

Increasing FoodShare Benefits Through Healthy Incentives



Presenters

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County



Presentation Objectives

Participants will learn strategies to:

- Develop an EBT/incentive program
- Promote the program
- Gain financial stability
- Evaluate the program



SNAP & EBT Basics

- SNAP = Supplemental Nutrition Assistance Program
 - Wisconsin SNAP = FoodShare
- EBT = Electronic Benefits Transfer
 - Wisconsin EBT = Quest Card



FoodShare Data

- 13.3% of Wisconsin's 5.7 million people receive benefits
- 43% of recipients are minors
- 21% of recipients are “working families”
- Average monthly benefit = \$213
- Average length of time households are on SNAP = 8-10 months



Benefits of EBT at Farmers' Markets

- Increase access to fresh, local food
- Increase fruit & vegetable consumption
- Increase vendor sales
- Create new revenue streams for small to midsize farms
- Invest in local economy
- Offer opportunities for nutrition education
- Decrease of carbon footprint related to food transport



EBT at Farmers' Markets

How to get started:

1. Get authorized by USDA to accept SNAP benefits
2. Obtain EBT equipment
3. Access resources
 - USDA - <http://www.fns.usda.gov/ebt/snap-and-farmers-markets>
 - UW-Extension - <http://fyi.uwex.edu/cfsi/foodaccess/>



EBT at Farmers' Markets

- Program management options:
 - Market-based
 - Nonprofit/volunteer-based
 - Vendor-based
- Considerations:
 - Infrastructure
 - Time/Capacity
 - Funding
 - Partnerships
 - Outreach/Promotion



SNAP Incentive Programs

- Incentives are used to encourage specific actions or behaviors by specific group of people
- Examples of match and distribution:
 - \$1 for \$1
 - \$2 incentive for every \$5 spent
- Eligible items:
 - Fruits & vegetables
 - “Locally” grown
 - All SNAP-eligible items



Eau Claire's Token Program evolves into Market Match

- The Token Program
 - 2012-2014
- Market Match
 - 2015



WE ACCEPT TOKENS



BLUE TOKENS CANNOT BUY:

FOOD MADE TO EAT
AT THE MARKET



For example: egg rolls, ice
cream cones, popped popcorn...

SOAP



FLOWERS

BEVERAGES MADE TO
DRINK AT THE MARKET



For example: smoothies, prepared
coffee, a cup of orange juice...

Build new partnerships to build Market Match

Core Team

- Kate Beaton, UW-Eau Claire
- Nancy Coffey, UW-Extension WNEP
- Deidra Barrickman, Eau Claire Downtown Farmers Market

Supportive Partnerships

- Sara Novotny, UW-Extension 4-H
- Pa Thao, Hmong Mutual Assistance Association
- JONAH (Joining Our Neighbors Advancing Hope)



Adding Market Match to the Token Program

- 2015 pilot year
- Planning
 - Weighing obstacles and success
- Program structure
- Fundraising
- Promotion
- Establishing Volunteers



Program Structure

- 1:1 Match
- \$10 weekly limit
- Duration of the program
- Data collection forms
- Purchasing tokens
- Wholesome Wave Partnership



Establishing Volunteers





I learned a lot about how we actually have so many residents in our actual community...who are in need who...depend upon this Quest program



I found the opportunity to dialogue with my children about the issue of food insecurity in our community was quite impactful. The entire activity was a positive experience. I feel learning about food insecurity in our local communities is important for my children and family, as well as families in my club and the county program.



Brown County Farmers' Markets

Summer 2012: UW-Extension initiates EBT at one market

Fall 2012: CHIP Process, Live54218 convenes subcommittee/workgroup formation and seeks funding

Summer 2013: Greater Green Bay Community Foundation planning grant

Fall 2013: Double Your Bucks pilot; UnitedHealthcare & GGBCF

Summer 2014: EBT and DYB efforts expanded to three markets; administered surveys

Winter 2014: EBT at the winter market, Secured Double Your Bucks funding for summer; HSHS

Summer 2015: Greater Green Bay Community Foundation implementation grant

Winter 2015: Secured Double Your Bucks funding for summer; HSHS

Summer 2016: Expanding EBT and WIC to three additional markets in the area

Double Your Bucks (DYB) – Brown County

- Double Your Bucks tokens to match the amount they spend up to \$10 per market on local, fresh fruits and vegetables
- In 2015, FoodShare families utilized over \$16,000 in DYB – a 30% increase from 2014
- 2014 DYB sponsorship provided by United Healthcare and GGBCF (add logo)
- The 2015-2016 DYB incentive is sponsored by HSHS



Promotion & Outreach

- Branding (market, EBT/incentive program)
- Social media
- Traditional media
- Vendor/Product mix - should reflect community preferences
- Clear signage & process at market
- Welcoming language
- Community partnerships
- Word of mouth



UW-Extension FMPP Grant 2014-2016

- **Title:** Extending Reach of EBT at Wisconsin Farmers' Markets
- **Purpose:** Understand barriers to SNAP participants accessing farmers' markets
- **Goal:** Develop outreach strategies to engage SNAP audience & increase participation
- **5 markets**
 - Green Bay
 - Fondy Food Center (Milwaukee)
 - Janesville
 - Stevens Point
 - Wisconsin Rapids



2015 FMPP Survey

- **Target audience:** FoodShare participants
- 59% were NOT aware they could use FoodShare at market
- Of those who knew:
 - 16% found out through word of mouth
 - 12% found out from family, friend, neighbor, etc.
- Results did not align with traditionally cited barriers (e.g., transportation, cost, convenience, comfort level)



Marketing v. Outreach

- Examples of marketing: billboards, social media, text alerts, flyers
- Outreach requires engagement beyond dissemination of materials
- 3 pilot strategies:
 - Visual posters
 - Quest card sleeves
 - Community Connectors



Eau Claire Market Match Promotion

- Developing promotional materials
- Distributing promotional materials
- Eau Claire County SNAP mailer
- Kids' weekend meal flyer
- “Earned” media
- Online presence
 - ecmarketmatch.wordpress.com





Brown County Promotion

- Postcards
- Text alerts
- Interior/exterior bus ads
- La Mas Grande
 - Hispanic radio station
- Community Connector
 - UW-Extension
- Quest Card Sleeves
 - UW-Extension

**Do you use EBT
or WIC?**

**SIGN UP FOR TEXT
ALERTS!**

It's easy! It's FREE!



Text **EBT** to **89800** or Text **WIC** to **89800**
to receive **Farmers Market information**
and **promotions!**



Visit the Farmer's Market this week.

EBT cards are accepted at farmers markets all summer long.

WIC and Senior Farmers Market Vouchers also accepted.

Text EBT or WIC to 89800 to receive FREE texts about farmers market promotions and information!



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Eau Claire Market Match Fundraising

- Establishing sponsors
 - JAMF Software
 - North Barstow & Medical Business Improvement District
 - Group Health Cooperative
 - City of Eau Claire
 - United Healthcare
 - Community donations
- Writing grants
 - Mayo Clinic Hometown Health Grant
 - UW-Extension Innovative Grant
 - Eau Claire Community Foundation



Establishing a relationship with the City of Eau Claire

- Worked with 2 city council members
- Google Form survey to gain public support
- Passed amendment to the 2016 city budget
- \$4,000 for design, print, and distribute advertising program materials
- Create stronger online & social media presence
- Nutrition education materials



Establishing Relationships in Brown County

- Subcommittee formed with key community organizations/partners
- Planning and implementation grant from the GGBCF
- United Healthcare— postcards, toothbrushes, DYB 2014, funding
- Secured HSHS (Hospital Sisters, Health Systems) as the sponsor of DYB in 2015 and 2016
- United Healthcare and UW-Extension provided nutrition education at the market
- UW-Extension state level FMPP grant

Wisconsin Farmers' Markets

- 82 farmers' markets authorized to accept EBT (as of January 2016)
- 45 direct marketing farmers (DMF) authorized
- FY 2015 FoodShare redemption data for markets and DMF:
 - \$248,834 of benefits redeemed
 - 6,337 unique households redeemed benefits
 - 14,172 EBT transactions



2015 Eau Claire Market Match Outcomes

\$5,903 Market Match dollars

\$8,122 SNAP dollars spent

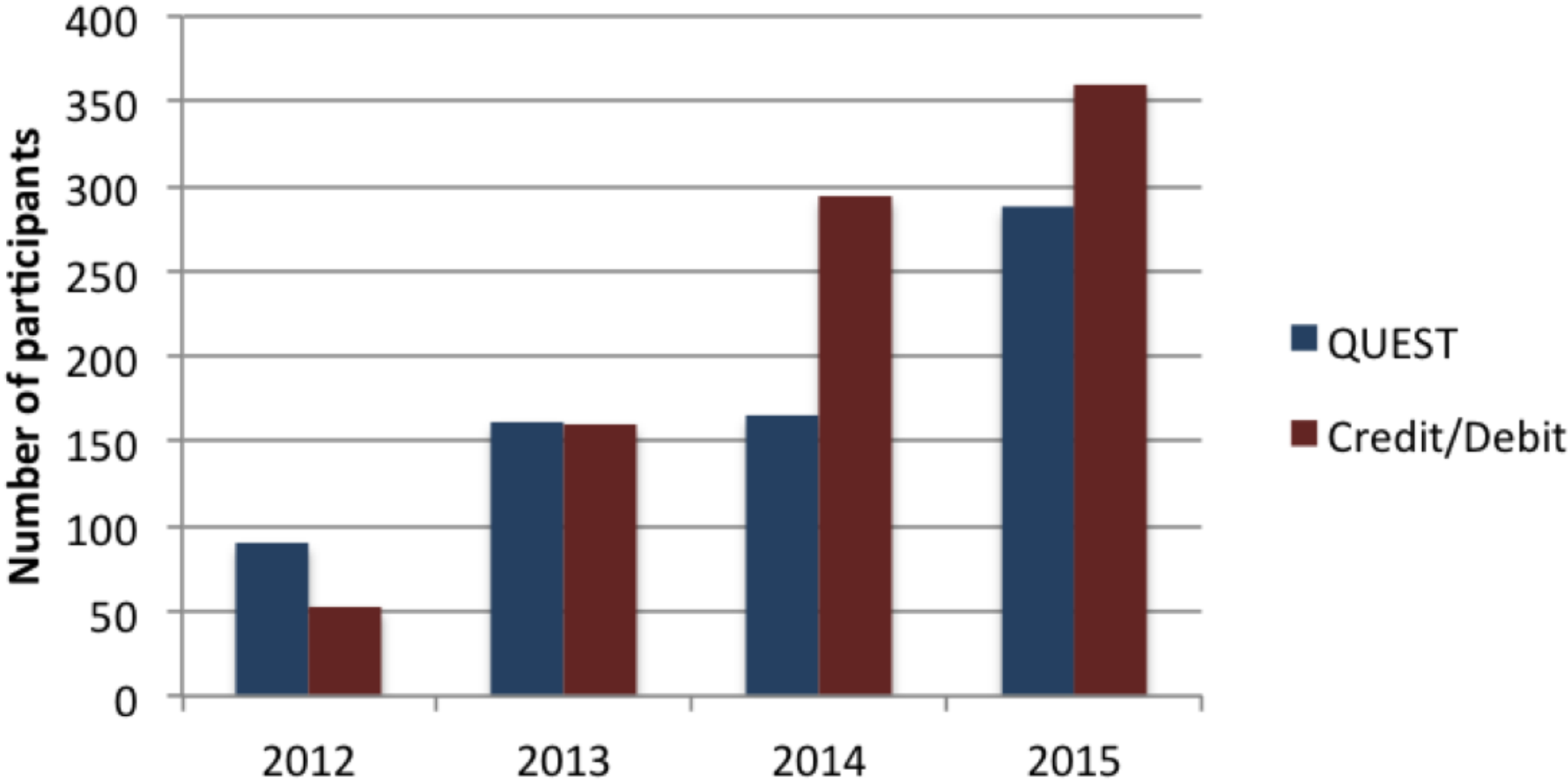
288 FoodShare unique households

220 new unique FoodShare households

Approximately **547** people served

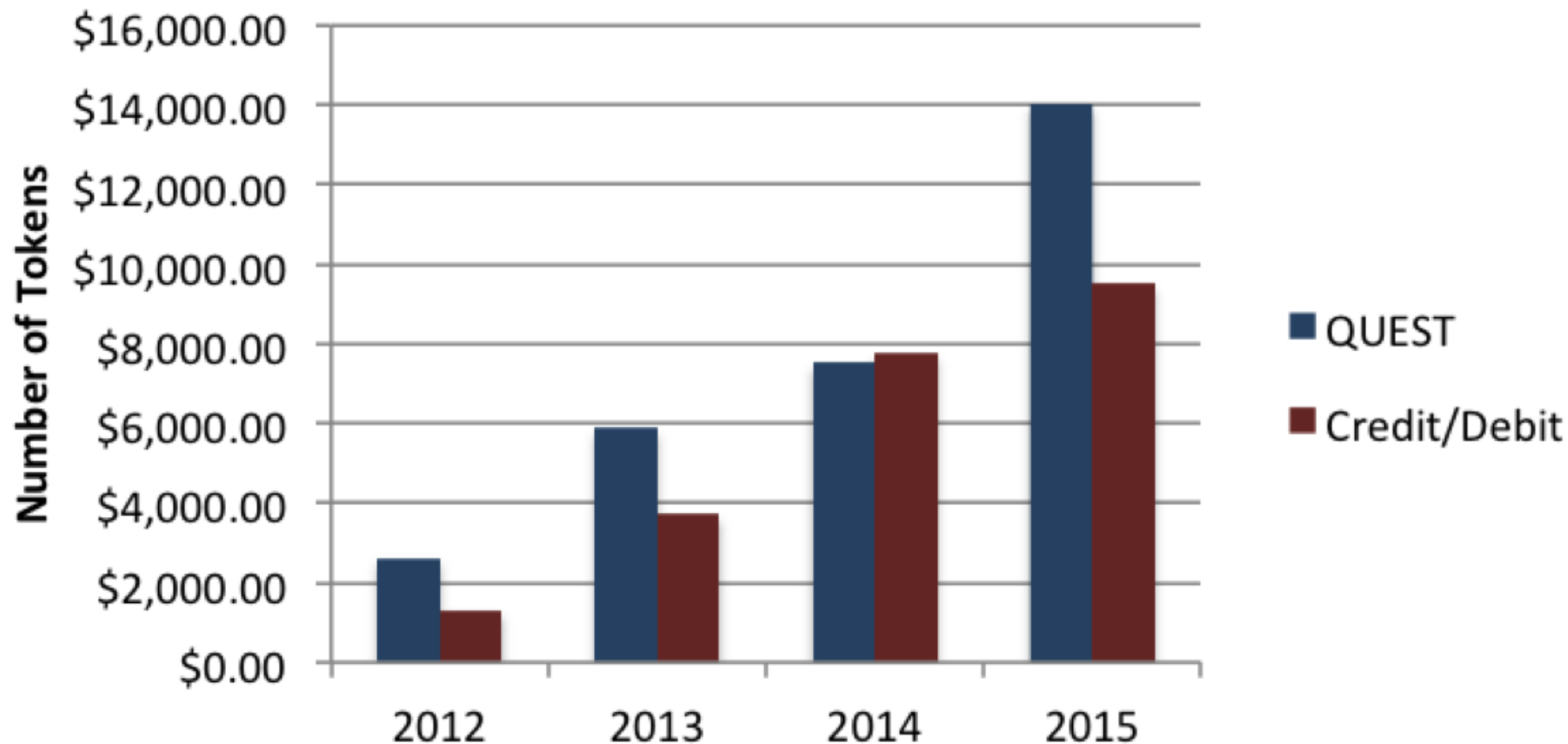


Market Match/Token Program Participants (unduplicated)



Tokens Sold Per Year

(2015 data includes Market Match dollars)

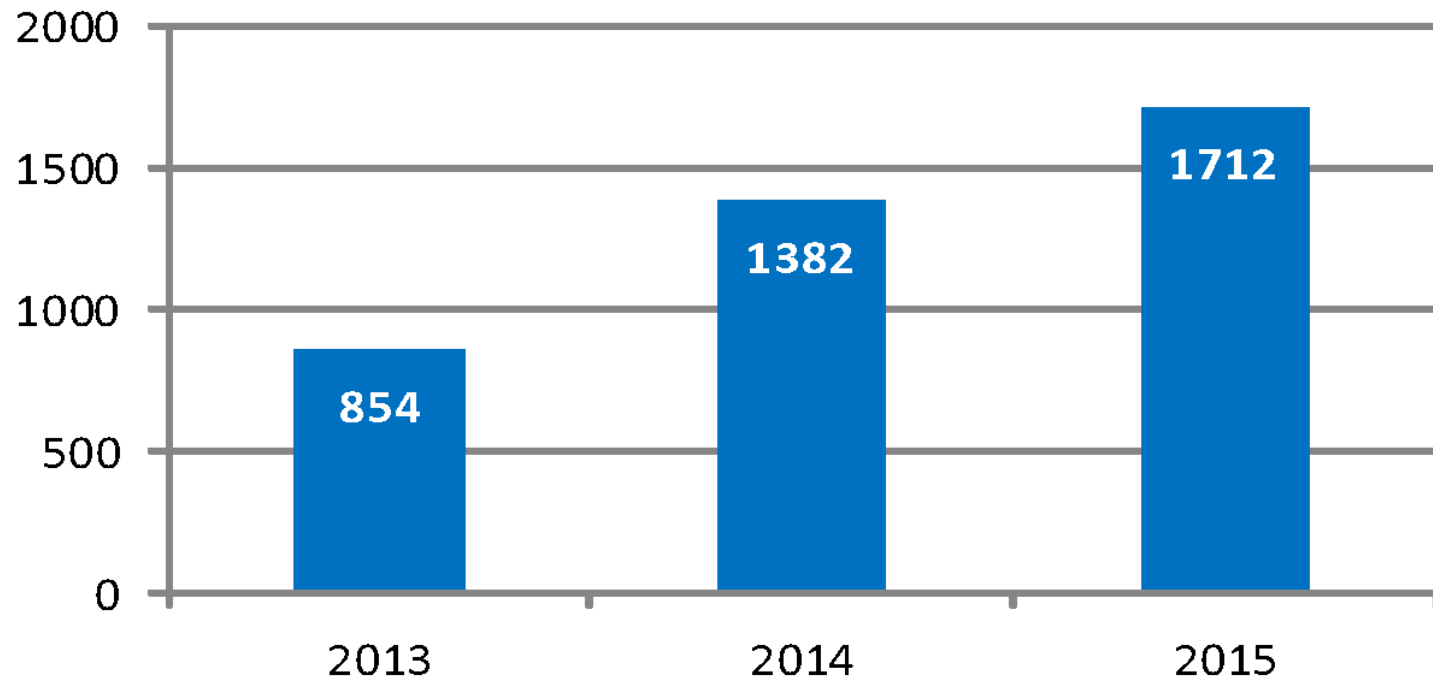


2015 Brown County Outcomes

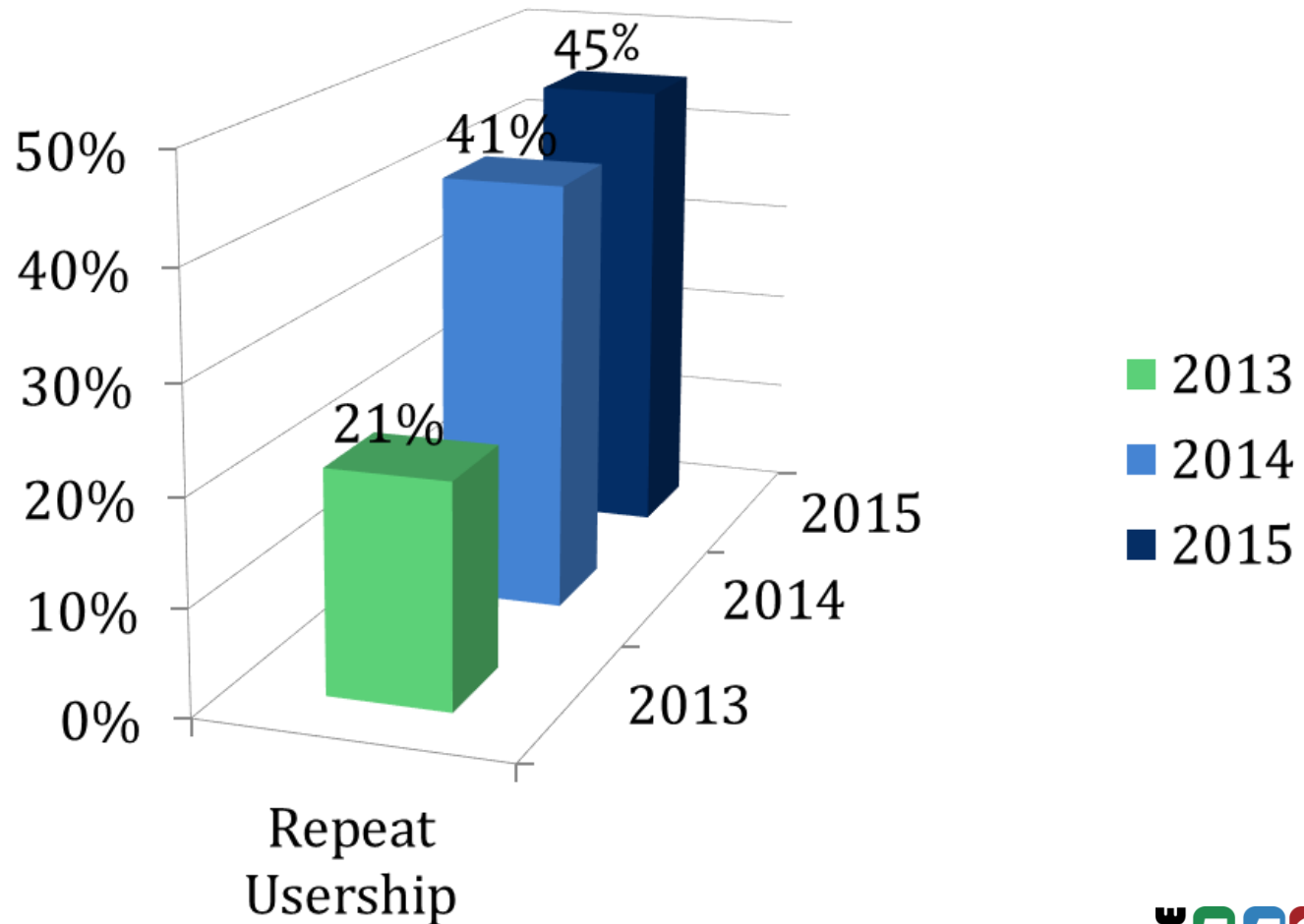
- **\$35,769** EBT/DYB Farmers Market sales – 14% increase from 2014
- **\$16,000** DYB sales – 30% increase from 2014
- **590** unique FoodShare households utilized the Farmers Market at least once
- **45%** of FoodShare shoppers were repeat shoppers

2015 Brown County EBT Outcomes

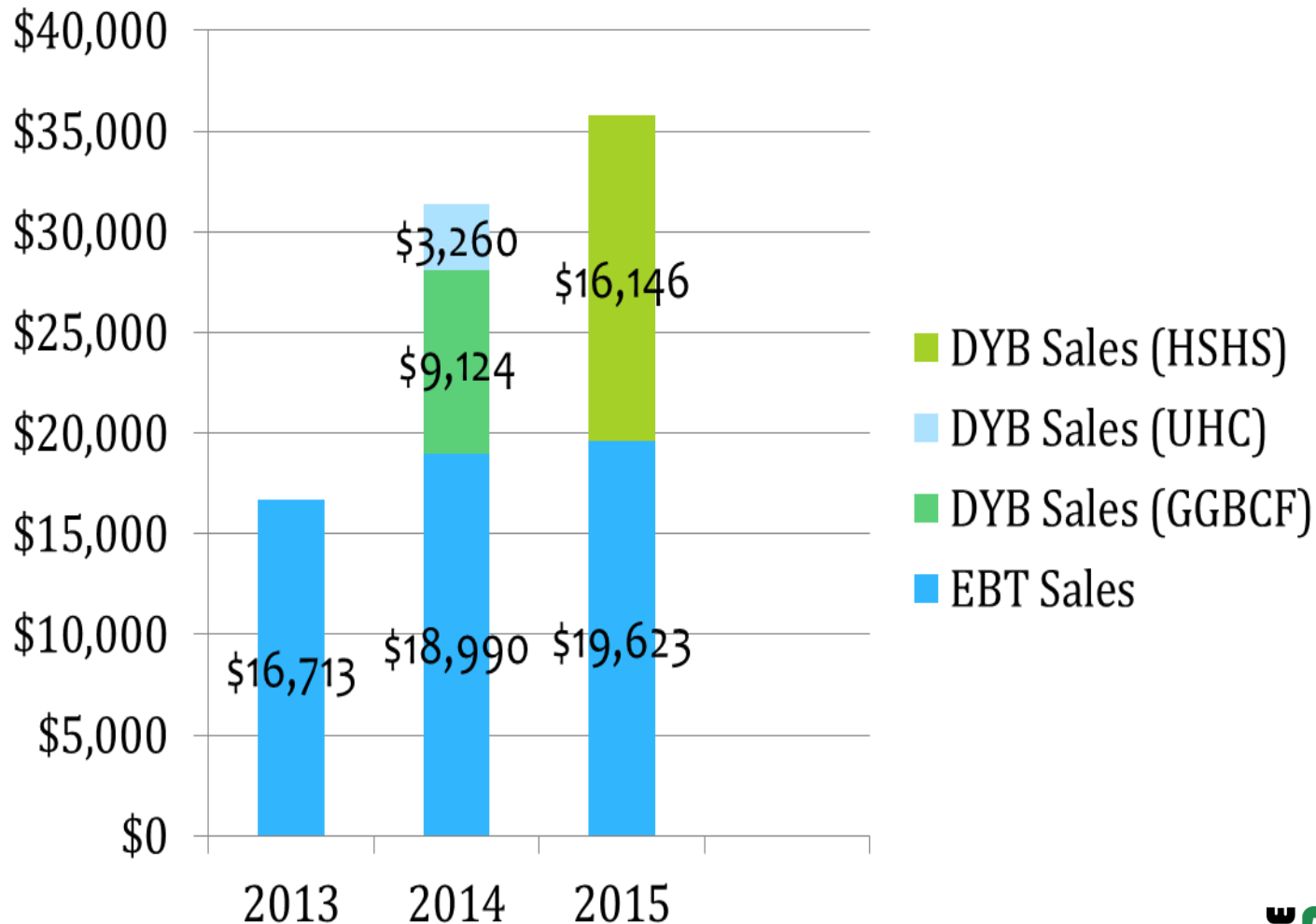
Number of EBT Transactions



2015 Brown County EBT/DYB Repeat Usership



2015 Brown County EBT/DYB Sales



WI EBT at Farmers' Market Evaluation Project

- Interest in having evaluation tools to use statewide and aggregate data
- Survey tools developed and pilot tested by workgroup of county Extension educators and public health professionals (2013-2014)
- Available for use at:
<http://fyi.uwex.edu/cfsi/foodaccess/#eval>
 - Customer survey
 - Vendor survey
 - Market Manager survey (administered by email via WI Farmers' Market Association)

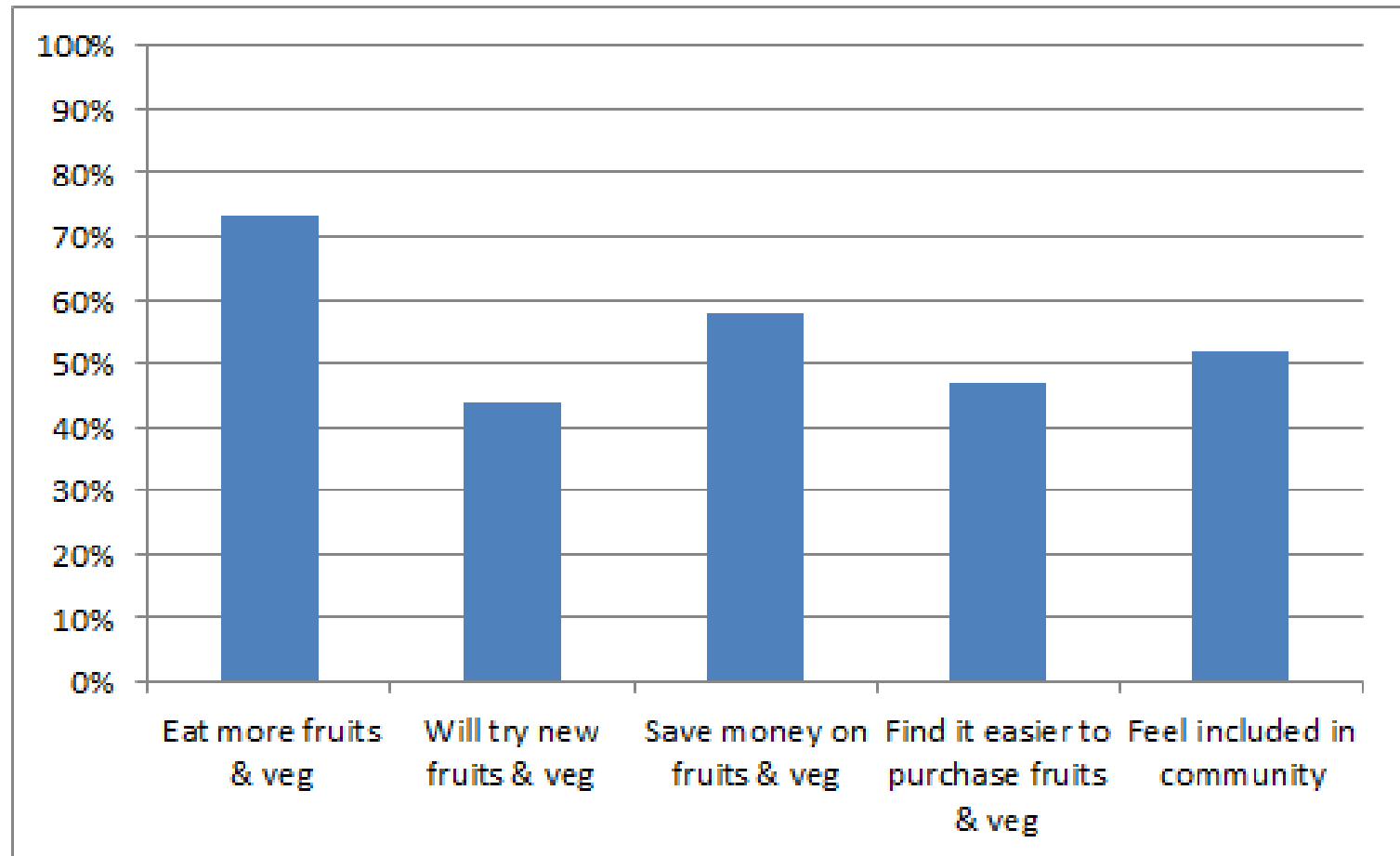
2015 Customer Survey Data

- How important are the following in your decision to come to this market?
 - Accepts FoodShare/WIC/Senior benefits: 81% very
 - Incentive program: 68% very
- If you were not able to use FoodShare at this market, would you shop here?
 - Yes, but not as often: 58%
 - No: 8%
- Do you plan to use FoodShare at the market again?
 - Yes: 98%



2015 Customer Survey Data

By using FoodShare at the market, my family and I...



2015 Customer Survey Data

- How easy was it to use EBT at the market?
 - Very easy: 94%
- How easy was it to use incentives at the market?
 - Very easy: 95%
- How important are incentives in your decision to use EBT at the market?
 - Very important, I wouldn't have come without them: 55%
 - Important: 40%



2015 Eau Claire Customer Results

51 FoodShare respondents

100% of people reported typically buying fruits and vegetables at the market

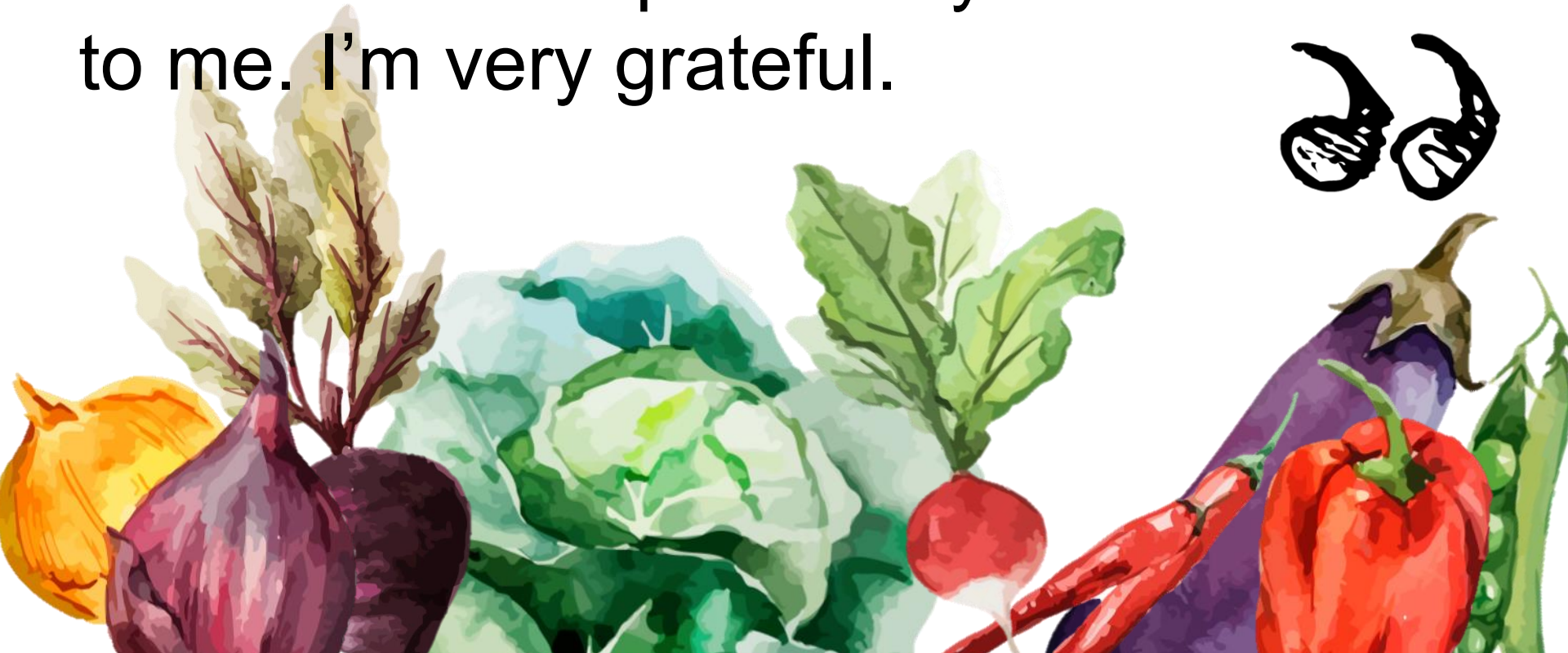
96% of people reported eating more fresh food because the market accepts SNAP

84% of participants report saving money on fresh produce

59% of participants report trying at least one new fruit or vegetable

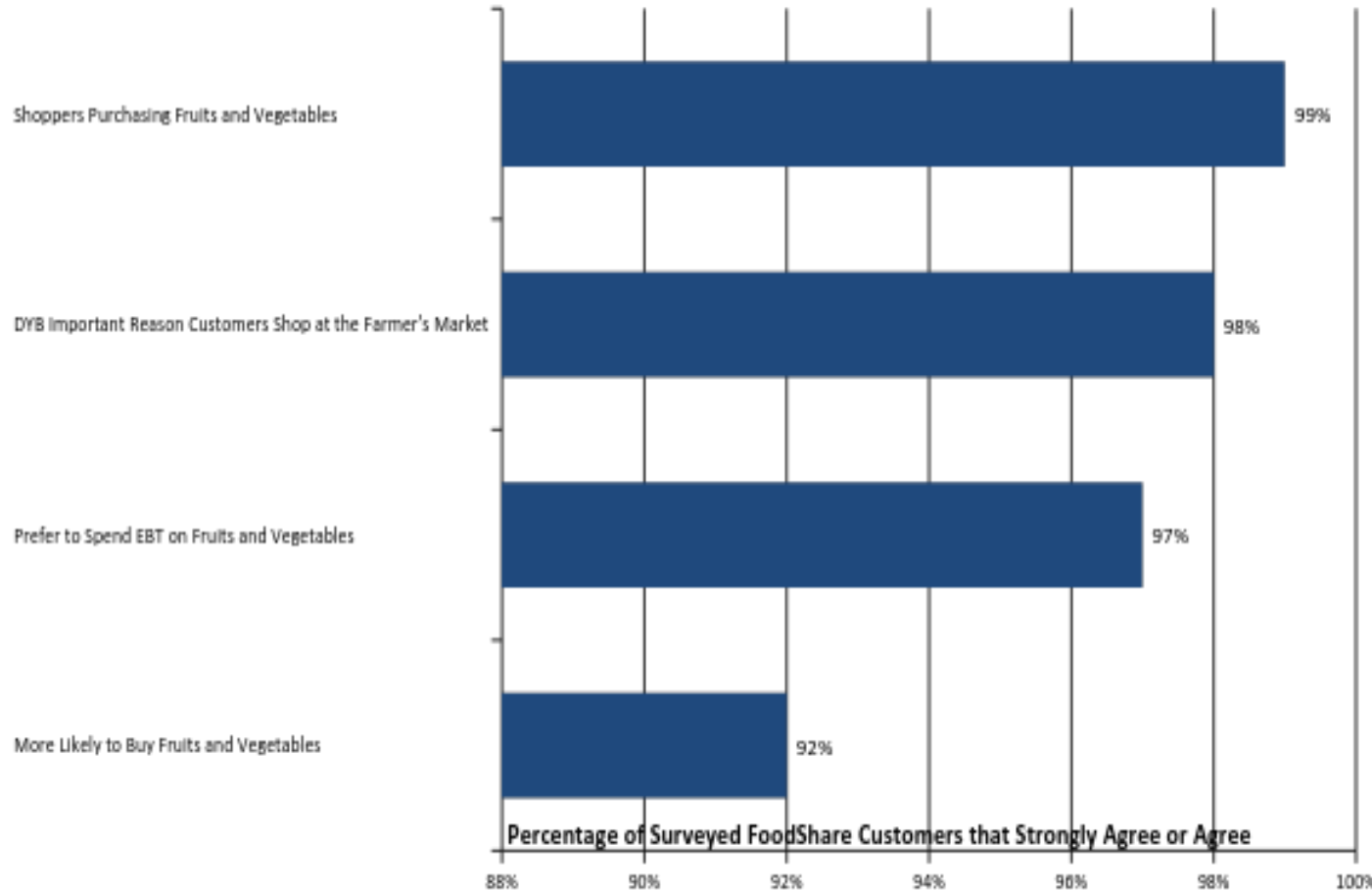


This is really amazing. I will finally have access to a lot of produce and other foods that were previously unaffordable to me. I'm very grateful.



2015 Brown County Customer Survey

FoodShare Customers Perceptions and Behaviors of Farmers' Market EBT/DYB





I shop every week. It encourages a better lifestyle. My money goes further. I love it!



I can eat healthier and feel less stress financially.



I am losing weight and feeling healthier because I can afford healthier foods!





Brown County nutrition experts are pushing people who receive government assistance to 'Double' their dollars at the city's farmers' markets this year.

Grow Wisconsin Bill

- 2015 Senate Bill 214 – pilot program in Dane, Rock, and Milwaukee counties
- FoodShare incentives at farmers' markets and grocery stores – eligible for Wisconsin grown/made fruit, vegetables, meat or dairy
- FM: \$2 to \$2 match (up to \$20 per day)
- Grocery: \$10 to \$10 match (once per day)
- *Introduced July 2015, failed to pass April 2016*



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