single visit).

Figure 9: Amount SNAP Recipients Spent at the Farmers' Market (per trip)



Further research may consider the relation between initial estimated spending with ultimate actual spending to understand purchasing habits more deeply. Approximately 55% of respondents said that they did not purchase anything additional with the incentive funds; most responded that the incentive simply increased their purchasing power to buy more in general—larger quantities of foods they were already planning on purchasing.

Conversely, many respondents (63%) indicated that there were items that they purchased at the farmers' market that they did not purchase at the grocery store with SNAP funds. Clearly, for these shoppers, having the opportunity to use SNAP at the market is very important. Their stated reasons for choosing the market over the grocery store are displayed in Table 4.

Table 4: Reasons for Choosing to Shop at the Farmers' Market Over the Grocery Store

Reason	% with positive response
Freshness	79
Locally sourced	67
Quality	63
Know the farmer	25
Only available at the market	25
Price	17
Convenience	13

These results can be used to focus marketing and outreach efforts on the above values—namely, freshness and quality of food, and local sourcing. Expressing the importance of these aspects of food purchasing to both funders and SNAP recipients may result in financial support and increased usage of the program by SNAP recipients.

4. CONCLUSIONS AND RECOMMENDATIONS

The three goals of this report were to develop an understanding of the usage of the That's My Farmer SNAP Incentive Program through surveys and interviews, characterize the impact of the program on producers and consumers, and determine weaknesses and opportunities for growth and increased utilization of the program.

The survey data show that the incentive program is currently utilized mostly by women between the ages of 25 and 34 with an annual income under \$5,000 who purchase 10% of their weekly food supply at the farmers' market. They typically buy fruits and vegetables, and are motivated to shop at the market mostly by the quality of the food and their ability to support local food producers. The main reasons that people do not regularly attend the farmers' market were food budget, amount of SNAP dollars available, and the time and day of market. By examining the survey results, the project team was able to determine that the incentive helped some consumers purchase more fruits and vegetables, and in some cases may help them buy more expensive items such as meat and cheese.

The demographic information detailed in the results section (see Figures 3 and 4) can be used to target messaging to SNAP recipients to increase awareness and usage of benefits at the market, particularly of the incentive program. Attendance is also worth considering; understanding attendance patterns and statistics is important in determining the amount of funding necessary for the incentive program. A comparison between reported attendance at the summer market and the winter market revealed, unsurprisingly, that those who reported frequent visits to the Corvallis summer market also attended the Corvallis winter market. This implies that it might be worthwhile to try to secure funding for the incentive program for both the summer and winter markets.

The vendor interviews revealed that TMF SNAP is important to producers as well as consumers. The majority of producers was supportive of the program and noted the additional sales associated with the incentive. Being able to reach low-income consumers was often just as important as this increase in sales. Many producers also expressed interest in supporting the incentive program by helping with fundraising efforts, tasting tables, or chef demonstrations. However, some producers were unaware of the incentive program and the difference between the types of SNAP tokens used at the farmers' market.

4.1 Recommendations

As a result of our research findings and review of literature on incentive programs, we propose several ways to improve the success of TMF SNAP throughout the Ten Rivers Food Web region, including extended outreach and education, and fundraising.

4.1.1 Outreach and Education

Outreach to both consumers and producers is important to attract more people to the incentive program and help it run smoothly. Producer interviews found that while many vendors knew about and understood the token system associated with SNAP, some were unaware of the incentive program. Since the incentive was not offered consistently over the season, some vendors may not have had much experience with it. Therefore, it would be useful to extend some outreach to vendors handling the incentive tokens in order to increase knowledge of and support for this program to strengthen fundraising efforts and outreach to their customers. Vendors with many employees selling at the farmers' markets may benefit from having a reference card about SNAP and the incentive program.

Outreach to consumers should aim to attract SNAP recipients who do not regularly attend the farmers' market or have never attended it before. Our research showed that most people find out about the incentive program by attending the market; in order to increase the use of SNAP, additional outreach should be performed beyond the farmers' market itself. Currently, only a certain subset of the population of SNAP recipients is taking advantage of the incentive program; mostly women in their twenties and thirties. This group may reflect the general populous that attends the farmers' market, but outreach to different groups of consumers, especially families, could help increase participation.

Based on conversations with producers and the SNAP-consumer surveys, there appears to be interest in educational programs such as tasting tables and chef demonstrations. These events can encourage people to attend the market and help them become familiar with market offerings. Previous research shows that getting people into the farmers' market for the first time can dispel some of the concerns about price, exclusivity, and other perceived barriers (Project for Public Spaces and Columbia University N.d.). Through educational programs, SNAP participants can learn how to shop on a budget and discover what they can afford to buy at the farmers' market, thus reducing fears about the higher cost of produce at the market. Tasting tables could also expand the types of foods SNAP recipients buy at the farmers' market by exposing them to fruits and vegetables they are not familiar with. Chef demonstrations can help people learn how to use the produce that they find at the farmers' market. Incentives could even be tied to educational efforts to help increase participation and inform people about the benefits of using SNAP at the farmers' market.

4.1.2 Funding Strategies

Expanding the size of the incentive program and increasing the number of SNAP recipients who shop at the farmers' market will require additional funds. Our review of funding strategies revealed that partnerships with organizations such as Wholesome Wave and the Fair Food Network that fund incentives across the country can be beneficial in getting an

incentive program off the ground. However, financial support for the incentive program at the Corvallis and Albany farmers' markets has yet to take off despite past receipt of grant funding and multiple fundraising events and efforts (see Section 1.3.1).

Perhaps a more sustainable model for funding incentives is a social enterprise like The Lemonade Project currently operating at the Newport Farmers' Market. The key components of this successful fundraising strategy are the minimal time and financial input that is required to sustain the project. Because there is already a vendor that sells lemonade at the Corvallis Farmers' Market, a social enterprise that is based on this model but sells another product could be successful there, especially due to the high level of foot traffic on market days. However, there are several barriers that would have to be overcome to use this funding strategy. Setting up and running such a project would require a dedicated volunteer or set of volunteers. If there was a single volunteer managing the project, different community groups could volunteer their time throughout the farmers' market season to staff the booth. Space is also a consideration, especially at the Corvallis Farmers' Market. The social enterprise would have to run consistently in order to adequately fund the incentive, which could become difficult in the peak summer months when space at this farmers' market is at a premium.

4.2 Limitations and Future Research

There were several limitations to this research project. The main limitation to evaluating the impact of TMF SNAP was that it was not consistently offered throughout the Corvallis and Albany farmers' market season in 2013. The project team was only able to survey people who received the incentive on the days it was offered in September and October. Because the incentive was only offered sporadically, it is unclear what impact it could have over time, and it is difficult to evaluate the impact of the outreach efforts that were made to promote the incentive. If future research were conducted at a market with consistent funding, stronger conclusions could be made about the impact of incentive programs on producers and consumers.

Another limitation to the study was the small sample size of only two markets. The study could be strengthened by future research that expands the scope to more markets that offer TMF SNAP in the Ten Rivers Food Web region. Many of these are smaller markets where the incentive may be utilized differently and may be more important for bringing people to the farmers' market and supporting the farmers that sell at those markets. Markets with consistent incentive funding would also provide a valuable contrast to those that do not have consistent funding. Coupling an expanded study such as this with a more comprehensive review of funding and market strategies could offer important insight for a sustainable program in coming years.

There are many opportunities for growth in future research. While this study dealt strictly with survey responses, it would be beneficial to add depth by interviewing consumers in order to gain more insight into their shopping and purchasing behaviors. Such a study could help garner more understanding of the decision-making process behind those who shop at the market (and those who do not). Additionally, surveying SNAP recipients who do

not currently attend the market would allow for more holistic recommendations on how to better reach diverse populations of SNAP recipients and encourage usage of benefits in localized food systems, such as farmers' markets. By analyzing such surveys, it would be possible to increase outreach to, and hopefully participation of, this segment of SNAP recipients.

Another approach to future research would be to investigate the issue through various perspectives—producers, SNAP and non-SNAP consumers, and market administrators. It might be beneficial, for example, to determine if producers are actually benefiting more from the program than consumers. Positioning these perspectives next to or against one another could help to optimize the benefits for all parties involved by examining how these populations interact as well as how they use the market and what they expect from their experiences.

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APPENDIX A: CONSUMER SURVEY

1. **What is your age? (CHECK ONE)**
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65-74
 - g. 75+
2. **What is your sex? (CHECK ONE)**
 - a. Female
 - b. Male
3. **How often do you shop at the farmers' market?**
 - a. Frequently
 - b. Infrequently
 - c. This is my first time.
4. **How did you find out that SNAP benefits are accepted at the farmers' market?**
 - a. Word of mouth
 - b. Advertisement/flyer
 - c. From attending the farmer's market
 - d. Didn't know about it until today
5. **How did you find out about the SNAP Incentive Program?**
 - a. Word of mouth
 - b. Advertisement/flyer
 - c. From attending the farmer's market
 - d. Didn't know about it until today
6. **What ways do you pay at the farmers' market? (CHECK ALL THAT APPLY)**
 - a. Cash
 - b. Debit
 - c. SNAP
 - d. WIC FDNP
7. **How much do you plan to spend at the farmers' market today? \$_____**
8. **How much of what you plan to spend today are SNAP dollars? \$ _____**
9. **What percent of your monthly SNAP benefits do you usually spend at the farmers' market? ____%**
10. **What percentage of your weekly food supply comes from the farmers' market? ____%**
11. **How many people make up your household (meaning an individual or group living together who usually purchase and prepare food together), including you? (CHECK ONE)**
 - a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. 6+

How many people rely on your SNAP benefits for food, including you? _____
12. **What is the total income of your household? (CHECK ONE)**
 - a. Up to \$5,000
 - b. \$5,000-9,999
 - c. \$10,000-\$14,999
 - d. \$15,000-\$19,999
 - e. \$20,000-\$29,999
 - f. \$30,000-\$39,999
 - g. \$40,000-\$49,999
 - h. \$50,000-\$59,999
 - i. \$60,000+

13. Which of these statements best describes the food eaten in your household in the last 12 months? (CHECK ONE)

- a. Enough of the kinds of food we want to eat
- b. Enough but not always the kinds of food we want
- c. Sometimes not enough to eat
- d. Often not enough to eat
- e. Don't know or don't want to answer

14. What do you normally buy at the market? (CHECK ALL THAT APPLY)

- a. Veggies
- b. Prepared Foods
- c. Fruits
- d. Plant Starts
- e. Eggs
- f. Cheeses, Dairy
- g. Meat
- h. Baked goods

15. Is there anything that you buy when the incentive is available that you wouldn't otherwise buy?

- a. Yes
 - b. No
- If yes, what? _____

16. What are your reasons for shopping at the famers' market? (CHECK ALL THAT APPLY)

- a. Quality of food
- b. Freshness of food
- c. Selection of foods
- d. Prices of food
- e. Location
- f. Way you are treated
- g. It accepts SNAP/WIC
- h. That's My Farmer SNAP Incentive Program
- i. Supporting local food
- j. Supporting farmers
- k. Socializing/fun
- l. Other (Please Explain) _____

→PLEASE CIRCLE THE REASON THAT IS MOST IMPORTANT TO YOU.

17. Are there things that you buy at the farmers' market that you don't buy at the grocery store with your SNAP benefits?

- a. Yes
 - b. No
- If yes, what? _____

18. If you answered yes to question number 17, why do you choose to buy these things at the farmers' market rather than the grocery store with your SNAP benefits? (CHECK ALL THAT APPLY)

- a. Freshness
- b. Quality
- c. Price
- d. Locally sourced
- e. Know the farmer
- f. Convenience
- g. Only available at farmer's market
- h. Other _____

19. What things limit your ability to attend the farmers' market? (CHECK ALL THAT APPLY)

- a. Available transportation
- b. Time and day of farmer's market
- c. Food budget
- d. Work schedule
- e. Childcare availability
- f. Amount of SNAP \$ available

20. Would you be interested in having any of the following available at the farmers' market? (CHECK ALL THAT APPLY)

- a. Market tours
- b. Cooking demos
- c. Food tastings
- d. Other _____

21. How has your diet changed as a result of shopping at the farmers' market?

22. In what ways could the farmers' market better serve customers using SNAP?

Results from short-answer responses:

The following are responses to the question, "How has your diet changed as a result of shopping at the farmers' market?" (#21 on the survey):

- Less processed food
- More veggies!
- I'm more selective of what is available and what I eat
- Eating more local organic produce and meat
- We eat very many more fruits and veggies than we would otherwise
- Become more seasonal, lots more fresh veggies
- More vegetables, less meat
- Local and healthy!
- More vegetables
- Gotten better!
- Better quality of food available to me
- More vegetables
- Fresh veggies more often
- Eating healthier
- More fruits
- Fresh local food
- More fruits and veggies
- More fresh produce
- Healthier, more aware

APPENDIX B: PRODUCER INTERVIEWS

Interview #1

Weds, Sat; Corvallis only; at market since 1996

How important are SNAP customers to your sales?

F: A small but significant portion. 5%.

How important is it to you to reach low-income consumers?

F: I appreciate the fact that they can use their SNAP benefits at the farmers' market. There's a bunch of people that are dependent on the government-funded food stamp initiatives. Being able to spend their SNAP tokens at the farmers' market is a way for them to buy stuff that has not been processed, and is locally grown, and gives them a chance to try a variety of foods that they may not have run into previously.

Are you aware of the SNAP incentive program?

F: Oh yeah.

Do you get more sales when those purple tokens are available?

F: I think it helps. I don't think it's a determining factor. I've got maybe half a dozen customers who use SNAP tokens and when they have the incentive, they'll use them and when they don't they'll use the regular tokens. I know that the indoor winter market has been able to do some fundraising for the initiative and I think it helps there as well.

Do you think having SNAP available retains those customers?

F: I think they probably wouldn't be buying as many chickens if they didn't have the SNAP tokens.

Do you see a trend in the types of things they buy?

F: Well what I have are eggs in different sizes, and whole chickens of different of sizes, and then seasonally, I have stewing hens or broiler cockerels. But those are kind of a niche thing. They [SNAP users] buy smaller chickens, they'll buy the frozen ones when they're on sale like they are at present. They'll buy eggs when they can, when they have the SNAP tokens to use.

Any other thoughts?

F: I think the fundraising is a good thing and I will support any other efforts of fundraising to help it along.

Interview #2

Corvallis Weds; Albany Sat; Polk County Sun

How important are SNAP customers to your sales?

F: It's a reasonable portion of the sales and many of the people that are buying would not come down and purchase otherwise, so it's a definite good addition to the market and to sales.

Is it important to you to reach low-income consumers?

F: I'd like to reach more of them so they can get better, fresh veggies, but I recognize it's very challenging.

Is there anything you do or would like to do to attract low-income consumers?

F: I do try to keep my prices reasonable so that they can afford them, I do tell people when I'm out and about that we have a program, especially when we have the incentive program so that they can stretch that food dollar even further, which I think is a real benefit to them.

Do you see a difference in sales when the incentive is offered?

F: Definitely more sales when the incentive is offered.

Do you think the SNAP program has been important in maintaining your customer base?

F: I think it's more beneficial in the retaining of customers. A lot of times they initially have to get down there and then they find out about the program. Not many hear of the incentive program first and come down, but it definitely brings them back week after week. When the funding was over with, I did see a definite drop off of SNAP customers. To me that says it makes a big difference.

Do you see a difference between the markets in terms of sales?

F: There's a little bit of difference. Polk County does not have SNAP at all. I'm hoping that that will change, but it's not there yet. The few weeks that we had the SNAP [incentive] again this fall, in Albany, there was a difference there. And here [Corvallis] on Wednesday.

Any trends in what SNAP consumers purchase?

F: I think one of those things that they really go for is the fruits. They buy a lot of the veggies too. They buy a good cross-section of stuff. There are some baked goods they can buy and they buy some of those too. A lot of them seem to be fairly conscientious shoppers. Unfortunately though you have those that go for the less quality stuff, but they do that in the grocery store too. Unfortunately in some places, a lot of things are allowed that I disagree with being allowed. That's not your project. Here [at the market] they're restricted. We don't have much junk food.

Any other thoughts?

F: I just wish the feds [federal government] would keep it funded better.

Interview #3

So you said you've seen a pretty big increase this year?

F: It seems like it.

Do you get SNAP users every week?

F: Yeah. Sometimes very little, sometimes – I only look at the end of the market and in my sack here, we go cash them in there, and sometimes somebody will give you a ten or fifteen with it, they're trying to – it's their last market, they're coming here, so they're just using them all. It varies from market to market.

How important are SNAP customers to your sales?

F: It's basically pretty minimal. But there are a few that are regulars, so I expect them to be using the SNAP, if I can remember who's who.

Are you aware of the SNAP incentive program?

F: I don't know why some of 'em have red and some of 'em have two-ies.

[Kate explains]

There's usually more, needless to say, of the red ones than the purples.

[Wait off to the side while customers are in line]

Do you just sell at Corvallis?

F: And Albany.

Do you see a difference between the markets?

F: In SNAP, it's about the same actually. WIC, completely different. Big time in Albany, not here. Which is surprising to me, that there should be that much difference but there really is.

So you said when giving change – how do you deal with that?

F: I try to give them something that is comparable to make it up very close to the even amount and so I give them – I have some little [name of pear?] pears, which are just perfect. They're little midget pears and – like one guy went by here and he says 'that's the best 25 cent pear I've ever had!'. So they are delicious, but at least they're small and I can use them as quarter changes. I have some petite prunes also, they do the same function. But as I say, I can't stand the idea that I'm cheating someone who needs...whatever.

Interview #4

Do you just sell at Corvallis?

F: No actually, this summer we did 5 or 6 farmers' markets throughout the summer, just throughout the Willamette Valley.

How important are SNAP sales for your business?

F: The farmers' markets where we have SNAP in place, I do sell – I wouldn't say a lot, I don't accept a lot of SNAP tokens, but I just feel like for me personally it's really, really important for people that qualify for SNAP to be able to come to a farmers' market and be able to buy fresh fruit and veggies and cheese just like anybody else. I think it gives an empowering feeling to these people. I've been on SNAP before, lots of years, my husband was in school for a long time and we had babies, you know, we qualified for SNAP for a really long time. And for me to be able to go just walk into a farmers' market it was really empowering, made me feel like a real person, made me feel like there was a light at the end of the tunnel and that someday when I didn't qualify be able to actually go in and buy my own food. So for me, it's just a really empowering experience for people.

Do you think you get SNAP customers weekly?

F: Oh yeah, every farmers' market I do, that accepts SNAP, I'll always get some tokens. We've got already...12 today. Last week, I accepted like 65 dollars in SNAP tokens, which was probably my biggest week with them. But you know, that's 65 dollars worth of cheese that these people wouldn't have been able to afford otherwise, so that made me feel really good.

Do you think there's an increase in sales with the incentive?

F: Probably, the SNAP incentive is where they match the –

[Kate explains]

F: Yeah I did get some of those. Is it still the one-dollar or are they the two-dollar ones?

[Response]

F: I did get some of those last week.

Do you see a difference between the markets?

F: A little bit, yeah. The ones that do accept SNAP, it just makes the farmers' market more accessible to a wider variety of people, wide variety of income. So I think that's good – for a vibrant community, having a farmers' market in your downtown is going to increase the vitality of your downtown. And having it accessible to a variety of people is just good in general. We're working on getting to be able to accept SNAP tokens at my farmers' market in Independence. I work really hard on that farmers' market because it's in my community and I'm on the board and everything, and that's something I'm advocating for. It's really important to me, so if we ever get that going I'm sure I'll be the one spearheading that,

that'll be my project. It feels like a daunting task to spearhead something like that because of the paperwork, and I'm not really great with details, but I'm going to do it.

[finish interview, chatting, other farmer at the stand pipes in]

F2: Yeah I've been living off SNAP for the last year and I'm also a chef, so I'm aware of how to menu plan and how to do things so that I'm getting more fresh fruits and vegetables but I used to work at farmers' markets in Portland. I did that for about a year, and there, they would have chef demos in the market to help people understand how to use your SNAP benefits to get fresh fruits and veggies – because low income, generally, that section of the population, including myself, are the people who have to rely on prepackaged foods. And so then they become the unhealthiest, but they also have the least resources to then take care of themselves. It's this horrible dichotomy.

F1: And there's that educational piece too - of knowing what to do with your –

F2: So being able to come somewhere where you're not going to find any unhealthy prepackaged food, and somewhere where you have people and resources around you to say 'oh, you've never seen a butternut before...ok, this is what you do, they're really great, super easy, don't be scared'. There's a lot of education that just vendors can do with helping people learn how to eat better.

[we mention looking into idea of demos, tasting tables]

F2: I'm a trained chef, I would love to do demos. I did it at the farmers' market in Portland and I would do chef demos, depending on what's in season, showing people how to use, like, 'oh your kids don't want to eat kale? Here's how you make mashed potatoes with kale in them, kids love it' so coming up with all that sort of stuff. I think those drew a lot of people. And the chef donates their time, and then hopefully people around will donate the products. I love it. I love the idea of SNAP at the farmers' market.

[we talk about different educational approaches]

I think the things like that, the education and hands-on, and not making people feel stupid for not knowing what a butternut is. And there are people who have never seen half the stuff that's here.

Interview #5

Corvallis only; at market since 1999

How important are SNAP consumers to your sales?

F: I think SNAP's a great program and I do see a lot of food SNAP cards, so I'm assuming the SNAP benefits them directly. I think it's pretty important.

[ask about percentage]

F: It's hard to say, maybe 10-20%. Just a guess.

Do you get SNAP customers every week?

F: Yep, generally. Sometimes I get a lot one day and sometimes I don't get very many at all.

[asks about the different tokens, we explain]

F: Yeah I don't see a ton of purple tokens, I do see a lot of red tokens.

Is having SNAP customers important to your sales?

F: I think it's very important to get those customers, if they can just get in, they're more likely to come back.

Do you see more SNAP customers when the purple tokens are available?

F: I hadn't really noticed it up until this year because it wasn't really on my radar before that. This year, there hasn't been a lot of SNAP, so I'm not sure how to answer that.

Is it important to you to reach low-income consumers?

F: Yeah absolutely. Make things available, fresh food, instead of junk food.

Do you make any effort to attract low-income consumers?

F: I just try to keep prices reasonable for everybody, it's a balance to try and make money but also make things affordable.

[wait to the side while a customer is there]

[he comes back, we explain project]

Do you see a trend in what people buy with SNAP?

F: I don't notice a trend, no. I haven't had as much experience with them. Maybe next year I'll know better.