HEART OF THE CITY
FARMERS’ MARKET

Making healthy eating accessible!
OVERVIEW

• About our market
• Benefit programs – tokens & vouchers
• Farmers Market Promotion Program
• EBT & Market Match
• Challenges/Gaps
• Future
Wednesdays 7am - 5:30pm
Sundays 7am – 5pm
rain or shine, most holidays
WHAT MAKES US UNIQUE

• Independent, non-profit, farmer-run, started 35 years ago with a mission to:
  • Bring fresh, affordable food to TL
  • Protect small farming
• Keeps prices low
  • Low stall fees, no fee if absent
  • Long market hours for extra convenience
  • Pay some processing fees for farmers
• Cultural foods for diverse populations
• Donates over 1,000 pounds of produce at the end of market day
• Most successful EBT program in California
  • $1 out of every $14 spent at California farmers’ markets
CREDIT AND DEBIT CARDS

• Use:
  • Just like cash in the market, can buy anything
  • Receive actual change back
  • No fee
  • Never expire
CalFresh EBT

• Change food stamps portion into $1 tokens
• Use
  • Can buy anything except hot prepared food and flowers
  • No change given
  • Never expire
• We match EBT purchases dollar-for-dollar up to $7 each market day.
• Ex:
  • $3 EBT purchase = $3 free
  • $7 EBT purchase = $7 free
  • $10 EBT purchase = $7 free
• Use
  • Fruits and Vegetables only
  • No change given
  • Never expire
EatSF

• Use
  • Customers bring voucher to info tent, sign and date, check off produce likely to buy
  • Each sheet worth $5 (5 red tokens)
  • Fruits and Vegetables only
  • No change given
  • Never expire
WIC Vouchers

- Runs May to November
- WIC Farmers’ Market Nutrition Program
  - $4 voucher for fresh fruits, vegetables, and herbs.
- Senior Farmers’ Market Nutrition Program
  - $2 voucher for fresh fruits, vegetables, herbs, and honey.
- Use
  - Directly with vendors
  - No change given
  - Must use whole voucher with one vendor
VeggieRX Vouchers

• Run by Fresh Approach
• Behavior change program for low-income people at risk of obesity, attend classes and receive $2 fruit and vegetable “prescription”

• Use
  • Directly with vendors
  • No change given
  • Must use whole voucher with one vendor
SNAP & NUTRITION EDUCATION OUTREACH

• Adding education to our mission: demystifying produce
• USDA’s Farmers’ Market Promotion Program (FMPP) grant
• Break down barriers to healthy eating in the Tenderloin
  • Awareness
  • Knowledge
  • Comfortability
  • Utilization

Tabling
Workshops

Tours
Cooking Demos
MARKET MATCH

• California’s healthy food incentive program
  • Matches customers’ SNAP benefits
  • Ecology Center leads coalition
  • California Market Match Consortium: 234 farm-direct sites across California

• USDA’s Food Insecurity Nutrition Incentive (FINI) grant
  • Matches non-federal sources dollar-for-dollar
  • EC awarded $3.7 million between partners
MARKET MATCH AT HOTCFM

• Secured $410,000 over 2 years
  • Generous donations from Kaiser Permanente, Bi-Rite Market, and PES Environmental generated $51,000 in incentives

• Distributed $157,635 in incentives from June 2015 – January 2016

• 1/4 of all MM partner incentives distributed at HOTC

• $2,500-$5,000+ EBT sales a day

• $1,000-$3,000+ MM given a day
MARKET MATCH IMPACT ON EBT

• Increased EBT participation by 29% in 6 months
• Largest EBT program at California farmers’ markets
• 75% of all EBT sales at SF farmers’ markets
EBT CUSTOMERS

June 2015 – January 2016 data:
• 23,273 customers
• 3,210 new Market Match customers
  • Over 200 new customers a month
• 200-500+ customers a day depending on weekly & monthly cycles
IMPACT

• Fights food insecurity, promotes health, supports local farming and community.

• Connected over 3,000 area EBT customers with fresh, healthy food they may not have purchased.

• Increased farmer revenue in 2015
  • $204,759 with incentives & increase in EBT

Preliminary CMMC survey data:

• EBT shoppers
  • 77% said MM a reason for visiting market today
  • 76% said because MM, fresh fruit & veg bought increased

• Farmers
  • 80% said sell more fruit and veg because MM
  • Some even hiring more workers, planting more crops
WHAT $14 A WEEK IN EBT BENEFITS NOW BUYS AT THE FARMERS MARKET

Starting June 3

GET UP TO $7 FREE EVERY MARKET DAY!

DOUBLE YOUR MONEY WHEN YOU USE AN EBT CARD

MARKET MATCH COMING SOON TO HEART OF THE CITY FARMERS MARKET
CHALLENGES, GAPS, & THE FUTURE

• Huge demand, difficult to secure enough incentives
  • Only $7 now, may have to reduce...
  • Reallocate funds from other partners
  • Reapply in Nov. 2016 for 2017 season, hope for donors

• SSI/SSDI/WIC have no match
  • Hear complaints daily
  • Thankful for EatSF
  • Want to do more to bridge this gap, but no funds available

• AB 1321
  • Nutrition Incentive Matching Grant Program
    • Fund could be used to apply for federal match
  • Passed last year, establishing framework, but providing no funds
  • Would include funds for SSI/SSDI/WIC matching
THANKS!

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