

Increasing Food Access through EBT at Farmers Markets

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Project Overview

- Farmers' Market Promotion Program (FMPP)
 - Project title: Extending Reach of EBT at Wisconsin Farmers' Markets
- Purpose:
 - Better understand barriers SNAP participants face in accessing and using federal program dollars at Wisconsin farmers' markets
- Goal:
 - Develop outreach strategies for farmers' markets to engage SNAP audience and increase participation

Project Partners



Five Counties & Four Community Partners

- Brown County; Downtown Green Bay Market
- Portage/Wood Counties; Downtown Stevens Point Market and Wisconsin Rapids Market, in partnership with Farmshed
- Milwaukee County; Fondy Food Center
- Rock County; Janesville Farmers' Market

Phase 1: Survey Findings

How important are the following reasons in your decision to shop at the farmers' market?

	Total n (respondents)	Mean response	Standard deviation
To buy fresh produce	161	1.27	.487
To buy local produce	159	1.54	.644
To buy local meat/eggs/dairy	160	1.89	.777
To support local farmers/businesses	158	1.46	.593
To take part in the community	158	1.56	.623
To shop where it is convenient for me	158	1.61	.666
To participate in other activities/ events at the market	158	1.99	.757
Accepts FoodShare	157	1.35	.587
Because of WIC Farmers' Market Voucher Program	158	1.77	.821
Because of Senior Farmers' Market Voucher Program	152	2.16	.865
Because of Incentive Program*	88	1.66	.693

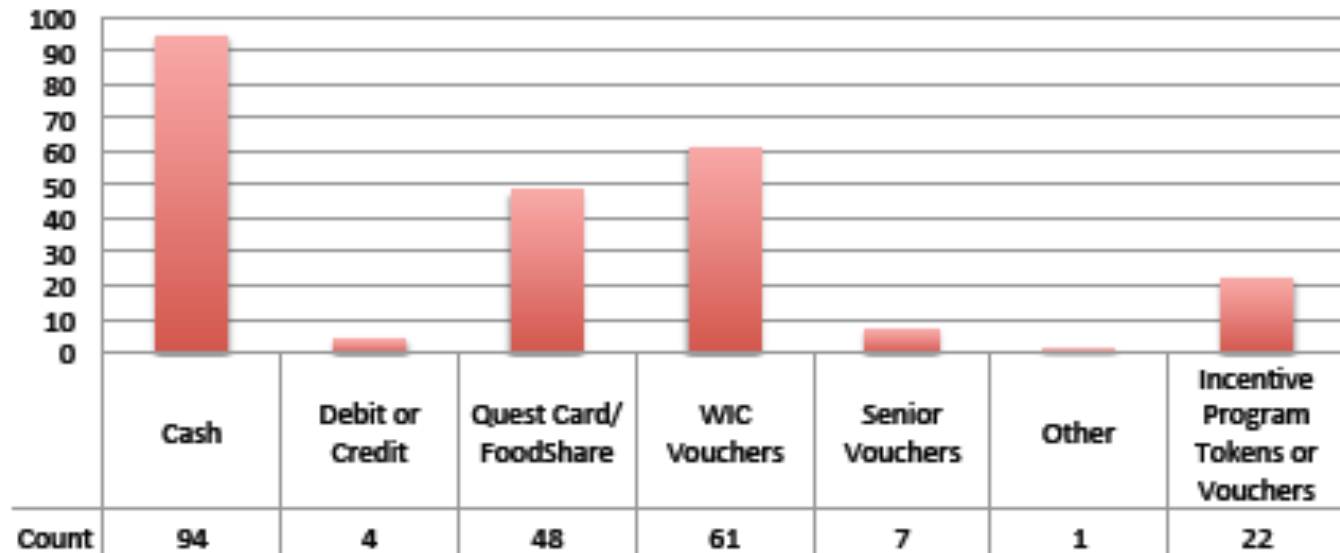
*Two communities did not have incentive programs at the time of survey: Fondy Food Center (Milwaukee, Milwaukee County), and Wisconsin Rapids Farmers' Market (Wisconsin Rapids, Wood County).

QUESTION 4:

What forms of payment did you last use at the farmers' market? Check all that apply.

Participants were allowed to select more than one response.

and Wisconsin Rapids Farmers' Market (Wood County).



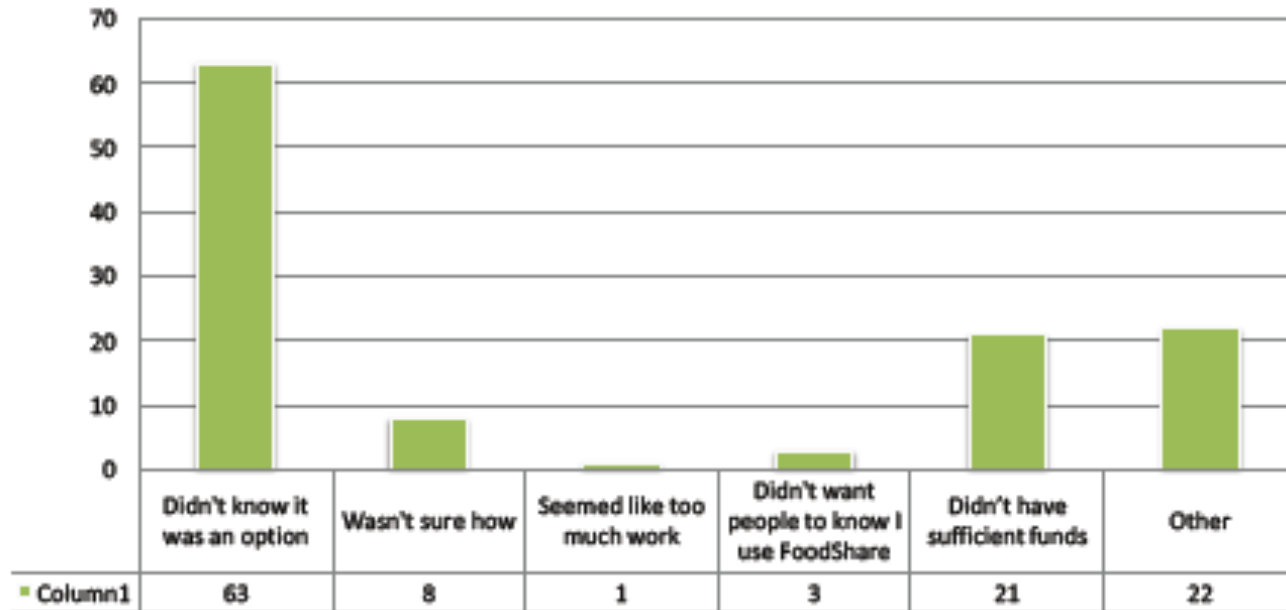
Survey Findings

QUESTION 5:

Why didn't you use your FoodShare benefits at the farmers' market?

Check all that apply.

Only participants who did not select Quest Card/FoodShare in Question 4 were asked to respond to this question. Participants were allowed to select more than one response.

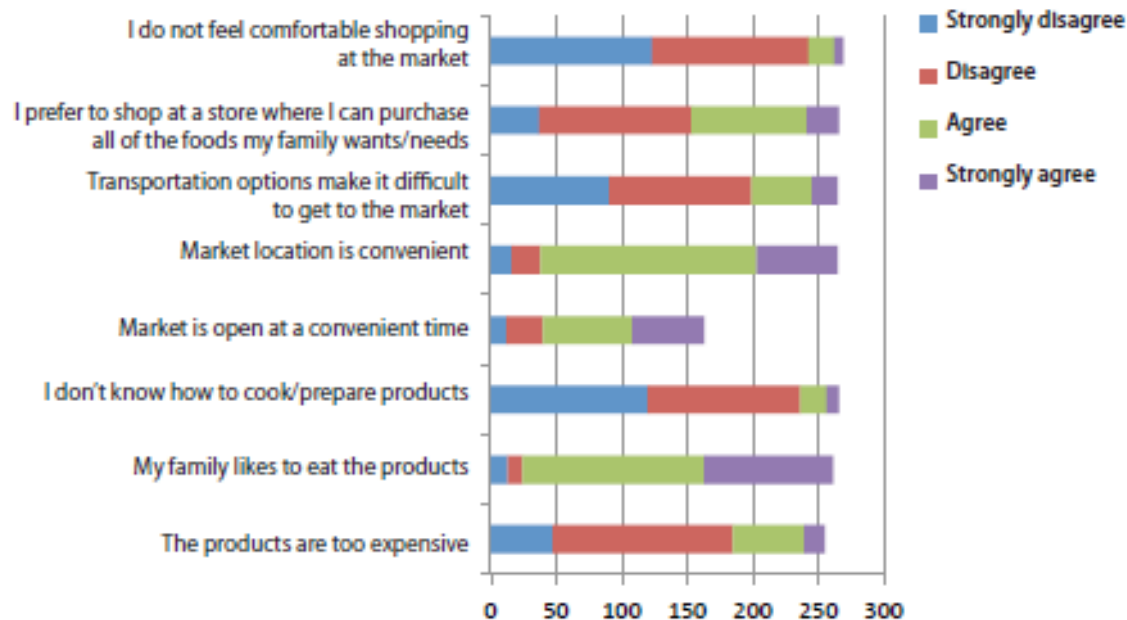


Survey Findings

To what extent do you agree with the following statements (n=76):

This question specifically inquires about barriers FoodShare participants face in accessing farmers' markets. Items that were included as potential barriers were: cost; food preference; food preparation knowledge; market day/time convenience; market location convenience; transportation difficulties; consumer behavior/habits; and level of comfort at the market.

Item scale: 1=strongly disagree, 2= disagree, 3= agree, 4= strongly agree.



QUESTION 9:

Which of the following conditions would make you most likely to shop at the farmers' market in the future? Please select your top 3 choices, or "none of the above"

Participants were allowed to select more than one answer.

Receive extra money as result of using FoodShare	217
Free activities for kids	111
Free cooking demonstrations	67
Free community activities	62
Market proximity to other businesses or services used regularly	45
Free nutrition education classes	44
Market proximity to public transportation	36
Shopping tours of the market	28
None of the above	26
Other	14

Outreach

- Definition – Community Toolbox

People use the word "outreach" to describe a **wide range of activities**, from actual delivery of services to dissemination of information. As a **tool to help expand access to healthy services, practices or products**, outreach is most often designed to accomplish one of the following (or some combination):

- Directly deliver healthy services or products
- Educate or inform the target population, increasing their knowledge and/or skills
- Educate or inform people who interact with the target population (often called community health advisors)
- Establish beneficial connections between people and/or organizations”

- Marketing vs. Outreach

Community Connector

Extending Reach of EBT at Wisconsin Farmers' Markets
Position Description
Community Connector

PURPOSE: The _____ Farmers' Market, in collaboration with the University of Wisconsin-Extension, is seeking an energetic, passionate, and dynamic individual to serve as a Community Connector. This focus of this position is to promote the farmers market, connect FoodShare users and organizations to each other and to the farmers' market, and engage with the community on behalf of FoodShare users and the farmers' market.

Promote the Farmers' Market to...

- *Other organizations* serving FoodShare (Wisconsin Supplemental Nutrition Assistance Program (SNAP) program) users.
 - o Tell them about the farmers' market's Electronic Benefits Transfer (EBT) program
 - o Learn about their services- How might they connect with what the farmers' market? How can you coordinate similar efforts?
 - o Provide them with information/marketing materials about the market and its programs
- *FoodShare users*
 - o Tell them about the farmers' market- what do you like about the market? Why do you shop there?
 - o Highlight their ability to use FoodShare at the market- talk about your experiences with the program!
 - o Tell them about any incentive programs, activities, or other services that may be of interest or use.
- *City Officials, Chamber of Commerce, Other Organizations*
 - o Tell them why the farmers' market EBT program is important!
 - o Ask them to promote the program in their marketing efforts, planning efforts, and strategic plans
 - o Provide them with information/marketing materials

Connect the following people/organizations...

- *FoodShare users*
 - o With the *farmers' market*
 - o With other *available assistance programs* (UW-Extension, WIC, other services in the community) or *organizations*
 - o With other *FoodShare users*
- *Farmers' Market*
 - o With the *University of Wisconsin-Extension*
 - o With other *organizations serving FoodShare users*

Engage...


- *FoodShare users* at the farmers' market. Examples include:
 - o Meeting new users at the market and showing them around

Quest Card Sleeves

Using Quest at the
farmers' market?



Tell your friends!

Make a date with
a friend to use
Quest at the  farmers' market!

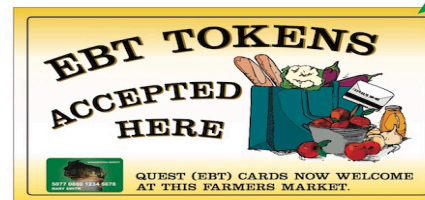
UW
Extension
University of Wisconsin-Extension

UW
Extension

University of Wisconsin-Extension

Infographic Poster

How to use your Quest card at the farmers' market



Stakeholder Sheets



Extending Reach of EBT in Wisconsin Farmers' Markets Project Outreach

QUICK TIP 1:

Word-of-mouth works!

Our research¹ confirms that word-of-mouth is a highly effective marketing strategy. The best part? It's relatively free. We say relatively, because there is a cost associated with this strategy: your time. Remind users of the value of using EBT at the market each time they come. Be sure to tell those users to spread the word to family, friends, and co-workers that your market accepts EBT. They know your location, date, time, and how to use their benefits, so they will be the best advocates on your behalf.

You want to grow the EBT program at your farmers' market—but how? Here are some quick tips for increasing SNAP/FoodShare participation at your market.

QUICK TIP 2:

Incentive programs and free activities for kids increase participation

If you are able to fund an incentive program, our research showed that it is highly influential in increasing participation at the farmers' market. For more information on how to create a sustainably-funded incentive program, or how to run an incentive program, or for other resources, check out farmersmarketcoalition.org. Our research also found that providing free activities for kids was a big incentive for SNAP/FoodShare users to shop at the farmers' market. Simple activities like market bingo are easy to put together and a fun way to engage families. They are also really concrete

fyi.uwex.edu/ebtoutreach

ways of deepening partnerships with other organizations in your community, like the local Boys and Girls Club or YMCA. Remember QUICK TIP 1, though: people need to know that these programs exist so they can use them!

QUICK TIP 3: Strong partnerships and consistent messaging are instrumental

If you can, dedicate a staff person, one of your volunteers who runs the EBT machine, or one of your EBT users (but be sure to compensate them appropriately) to go to other government organizations, nonprofits, community events, faith-based organizations or food pantries that serve low-income families to talk directly with the program. While they're there, they can educate staff/volunteers of those organizations about the program as well, and ask that staff continuously promote the program. People need to hear the message more than once—so keep at it! For more information on sending people out into your community, go to fyi.uwex.edu/ebtoutreach and search for Community Connector. There, you'll find information on building partnerships, as well as handy sheets for spreading the word to partners!



Extending Reach of EBT in Wisconsin Farmers' Markets Project Food Pantry

Did you know that Farmers' Markets are also food outlets where SNAP dollars may be used?

WHAT IS SNAP?

The Supplemental Nutrition Assistance Program (SNAP) for meal, formerly Food Stamps, is the United States largest anti-hunger safety net. In 2015, 45.8 million people in 22.5 households in participated in the program across the US.

WHAT ABOUT WISCONSIN?

In 2015, an average of 600,000 individuals in just over 400,000 families participated monthly in FoodShare, the Wisconsin Supplemental Nutrition Assistance Program, and received an average monthly allocation of \$215.35 per household.¹

HOW DOES THE PROGRAM WORK?

SNAP funds are distributed to families through Electronic Benefits Transfer, or EBT, where funds are electronically deposited on special cards (called Quest, in Wisconsin) each month. Participants can spend these dollars at places like grocery stores, convenience stores, and other food outlets that are authorized to accept the cards.

Did you know that Farmer's Markets are also food outlets where SNAP dollars may be used?

While redemption rates are on the rise, a small amount of SNAP funds nationwide are redeemed at farmer's markets. The same goes for Wisconsin. But we're trying to change that.

www.fns.usda.gov/etn/default/ebtsnap/2015-State-Activity

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Extending Reach of EBT in Wisconsin Farmers' Markets Project WIC Clinic/Government Assistance Office/Free Health Clinic

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Extending Reach of EBT in Wisconsin Farmers' Markets Project Community Event

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Website

<http://fyi.uwex.edu/ebtoutreach/>

Brown County – Community Connector



UW
Extension

University of Wisconsin-Extension

Outreach Sites

- Special Events
 - Green Bay Juneteenth Celebration
 - Children's Museum FIT Kids Event
- Summer Picnics
 - Early HeadStart
 - Healthy Family 20 year celebration Saturday
- Back to School Stores: St Vincent De Paul, YMCA, Green BayEast High, Howard Suamico
- Block Parties: Whitney Park
- Farmers Markets
- Food and Hunger Network
- Riding the city bus and engaging in conversation

Lessons Learned

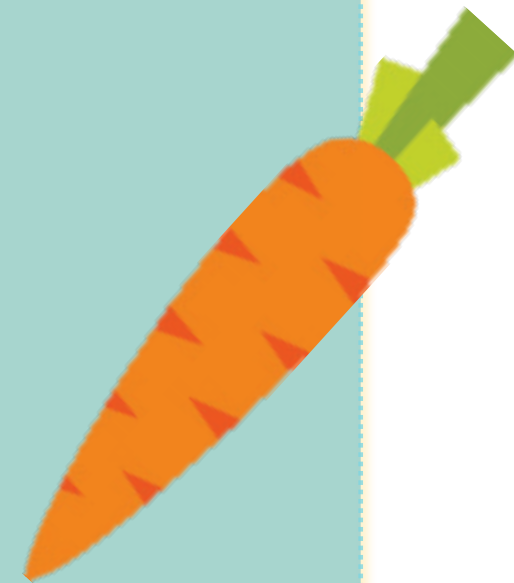
- Personal Values & Experiences Important Perspective
 - Personal stories shared with agencies on the challenges of food access
 - Comfort and experience approaching peers in causal settings
 - Challenges of everyday life affect follow through, planning and reporting results
- Challenge to find someone who is job ready, not working and from the population we are working to serve.
- Summer bus transportation pass
- People skills top priority

Next Steps

- Model supported by community and coalition partners
- Insights from 2016 market season will guide future efforts
- Continue model in 2017; Focus on market accessibility for older adults and individuals with limited mobility

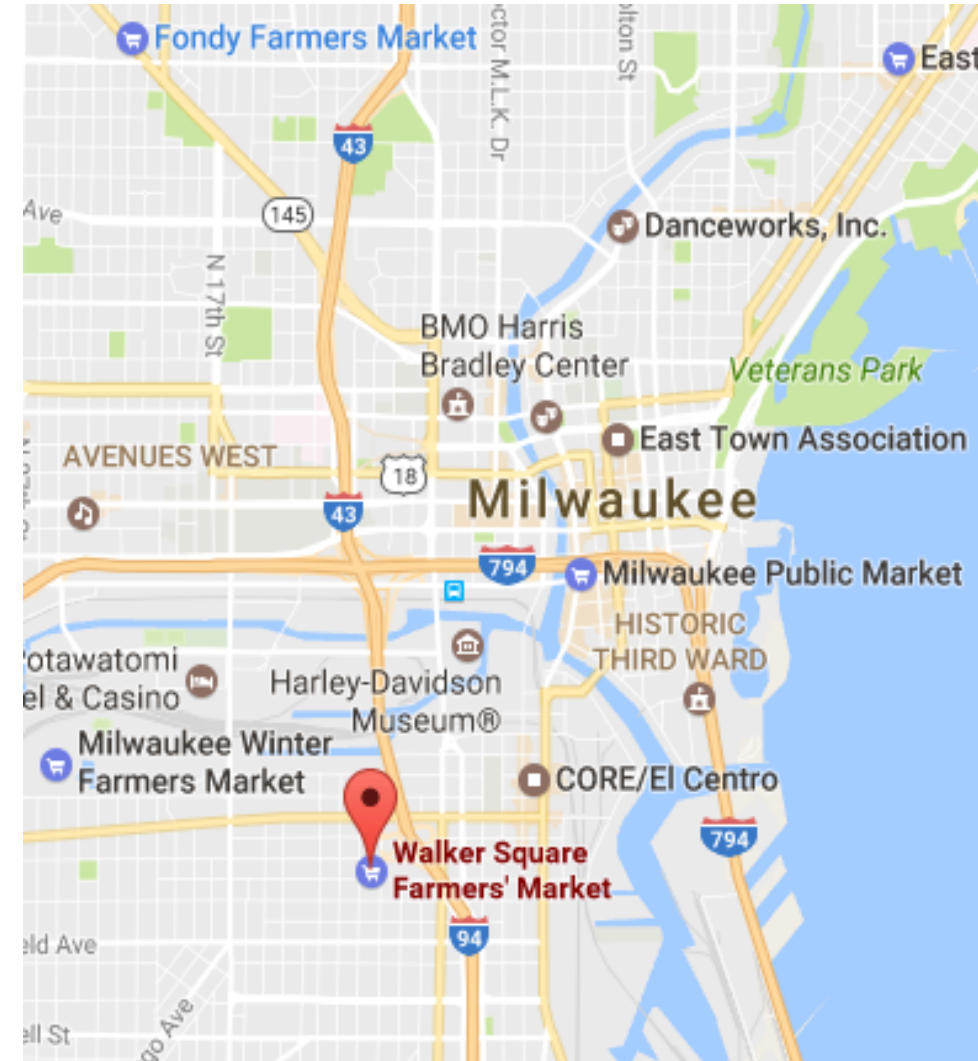


Milwaukee County – Community Connector efforts at Walker Square Farmers Market



Walker Square Farmers Market

- Open June – October
- Thursdays and Sundays from 7 am to 3 pm
- Volunteer market coordinators and paid interns to run EBT operations. Support from Southside EAT Coalition, Milwaukee Farmers Market Connection and UW-Extension



Walker Square Farmers Market Culture

- Most Walker Square residents are Latino and/or Hispanic households
- Among family farmers/producers
- Shoppers represent a diverse Southside population including many refugee families
- Walker Square Cultural Festival held at Market



WSFM Community Connector

- Recruitment – Bilingual Spanish speaking student with familiarity of Walker Square and surrounding neighborhoods

CC Outreach

- At Milwaukee County FoodWise lessons
- Southside WIC clinics
- Partner agencies
- Tailored outreach plan to include CC's personal connections:
 - Neighborhood churches
 - Schools
 - Soccer camps



End of Season Results

Market shoppers surveyed 1-2 times a month to capture why and how often people were visiting the farmers market, and if they knew EBT was an option.

During the first two market surveys:

66% of people interviewed at the market did not know they could use EBT

Of those who knew, the majority learned about the option via word of mouth or from a WIC clinic

“I’ve been coming every time the market is up and had no clue I could use my card here.”

During the last month of market surveys:

90% of shoppers interviewed at the market knew they could EBT

All learned via word-of-mouth, from Community Connector at a previous market, or from WIC



2015	2015 EBT amounts by Month	2016	2016 EBT amounts by Month
N/A		June 27, 2016	\$187.00
July 2015	\$157.00	July 2016	\$2,889.00
August 2015	\$1,932.00	August 2016	No data yet
September 2015	\$4,473.00	September 2016	\$7,740.00
October 2015	\$4,262.00	October 2016	No data yet
<u>GRAND TOTAL</u> <u>2015</u>	\$10,824	<u>GRAND TOTAL</u> <u>2016</u>	\$10,816

Moving Forward: Opportunities and Lessons Learned

- Including community connector principles at nutrition education lessons
- Promotion for all markets in Milwaukee that accept Federal Nutrition Benefits
- Everyone calls FoodShare something different! Streamlining promotion efforts and language
- Creating additional cross-cultural educational materials
- Staff/volunteer support to run EBT efforts

Milwaukee County Farmers' Markets...

...That accept either WIC, Food Stamps, SFHNP, or a combination!

South Locations

Walker Square Farmers' Market

Walker Square Park, between 9th & 10th and Mineral & Washington Streets, Milwaukee, WI 53204
Thursdays & Sundays, 7:00 am - 3:00 pm
June - October
Contact: 414.301.3110
<http://walkersquare.org/farmers-market/>



Jackson Park Farmers' Market

Jackson Park, 3500 West Forest Home Avenue Milwaukee, WI 53215
Thursday, 3:30pm-7:00pm
June 9th - Sept. 29th
Contact: Dena Radtke 414.687.0938
JPFarmersMarket@yahoo.com
www.jacksonpark.us/farmers-market/



Milwaukee County Winter Farmers' Market

Mitchell Park Domes, 524 S. Layton Blvd. Milwaukee, WI 53215
Saturdays, 9:00 am - 1:00 pm
November 5, 2016 - mid-April 2017
(no Market November 26, December 24 or December 31)
Contact: Katie Hassemer 414.562.2282
khassemer@fondymarket.org
www.mcwfm.org



South Milwaukee Downtown Market

11th and Milwaukee Avenues South Milwaukee, WI 53172
Thursday, 3:00-7:00 pm
June 1 - October 15
Contact: Tony Bloom 414.499.1568
candyman53172@gmail.com www.smmarket.org



Greenfield Farmers Market

Konkel Park, 5151 W. Layton Ave. Greenfield, WI 53220
Every Sunday, 10:00 am - 2:00 pm
May - October
Contact: 414.329.5275
farmersmarket@greenfieldwi.us
www.greenfieldwifarmersmarket.com



Cómo usar la tarjeta Quest en el mercado de productores agrícolas



DID YOU KNOW? Your Federal Nutrition Benefits Can Be Used at Many Milwaukee Farmers Markets!

Many farmers markets in Milwaukee take **Quest** cards (SNAP/EBT), **WIC** vouchers and **Senior Farmers Market Nutrition Program (SFMNP)** vouchers in order to buy healthy and local produce! See the list below for which markets accept benefits.

Market	Season	Hours	Benefits Accepted
Amaranth Farmers Market Fridays 3329 W. Lisbon Ave.	June 17 - October 14	Fridays 4 PM - 8 PM	WIC, SFMNP
Brown Deer Farmers Market 9078 N. Green Bay Rd.	June 15 - October 26	Wednesdays 9 AM - 6 PM	WIC, SFMNP *
Cathedral Square Farmers Market 520 E. Wells St.	June 4 - October 1	Saturdays 9 AM - 1 PM	WIC, SFMNP *
CORE / El Centro 130 W. Bruce St.	June 16, July 21, August 18, September 15	Thursdays 4 - 8 PM	QUEST
Fondy Farmers Market 2200 W. Fond du Lac Ave.	June 18 - October 30	Saturdays 7 AM - 3 PM Sundays 8 AM - 3PM Tues & Thurs 8 AM - 2PM	QUEST, WIC, SFMNP
	November 5 - 19	Saturdays 7 AM - 3 PM	
Fondy Market @ Schlitz Park 1543 N. 2nd St.	June 28 - October 4	Tuesdays 11 AM - 2 PM	QUEST, WIC, SFMNP
Garden District Farmers Market 6th St. & Howard Ave.	June 11 - October 15	Saturdays 1 PM - 5 PM	WIC, SFMNP *
Greendale Open Market Village Center - Broad St. & Northway	June 25 - October 8	Every Other Saturday 8 AM - 12 PM	WIC, SFMNP
Greenfield Farmers Market Konkel Park - 5151 W. Layton Ave.	May 1 - October 30	Sundays 10 AM - 2PM	QUEST, WIC, SFMNP
Harambee Community Market Clinton Rose Park - 3045 N. Dr. M.L.K. Drive	June 18 - October 1	Saturdays Noon - 4 PM	QUEST
Jackson Park Farmers Market 3500 W. Forest Home Ave.	June 9 - September 29	Thursdays 3:30 PM - 7 PM	WIC, SFMNP
Keenan Health Center 3200 N. 36th St.	July 17 - October 25	Tuesdays 8 AM - 4 PM	WIC, SFMNP
MSHI Farmers Market MLK Heritage Health Center - 2555 Dr. M.L.K. Drive	June 7 - October 4	Tuesdays 8 AM - 1 PM	WIC, SFMNP

Cómo usar la tarjeta Quest en el mercado de productores agrícolas





QUESTIONS?

An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title VI, Title IX and ADA requirements.



MILWAUKEE FARMERS MARKET CONNECTION

Policy, Systems, & Environmental Change in Milwaukee Area
Farmers Markets

JENNIFER CASEY, RDN, EXECUTIVE DIRECTOR





Mission: to connect neighborhoods to fresh local food – from farm to market to table – so that children learn better, people live healthier, and communities embrace cultural food traditions.

Farmers Markets

- Fondy Farmers Market
- Schlitz Pop Up Farmers Market
- Milwaukee County Winter Farmers Market

Fondy Farm Project

- Farm Hub – Land, Resources for small farmers
- Second site in 2017!

Milwaukee Farmers Market Connection

- Multisector Coalition to connect farmers markets to low income consumers

WISCONSIN QUEST



5077 0800 1234 5678
MARY SMITH



2016 Top Retail Sites for SNAP

1 st Superstores:	\$34,337,302,850	51.73%
2 nd Supermarkets:	\$19,687,954,131	29.66%
3 rd Convenience Stores:	\$3,737,586,325	5.63%

And near the bottom of firm types:

Farmers' Market	\$14,590,395	0.02%
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Farmers Market Can be Part of the Solution

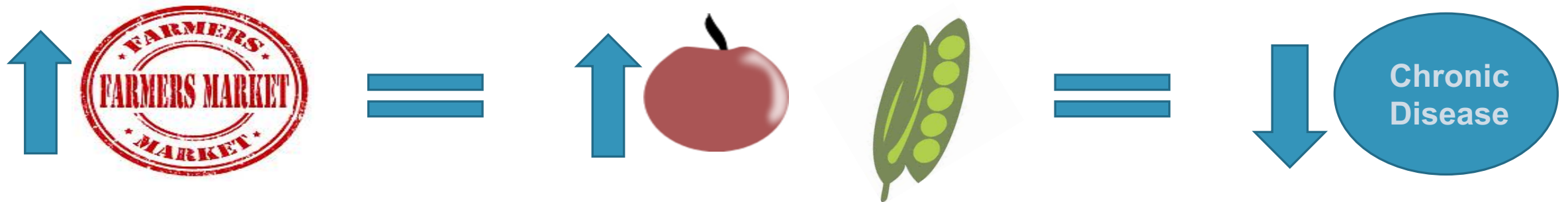


The promise of farmers markets (FM's)

Promising venues for improving access to healthy food

Federal policy supports FM's for helping increase produce intake for low-income Americans¹

1 - United States Department of Agriculture (2015). *Learn About SNAP Benefits at Farmers' Markets*. Retrieved from: <http://www.fns.usda.gov/eat/learn-about-snap-benefits-farmersmarkets>



Milwaukee Farmers Market Connection - project overview

Established 2014

2-year \$200k “Healthier Wisconsin Partnership Program” grant to improve access to farmers markets in Milwaukee by low-income and diverse populations

- Increasing federal benefit redemption rates at farmers markets
- Creating a culture shift resulting in wider diversity of farmers market shoppers

Primary Partners:

- Fondy Food Center
 - Model farmers market
 - Culturally diverse, vibrant farmers market
 - High rates of benefit redemption
- Medical College of WI – Center for Healthy Communities & Research
 - Research expertise
 - Evaluation

The MFMC Coalition

~20 *active* multi-sector members

- Farmers markets (Washington Park, Hartung Park, Shorewood, 53212,
- Healthcare (Columbia St Mary's, Aurora)
- Non-profit (Feeding America SE WI, Hunger Task Force)
- Governmental (UWEx, MKE Health Dept, WIC)

Activities:

- EBT Training & Technical Assistance
- Creating a culture of inclusivity at FMs - cultural competence training
- Grants submissions for city-wide incentive program
- Pilot fruit & veggie prescription program
- Marketing
- Others: e.g., Advocacy, gleaning, composting, lead...

GOAL: improve access to FMs for diverse populations

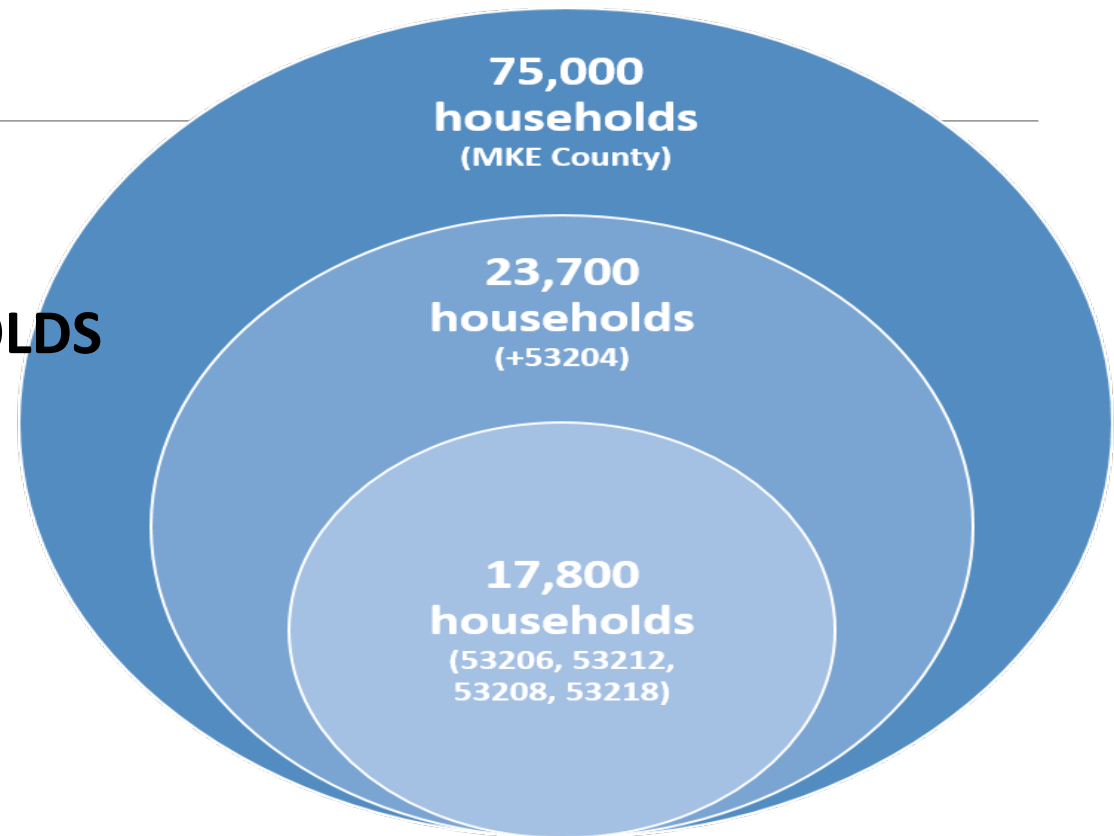


Early success

17% SNAP increase in MKE County FM from 2015-2016



SNAP ELIGIBLE HOUSEHOLDS



Lack of Awareness of SNAP @ FMs

Findings from a UW Ex survey of low-income consumers:

60% didn't know that SNAP was an option at some MKE area FMs.



Marketing Pilot

Welcome

Bienvenue **الدهسو الها**

добро пожаловать

Nyob zoo **Willkommen**

Bienvenidos

WITAMY *Fáilte*

ຍິນດີຕ້ອນຮັບ

स्वागत **Hoan nghênh**

Soo dhaweyn

Benvenuto **ကိုဆို**



**MILWAUKEE
WINTER
farmers
market**



Marketing Pilot

Healthy Local Food
All Winter Long

Comida Saludable
Todo el Invierno

Khoom Noj Zoo Hauv Zej Zog
Tag Nrho Lub Caij Ntuj No

WISCONSIN QUEST

The Milwaukee Winter Farmers Market gladly accepts Quest cards (SNAP/EBT/FoodShare)! Please visit the information table to find out how to purchase fresh and local fruits, vegetables, cheeses, baked goods, and more! See you at the market!

El Mercado de Agricultores de Invierno de Milwaukee acepta la tarjeta Quest (SNAP/EBT/FoodShare) con mucho gusto! Por favor visite la mesa de información para ver como comprar frutas, verduras, queso, comida de panadería y más que es fresco y cultivado en Wisconsin ¡Nos vemos en el mercado!

Lub Milwaukee Winter Farmers Market zoo siab txais daim Quest cards (SNAP/EBT/FoodShare)! Thov los nrog peb tham nyob ntawm peb lub rooj kom paub siv daim Quest cards mus yuav zaub, txiv hmab txiv ntoo, cheeses, cov khoom noj ci thiab lawm yam khoom! Cia siab tias yuav ntsib koj nyob rau ntawm qhov chaw muag khoom!

5077 0800 1234 5678

November 5 to April 8
Saturdays 9 AM - 1 PM
Greenhouse Annex @ The Domes
524 S. Layton Blvd.



www.mcwfm.org
www.fondymarket.org
 facebook.com/mcwfm

Operated by
 **FONDY food**

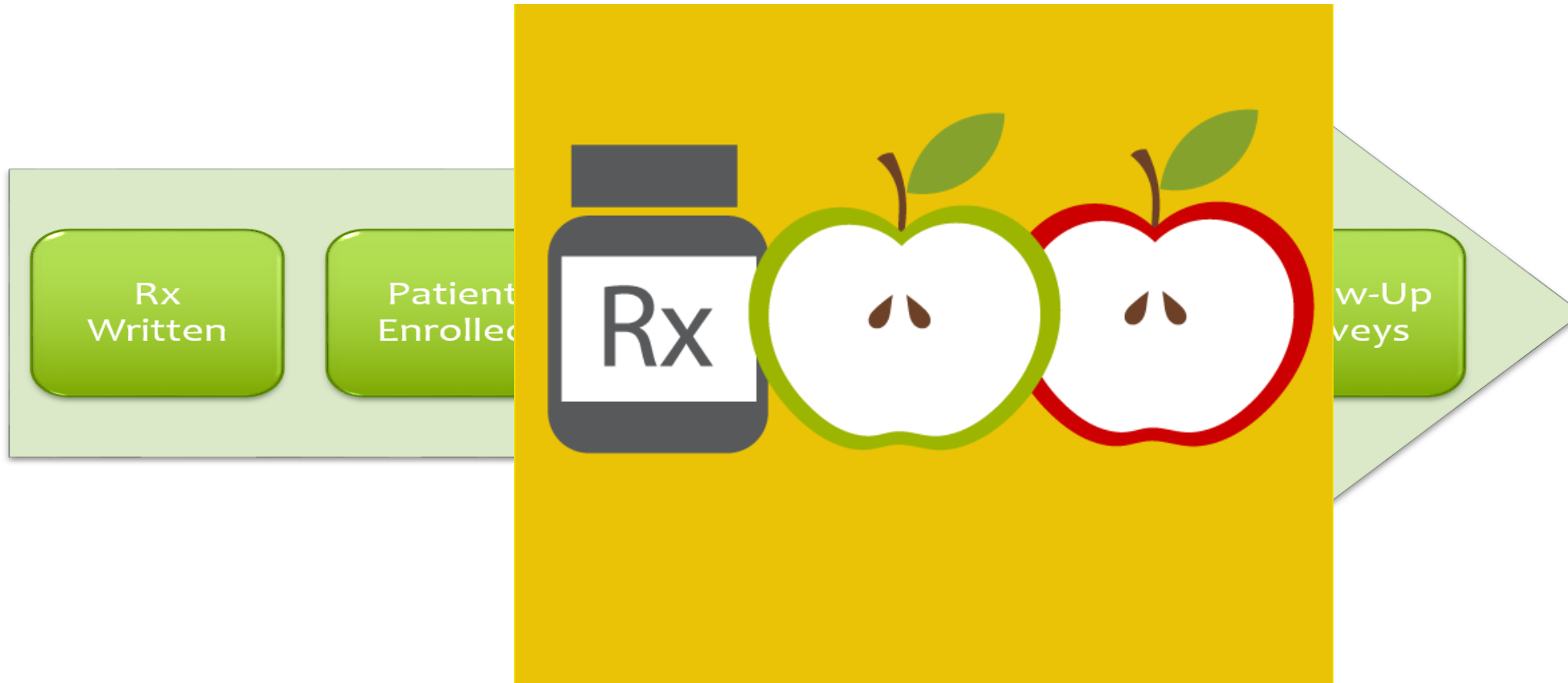
Next: Joint Marketing

Current Challenges:

- Translating informative materials into s
- Distribution
 - Coalition members finding solutions (UWEx)
- Funding

Market	Address	Season	Hours	Benefits Accepted
Brown Deer Farmers Market	9078 N. Green Bay Road	June 15 - October 26	Wednesdays 9 AM - 6 PM	WIC, SFMNP
CORE / El Centro	130 W. Bruce St.	June 16, July 21, August 18, September 15	Thursdays 4 - 8 PM	QUEST
Fondy Farmers Market	2200 W. Fond du Lac Ave.	May 7 - June 11	Saturdays 9 AM - 12 PM	QUEST, WIC, SFMNP
		June 18 - October 30	Saturdays 7 AM - 3 PM Sundays 8 AM - 3PM Tues & Thurs 8 AM - 2PM	
		November 5 - 19	Saturdays 7 AM - 3 PM	
Fondy Market @ Schlitz Park	1543 N. 2nd St.	June 28 - October 4	Tuesdays 11 AM - 2 PM	QUEST
Greenfield Farmers Market	Konkel Park - 5151 W. Layton Ave.	May 1 - October 30	Sundays 10 AM - 2PM	QUEST, WIC, SFMNP
Harambee Community Market	Clinton Rose Park - 3045 N. Dr. M.L.K. Drive	June 18 - October 1	Saturdays Noon - 4 PM	QUEST
Keenan Health Center	3200 N. 36th St.	July 17 - October 25	Tuesdays 8 AM - 4 PM	WIC
Milwaukee County Winter Farmers Market	524 S. Layton Blvd.	November 5 - April 8	Saturdays 9 AM - 1 PM	QUEST
Northwest Health Center	7630 W. Mill Rd.	July 6 - October 24	Mondays 8 AM - 4 PM	WIC
Riverwest Gardeners Market	821 E. Locust St.	June 19 - October 16	Sundays 10 AM - 3 PM	QUEST
South Milwaukee Downtown Market	11th Ave. & Milwaukee Ave.	June 2 - October 13	Thursdays 3 PM - 7 PM	WIC, SFMNP
Southside Health Center	1639 S. 23rd St.	July 1 - October 26	Wednesdays 8 AM - 4 PM	WIC
Tosa Farmers Market	7720 Harwood Ave.	June 4 - October 15	Saturdays 8 AM - 12 PM	QUEST, WIC, SFMNP
Walkers Square Farmers Market	1029 S. 9th St.	June 12 - October 30	Sundays and Thursdays 7 AM - 3 PM	QUEST, WIC
West Allis Farmers Market	6501 W. National Ave.	May 7 - November 26	Tuesdays & Thursdays 12 - 6PM; Saturdays 1 - 6PM	QUEST, WIC, SFMNP

The Fruit and Vegetable Prescription Program



The Rx Process

Highlights:

- Anonymous
- Minimal provider effort
- Two \$20 prescriptions
 - 4 weeks
 - 8 weeks
- Market hours and location included
- Reminder card for providers
 - Name of market
 - Rx amount


FARMERS MARKET FRUIT & VEGETABLE PRESCRIPTION

FONDY FARMERS MARKET IS OPEN

May 7 - June 11	Saturday 9 am - noon
Summer Hours	
June 18 - Oct 30	Saturday 7 am - 3 pm
	Sunday 8 am - 3 pm
	Tuesday 8 am - 2 pm
	Thursday 8 am - 2 pm
November 3-19	Saturday 7 am - 3 pm

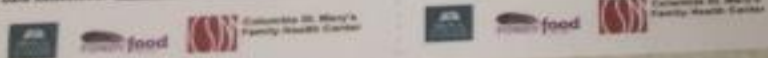
The Market is located at:
2200 W. Fond du Lac Avenue
Milwaukee, WI 53206
414-562-2282
www.fondymarket.org

Prescriber Name: _____
Prescriber Signature: _____
Date Voucher issued: _____ Date Patient Enrolled: _____
Enroller Initials: _____

 Bring this prescription to the Fondy Farmers Market Information Booth located in the center of the market to be redeemed for Fondy Health Bucks. Fondy Health Bucks can be spent on any fruit and vegetables at the farmers market.

REDEEM THIS VOUCHER BY: _____
After this date this voucher will expire and will be worth no currency and have no cash value.

Participant ID#: _____
Fondy Staff Initials: _____
Date Redeemed: _____



Fruit and Vegetable Prescription Program
Key Points

\$20/Week for 2 months
Fondy Farmers Market

Open to all patients
Student researchers will enroll

Visit should take about 15 minutes

Results – Satisfaction

- 95% rated program as “good” or better
 - Choices were: poor, fair, good, very good, excellent
- 71% felt \$40 amount was, “Just right”
- 95% plan to visit the market in the future
 - May be skewed, as some likely plan to return in order to use 2nd prescription
- Other comments from participants:
 - Wanted a wider selection of fruits at market
 - Wanted other farmers markets to be included



A photograph of a community market stall. In the foreground, several baskets are filled with fresh vegetables, including green beans, eggplants, and tomatoes. The background shows a group of people, including a woman in a red shirt, standing under a large, open-sided structure with a red metal frame. The scene is brightly lit, suggesting an outdoor setting during the day.

Thank you!