SNAP-Ed Webinar Series
Farmers’ Markets
Objectives for this webinar include:

- Review how markets operate to accept SNAP and other benefits our participants may use.
- Explore examples of how policy, systems, and environmental (PSE) approaches can be combined with Farmers Markets events.
Farmers’ Market Assistance Programs

- Supplemental Nutrition Assistance Program (SNAP)
- FreshConnect Checks Program
- Farmers’ Market Nutrition Program (FMNP)
- WIC Vegetable and Fruit Checks Program (WIC VF)
A Tour of the Farmers’ Market for SNAP Consumers

Farmers’ Market Federation of New York

https://www.youtube.com/watch?v=4JDxvbyziMo&list=FLSOJoI0GmBXRVbtU5hUCitQ
Supplemental Nutrition Assistance Program (SNAP)

FreshConnect Checks
SNAP & FreshConnect

Eligible Items at Farmers’ Markets

Any SNAP eligible item, including but not limited to:

° Fruits and vegetables!
° Seeds and plants that produce food
° Bread
° Meat, fish, poultry
° Dairy products
° Maple syrup and honey
° Baked goods
° Jams, sauces, soups
WIC FMNP

Senior Farmers’ Market Nutrition Program (SFMNP)
Eligible Items at Farmers’ Markets

Fresh, *locally* grown...
- Fruits and vegetables
- Herbs
WIC Vegetable and Fruit Checks (WIC VF)
Fresh...
- Fruits and vegetables

- NOTE: Eligible items at grocery stores are different from eligible items at farmers’ markets
Look for the Following Signs...

SNAP  
FMNP  
WIC VF
<table>
<thead>
<tr>
<th>SNAP</th>
<th>FreshConnect</th>
<th>FMNP</th>
<th>WIC VF</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 or $5</td>
<td>$2 Check</td>
<td>$4 Check</td>
<td>$8 or $11 or $17 Check</td>
</tr>
<tr>
<td>Tokens</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(1) Fruits and Vegetables | (1) Fruits and Vegetables ✓ Fresh ✓ Locally Grown | (1) Fruits and Vegetables ✓ Fresh |
(2) Any other SNAP-eligible item | (2) Culinary Herbs |          |

**Q:** Can the participant “pay the difference” if the purchase price exceeds the value of the check?  
**A:** Yes

**Q:** Can the participant use benefits together with other benefits?  
**A:** Yes

**Q:** Can the participant receive change if the purchase price is less than the value of the benefit?  
**A:** No
SNAP Shoppers Can Purchase More Fruits and Vegetables by...

- Combining their SNAP benefits with our programs like FMNP & WIC-VF checks.

- Taking advantage of SNAP incentive programs...
  1. FreshConnect
  2. Regional or Local Incentive Programs
     - NYC: Health Bucks
     - WNY: Double Up Food Bucks
Which farmers’ markets accept SNAP?

http://www.agriculture.ny.gov/
In the past decade the number of farmers markets in New York State has grown at a rapid rate. This dataset contains information detailing the time and location of community farmers markets as well as the number of people participating in each market.

Lockport Community Farmer's Market

- Market Link: [http://lockportcommunitymarket.com](http://lockportcommunitymarket.com)
- Operation Hours: Saturday 9am-2pm
- Operation Season: July 2-October 1
- Operating Months: M
- County: Niagara
- Location: 57 Canal Street
- Address Line 1: 57 Canal Street
- City: Lockport
- Contact: Heather Pek
- Phone: 716-434-0162
- EBT/SNAP: Y

View details for this row
View in Google Maps
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<table>
<thead>
<tr>
<th>County</th>
<th>Market Name</th>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Albany Farmers' Market</td>
<td>Delaware Branch Library, 331 Delaware Ave. Albany</td>
<td>331 Delaware Ave. Albany</td>
</tr>
<tr>
<td>2</td>
<td>Albany Farmers' Market</td>
<td>First United Methodist Church Lot, 428 Kenwood Ave.</td>
<td>428 Kenwood Ave.</td>
</tr>
<tr>
<td>3</td>
<td>Albany Farmers' Market</td>
<td>SUNY Plaza 353 Broadway &amp; State St (Indoor Market - Inside SU)</td>
<td>353 Broadway &amp; State St</td>
</tr>
<tr>
<td>4</td>
<td>Albany Farmers' Market</td>
<td>Empire State Plaza near the Capitol</td>
<td>170 State Ave.</td>
</tr>
<tr>
<td>5</td>
<td>Empire State Plaza Wed Farmers' Market</td>
<td>Empire State Plaza, In Front of Capitol, (Winter inside South Concourse)</td>
<td>170 State Ave.</td>
</tr>
<tr>
<td>6</td>
<td>Farm to Preschool III Farmers' Market</td>
<td>Cohoes Community Center 22-40 Remsen St.</td>
<td>22-40 Remsen St.</td>
</tr>
<tr>
<td>7</td>
<td>Harriman State Campus Farmers' Market</td>
<td>Harriman State Office Campus, behind Bldg. 8A Albany</td>
<td>1366 Wavertree St.</td>
</tr>
</tbody>
</table>
Determining Markets to Target

• Contact OTDA to determine if the level of EBT sales and transactions justifies SNAP-Ed

Low EBT sales / transactions

High EBT sales / transactions EBT
Farmers’ Market Collaboration Meetings

Who?

Where?

What?

Why?
Finger Lakes Eat Smart NY
Maggie McHugh, MS, RD, CDN / Sr. Nutritionist / Wayne Co. CCE

*Environmental Strategy*

Projected Goal: Increase access to affordable and local fruits and vegetables to SNAP and SNAP-eligible audiences.
Inputs to Achieve Goal

Finger Lakes Eat Smart NY Nutritionists

Local Food Access Points: Sodus Farmers’ Market (Wayne County), Geneva General Hospital Mobile Curbside Market/Foodlink (Ontario County), and Eastside Farmers’ Market (Chemung County), and grocery stores

Priority Sites surrounding food access points: churches, schools, community centers, libraries, health clinics, senior sites, JRTs, etc.

Farmers Market Nutrition Program
Resources / Tools

- Improve Access to Local Fruits & Vegetables curricula
- Help for Shoppers at NYS Farmers Markets brochures and FMNP poster (Cornell FMNP)
- Local farmers markets brochures and mobile Curbside market schedules
- Wholesome Wave’s Nutrition Incentive Program Resources
Planned Activities

Direct 1X nutrition education at priority site locations and direct 1X nutrition education at farmers’ markets and Curbside markets

Collaborate with grocery stores

Collaborate with our local *Farm to Cafeteria: Local Farms, Local Foods, and Local Health Network* group

Collaborate with physicians/pediatricians
Projected Short- and Long-term Outcomes:

• Increase consumption of local produce by SNAP and SNAP-eligible participants

• Fruit & Veggie Drop Donation Table

• Increase the purchase of a local farmer’s produce being sold at a grocery store

• Food Hub – collects and distributes local foods to an institution

• FVRx Prescription Program
SNAP and SNAP-eligible individuals and families of the Finger Lakes Region will increase consumption of local and affordable fruits and vegetables, which will improve overall health and food security.
Specific Nutrition Education Activities

Food Demonstrations
Farmers Market Food Demonstrations:

Demonstrate how to prepare a low-cost recipe that meets the goals of the food demonstration and complies with Dietary Guidelines.

Demonstrate how to select and store the fruits or vegetables highlighted in the recipe.

Communicate the health and obesity prevention benefits and how to make the recipe part of regular diet.

Provide a sample of the finished product.
Recipe selection –

*use seasonal produce!*

be low-cost and affordable

consist of 10 ingredients or less

use readily available ingredients *in season, available for purchase*

use utensils, supplies, and equipment available to participants

have preparation times of 30 minutes of less

use directions consistent with 4th grade reading level

include nutrient information

include cost per recipe/per serving if possible;

exclude brand names
Resources -

CURRICULA

USDA ‘Eating Healthy· Be Active’ Community Workshops (1,3,5)

Loving Your Family Feeding Future (Fruit and Vegetable simple solutions and Family Meals)

Eating Smart, Being Active (2,3, 7)

Just Say Yes to Fruits and Vegetables (1,3,7)

HANDOUTS

·10 Tips Nutrition Education Series from MyPlate.gov
Eating Better on a Budget
Build a Healthy Meal
Add More Vegetables to Your Day
·Choose MyPlate
Focus on Fruits
MyPlate at Home (for Parents)
What’s on Your Plate? (Handout)
Eat Smart Play Hard Mini Poster
Loving Your Family Feeding Your Future ‘What Counts as 1 Cup Fruits and Vegetables?’
Supplies and Equipment

Serving bowls and platters
Cooking and serving utensils
Measuring cups and spoons
Cutting Board
4 ounce (or less) condiment cups
Plastic fork and spoons, toothpicks
Storage containers; Ice Chest or Cooler
Food safety supplies (plastic gloves, hand sanitizer)
Cooking equipment: hot plate, skillet, blender
Clean-up supplies: paper towels, garbage bags, cans

Table Cloth with logo
Display Board, Pull out Screen, and /or stands
Display Basket for Fruit and Vegetables
Take the Quiz:

Confirm webinar viewing
Contact Information

Joan Doyle Paddock
jed36@cornell.edu
607-255-7715

Useful websites

Market location websites:

http://snaptomarket.com/?page_id=2