

# Nutrition Incentives to Improve Healthy Food Access for Underserved Communities

Webinar for the California Department of Public Health  
June 20, 2017, 1 pm – 2:30pm



Roots of Change

# Welcome & Goal

- Welcome
  - From Katharina Streng, Harvest of the Month/  
Farm to Fork Manager, CDPH
- Goal
  - To help LHDs improve healthy food access by  
expanding reach of nutrition incentive programs.



# Agenda

- Instructions
- Introductions
- Case studies
- Q & A
- Closing

# Instructions

- Webinar is recorded (link for downloading will be provided)
- Mute/unmute:
  - Due to large number of participants the call will remain muted until Q&A session. (Presenters: please unmute yourselves, press \*6)
- Questions
  - Any time during presentation:
    - Use chat feature to write in questions, send to moderator **Michael Dimock** (he will address them during Q&A session)
    - Technical issues, contact Doris Meier via chat feature or email at [doris@rootsofchange.org](mailto:doris@rootsofchange.org)
  - During Q&A dialogue:
    - \*6 unmute/\*6 mute





# Introductions

- Michael Dimock: President, Roots of Change (Moderator)
- Steve Schwartz: Executive Director, Interfaith Sustainable Food Collaborative
- Martin Bourque: Executive Director, Ecology Center and leader California Market Match Consortium
- Carle Brinkman, Food & Farming Director, Ecology Center





# Roots of Change

**We Are A Collaborating Think & Do Tank**

**Offer Road Maps to Success for “Good Food Movement”**

**Aid California Legislators to Create Healthy Food and Farms**

**Act as Strategic Advisor for the CA Food Policy Council**



# Interfaith Sustainable Food Collaborative

Steve Schwartz

[www.Interfaithfood.org](http://www.Interfaithfood.org)

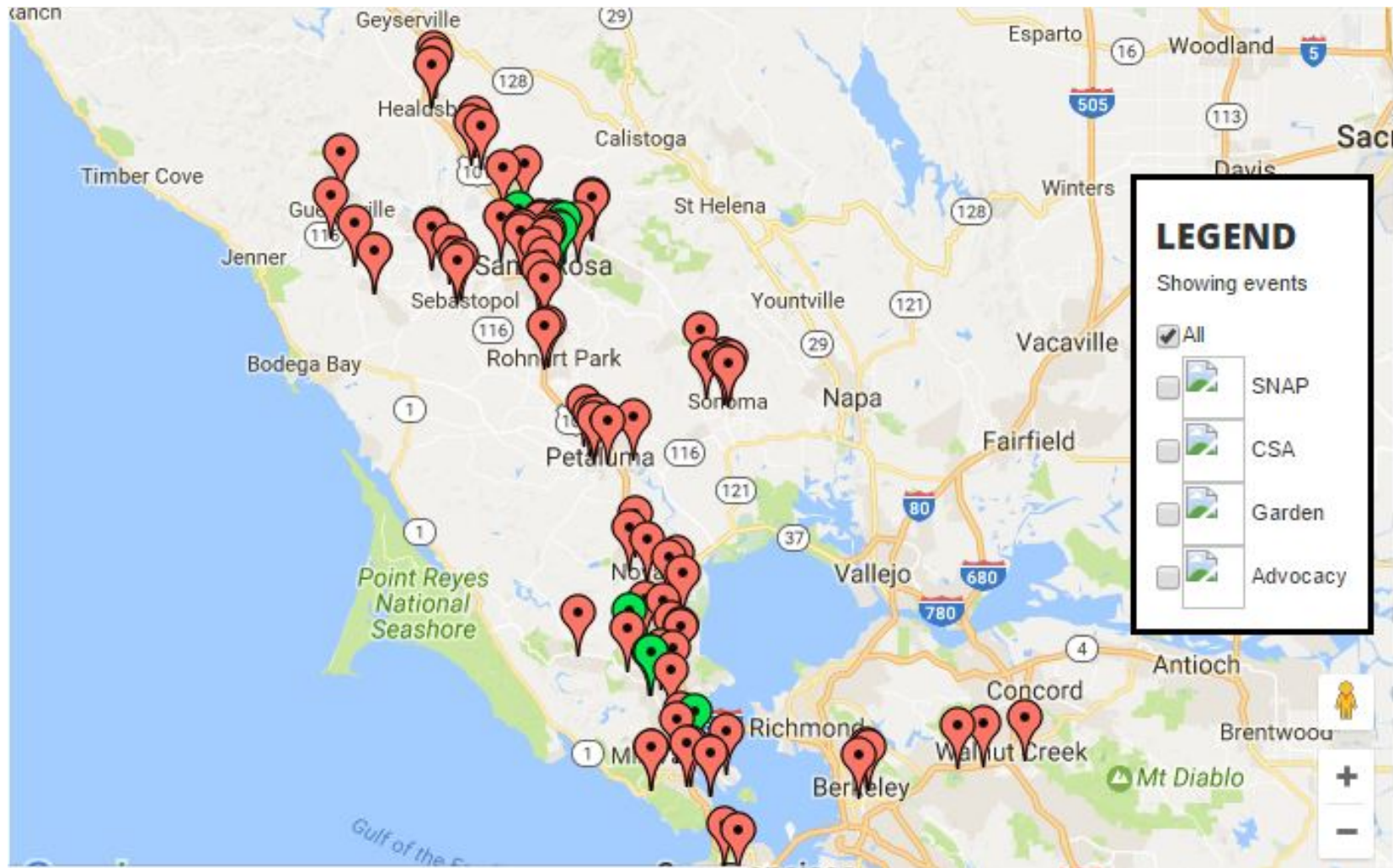
# Interfaith Sustainable Food Collaborative's Mission

Empowering faith communities to cultivate their values through:

- Supporting family farmers
- Increasing access to local, healthy food
- Advocating for sustainable food and farm policy

# Interfaith Food Collaborative Partner Map

Engaged representatives of over 185 congregations



# Faith Community Response to Food Insecurity

- What are faith groups doing?
- Why faith groups are key?

# Where to find allies for (healthy) food access work?

Faith-based groups:

- Have leadership structure
- Active with community members across socioeconomic spectrum
- Centralized locations in diverse communities
- Office staff
- Demonstrated support for pantries, gardens, farmer-direct purchases
- Commercial kitchens

# What motivates faith communities to work for healthy food access?

- Compassion for brothers and sisters
- Social justice
- Health conditions in their neighborhoods
- Call to stewardship of the earth through:
  - Greening of Pantries
  - Going Local with Procurement
  - Making CSA\*'s & Farm Stands Accessible/Affordable

*\*CSA = Community Supported Agriculture weekly local produce purchase program.*



# Congregations Building Community Food Security With Innovative Partnerships

- San Geronimo Community Presbyterian Church
- Village Baptist; farm stand Marin City
- Green Gulch; donate to food bank
- Congregation Kol Shofar
- Islamic Center of N. Marin



# CSA for SNAP/CalFresh Participants at St. Paul's

- Foggy River Farm delivers boxes of organic produce weekly to church
- Youth volunteer swipes a SNAP card to cover ½ of cost
- 50% of Box price covered by a mini-grant



# Making CSA's a SNAP Pilot

- County Health and Human Service Departments Champions for Change funds supported staffing for technical assistance, outreach etc.
- Private funds from Kaiser supported incentive
- Budget was less than \$20,000

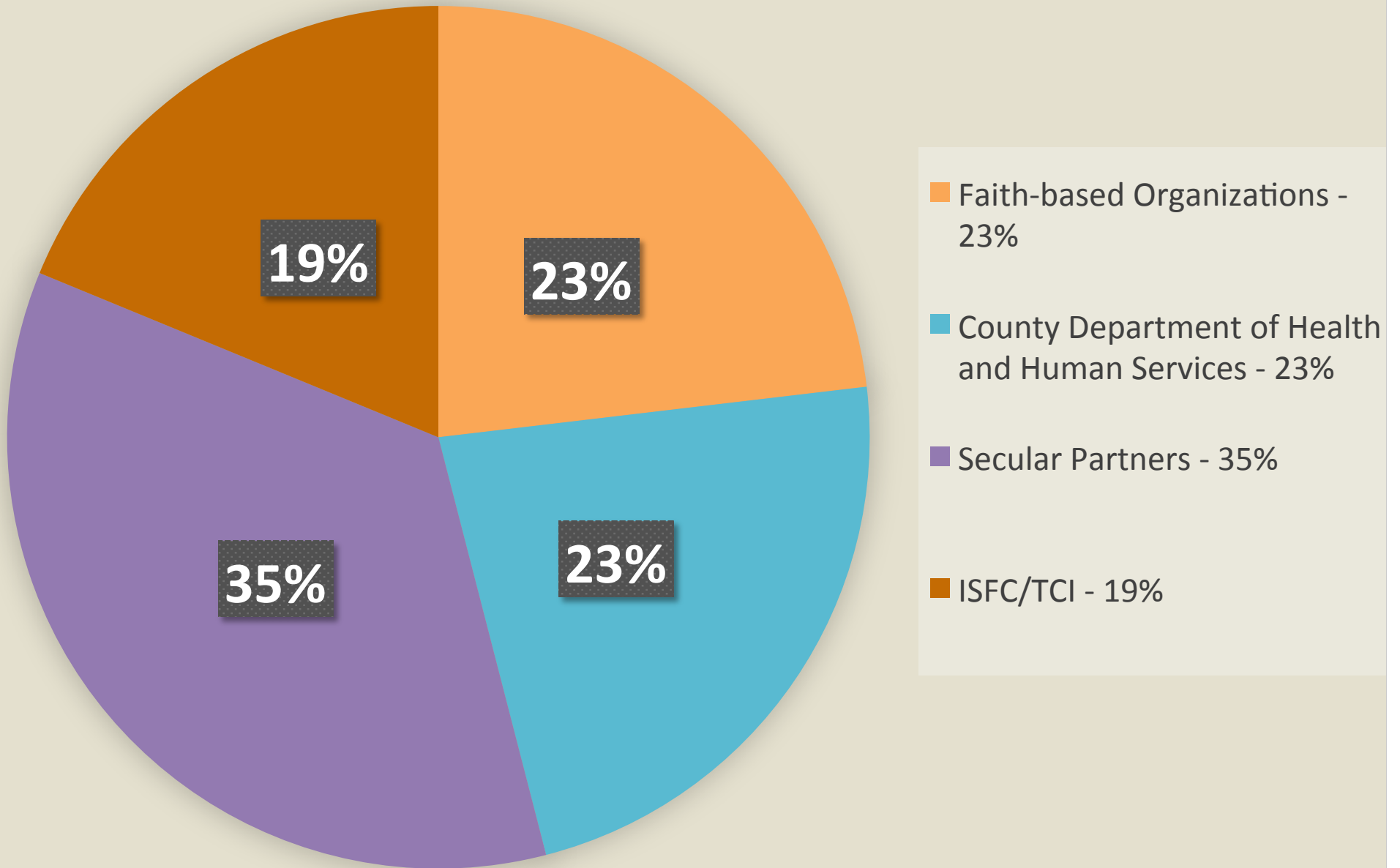
# Lessons Learned

- CSA not for everyone  
(How do you say beet in Spanish?)
- Farmers can't wait for customers to swipe cards
- EBT machines are difficult to acquire, borrow
- SNAP enrollees can be hard to identify in certain communities; best way to do outreach varies

# FINI Project USDA Food Insecurity Nutrition Incentives program “Making CSA’s and Produce Stands a SNAP”

- 3 Funding Pools (Interfaith Food applied in the Regular FINI Project Category \$100k - \$1,000,000)
- 1-1 non-federal match, min. of 50% for incentive
- Had no committed cash, needed 100% in-kind
- Match determined/limited our proposal:
  - a. budget size
  - b. project design
  - c. scope
  - d. project length (# of years)
  - e. timing of submission

## Interfaith Food's FINI Project Non-Federal Match - Percentage



# Crucial County Non-federal Match Support

- Creative Contributions to Maximize Match:
  - Staff time
  - County facilities
  - Nutrition education
  - Promote SNAP retail sites through direct mail to SNAP participants
- Process:
  1. We draft a letter template
  2. Department ally & team determine amount of match
  3. “Authorized Representative” signs on letter head  
(Head of division or department)

# Creative County Support Examples: Marin Health and Human Services, Sonoma County Department of Health and Sonoma County Department of Human Services

**Marin Health and Human Services** committed \$16,000 of in-kind non-federal match.

- Staff time for evaluation support: 5.3% FTE Staff Time: \$8,000 annually
- Presenting on nutrition education: Including cooking classes
- Evaluation support and feedback: Participation in 2 focus groups

**Sonoma County Department of Health Services** committed \$5,430 of in-kind non-federal match.

- Staff time for evaluation support: 30 hours of Data Analyst Staff Time, valued at \$61/hour
- Use of a county office for a planning meeting: \$1,800 annually

**Sonoma County Department of Human Services** committed \$8,000 of in-kind non-federal match:

- Staff time for evaluation support: 2.3% FTE of Eligibility Supervisor and .3% FTE Program Planner Analysts Staff Time annually: \$4,000 annually
- Presenting on nutrition education: 4 workshops and 2 roundtable discussions



# How Can Counties Support Nutrition Incentives Work at CSA's and Produce Stands?

- Work with Interfaith Food to Promote available opportunities in your community
  - Timing: Now
- Provide EBT machines for partners that can not receive free machines from CA program
  - Timing: Now
- Commit cash or in-kind match for broader future proposals.
  - Timing: Likely December, 2017

# Conclusion

- Faith-based groups are great partners and with collaboration will be even more valuable partners.
- Non-federal match leverages innovative produce purchase incentive programs

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(707) 634-4672



Interfaith Sustainable  
Food Collaborative



MAKING  
FARM-FRESH  
FRUITS & VEGETABLES  
AFFORDABLE

**Presented by:**  
Martin Bourque Executive  
Director  
&  
Carle Brinkman, Program Director







- 45 year-old non-profit organization in Berkeley, Ca
- Broad-based and multi-issue: Climate, Zero-Waste, Youth Development, Food & Farming
- 3 Berkeley farmers' markets; youth-led farm stands; providing leadership for Berkeley Food Policy Council and CA Alliance of Farmers' Markets
- Farmers' Market EBT Project; Market Match






# Farmers' Market Access & Equity Program

market match

**FARMERS' MARKET EBT PROGRAM**

- Farmers' Market EBT Program
- FNS Application
- Point Of Sale (POS) Device
- CDSS POS Device Contract
- EBT Scrip
- Staffing & Redemption Models
- Record Keeping & Accounting
- Vendor Education
- At-Market and Community Promotion
- Incentive Programs
- Additional Information
- Support our Work!

**FARMERS' MARKET EBT PROGRAM**



The Ecology Center's Farmers' Market EBT Program assists farmers' market operators and community partners in establishing, implementing, and promoting CalFresh EBT access (formerly known as Food Stamps) at farmers' markets and other direct-marketing locations. This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture and people like you.

**DONATE**

This online Toolkit is designed to assist farmers' market managers, associations, Board members, or farmers in establishing or bolstering their farmers' markets' EBT program. If you are a customer interested in learning more about CalFresh visit the California Department of Social Services site, or visit our Farmers' Market Finder to find a farmers' market near you that accepts your CalFresh EBT card.

HISTORY

WHAT IS EBT?

HOW DOES IT WORK AT THE FARMERS' MARKET?

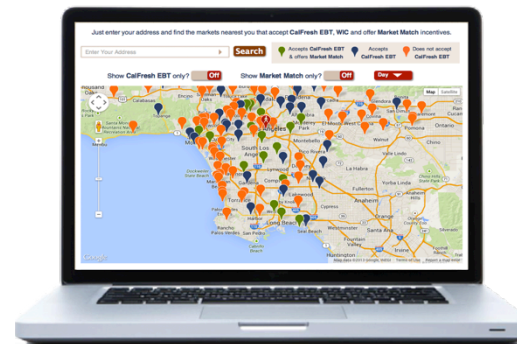
HOW WILL THIS BENEFIT MY FARMERS' MARKET OR FARM?

FARMERS' MARKET EBT NEWS

CONTACT

*This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture. The contents of this publication do not necessarily reflect the view or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government. USDA is an equal opportunity provider.*

- Expanding CalFresh EBT access at Farmers Markets
- Market Match: CalFresh/SNAP healthy food incentive program Founded by ROC in 2009 grown to 250+ Locations by 2015
- California Farmers' Market Finder



FMFinder.org

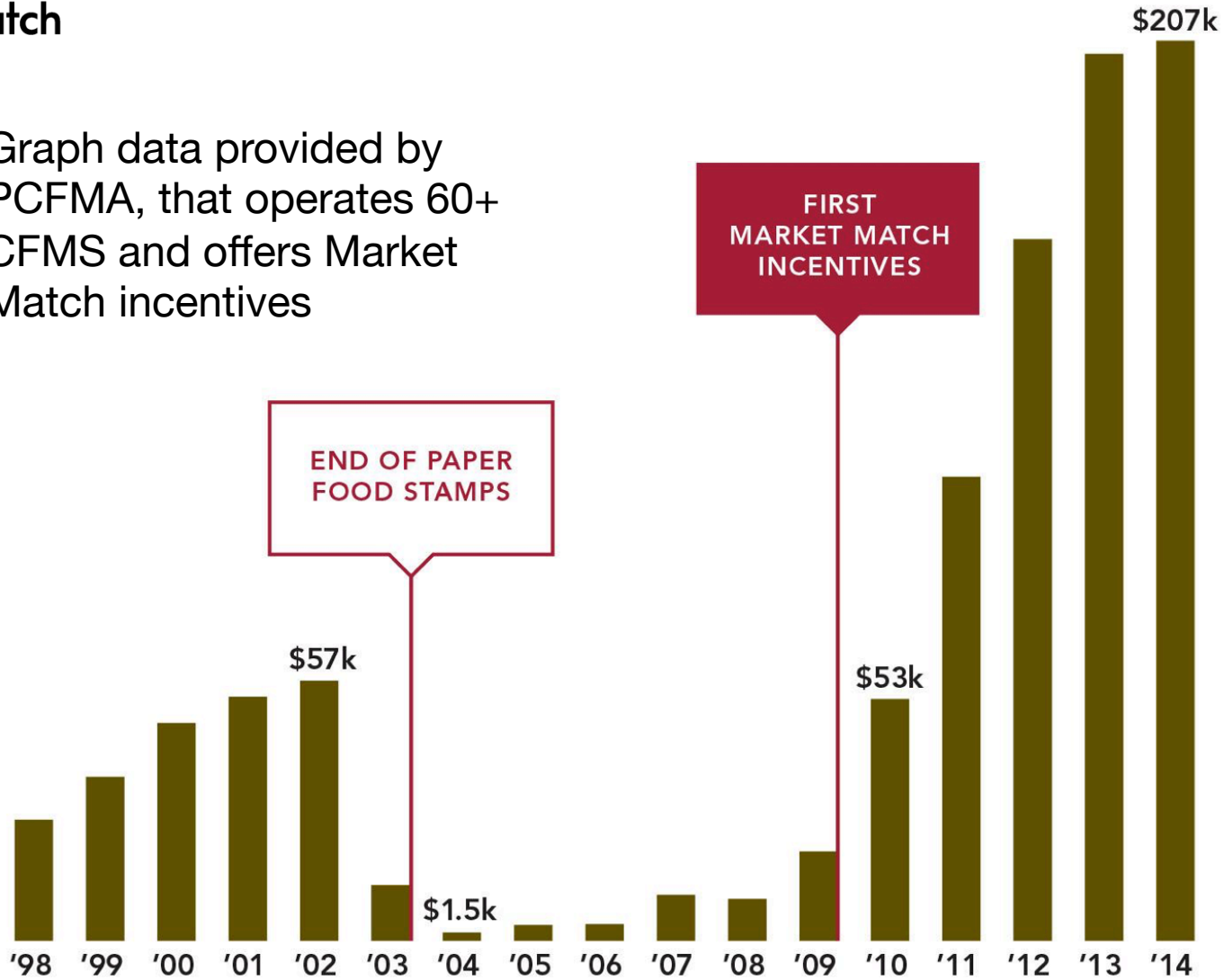




market match

# Impact of EBT & MM on CalFresh Sales

Graph data provided by PCFMA, that operates 60+ CFMS and offers Market Match incentives







market match

# Primary Program Goals

- Increase access and affordability of fruits and vegetables for low-income families
- Support small and medium-sized CA growers by expanding the market of SNAP dollars spent at farm-direct outlets
- Support rural communities
- Support job creation
- Support the State's economy



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market match

# How Market Match Works

- Builds on Central PoS Scrip system
- Matches SNAP dollar-for-dollar up to market-set maximum (\$10 most common)
- Utilizes separate scrip, good only for fruits and vegetables
- Network of partners (regional implementation leads)
- Ecology Center leads network: program direction, centralized fundraising and grant administration, statewide promotion, training, and evaluation (USC.)
- Public-private funding model



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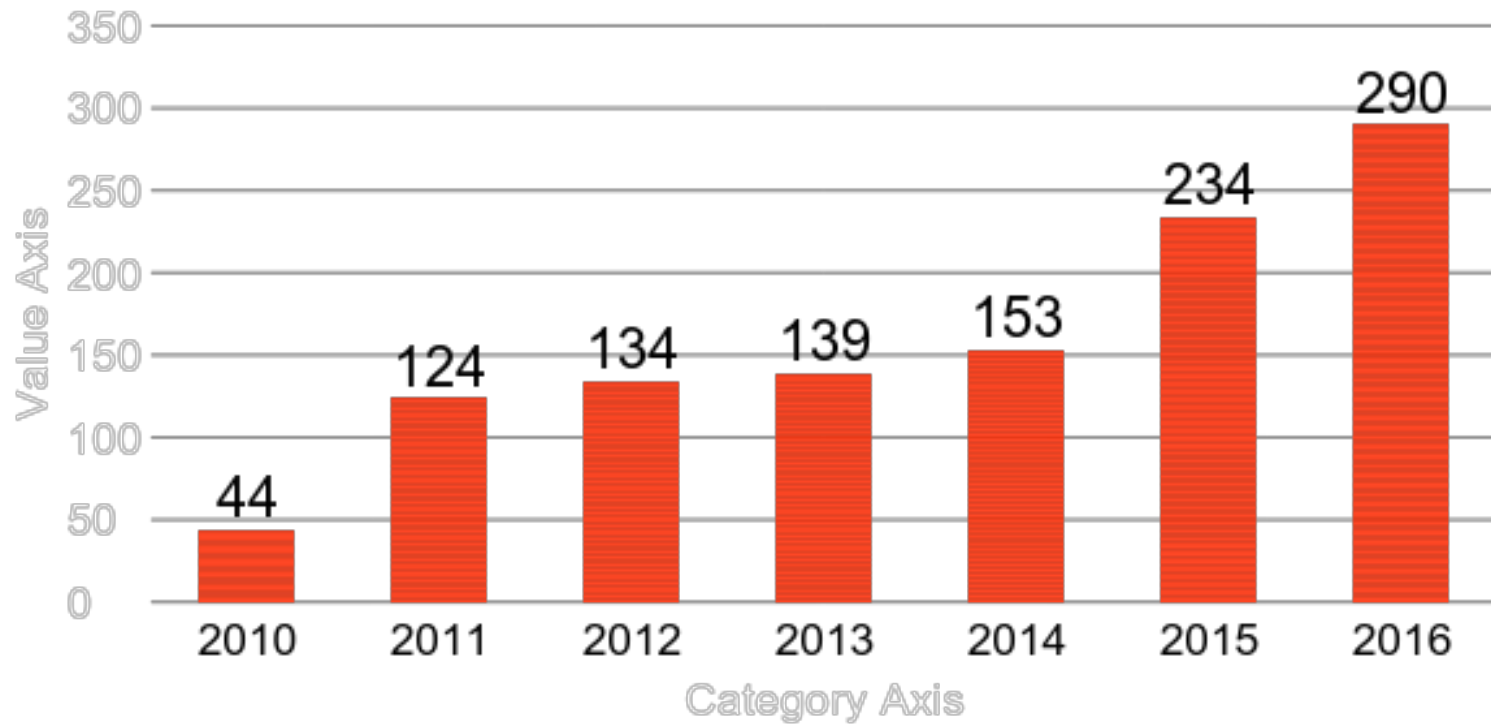
market match

## 2016 Successes

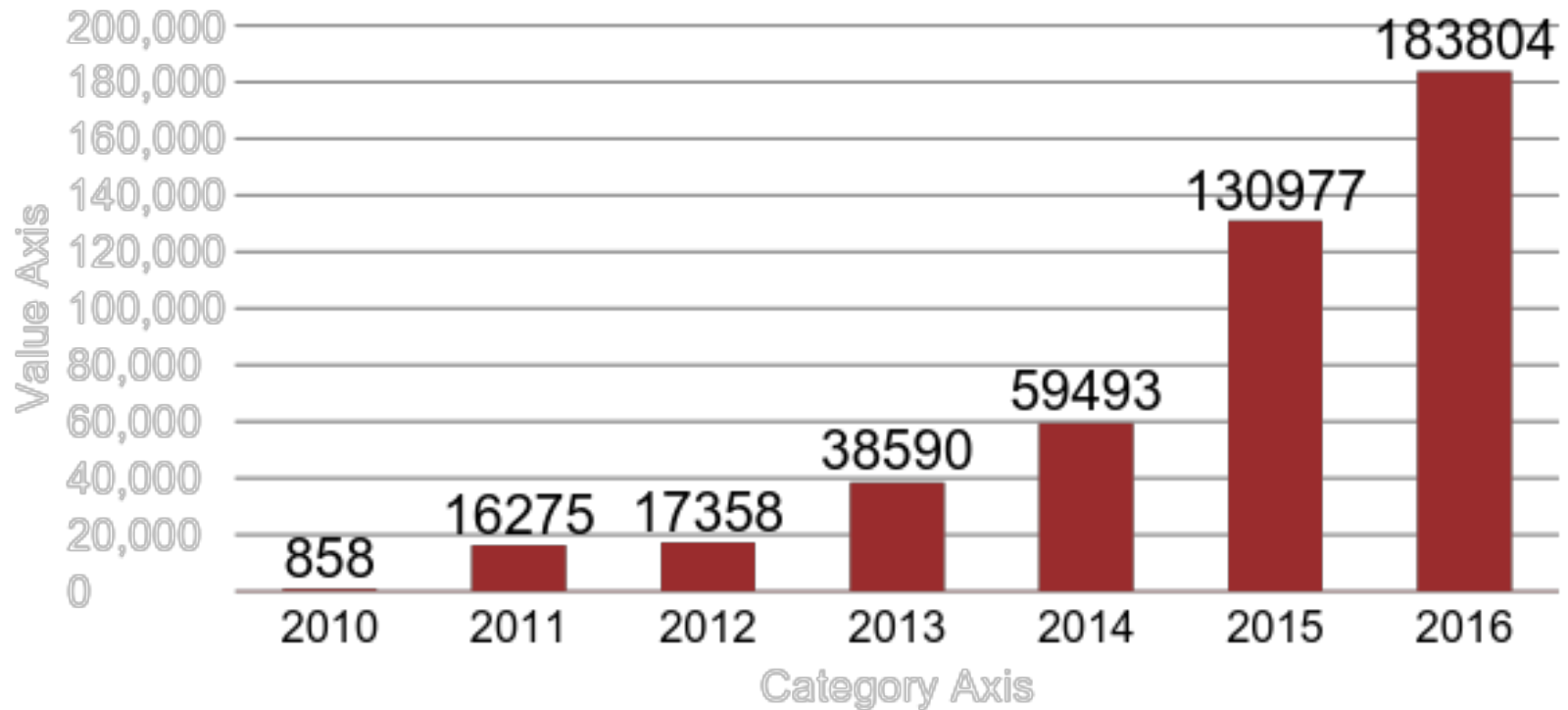
- Approximately 6.4M Servings of Fruits and Vegetables
- 183,804 Customers Served (Non-Unique)
- Over \$4M Increased Sales for Small Family Farmers
- Approximately \$7.2M Economic Benefit for CA Rural Communities
- \$1.2M Increase Economic Activity for Businesses Near FMs



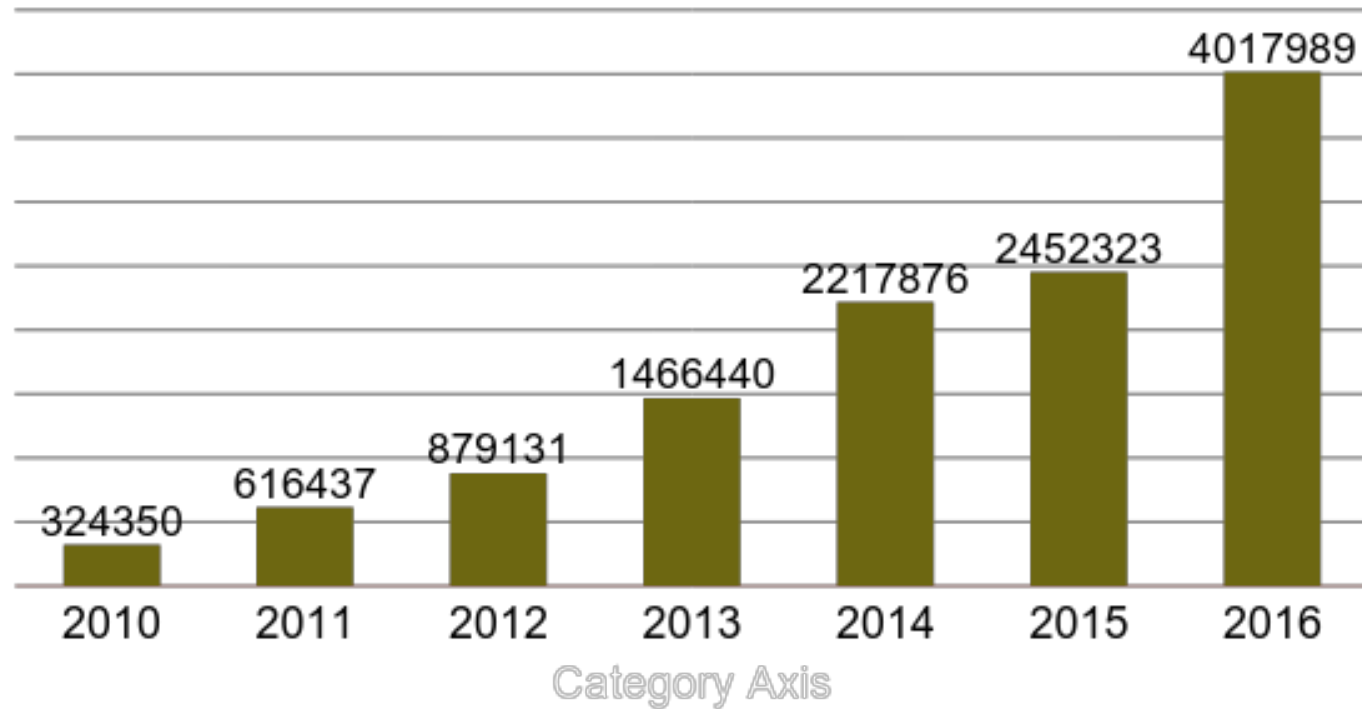
# MARKET MATCH SITES



# CUSTOMERS SERVED BY MARKET MATCH (NON-UNIQUE)



# MARKET MATCH ECONOMIC IMPACT (MM + BENEFITS)

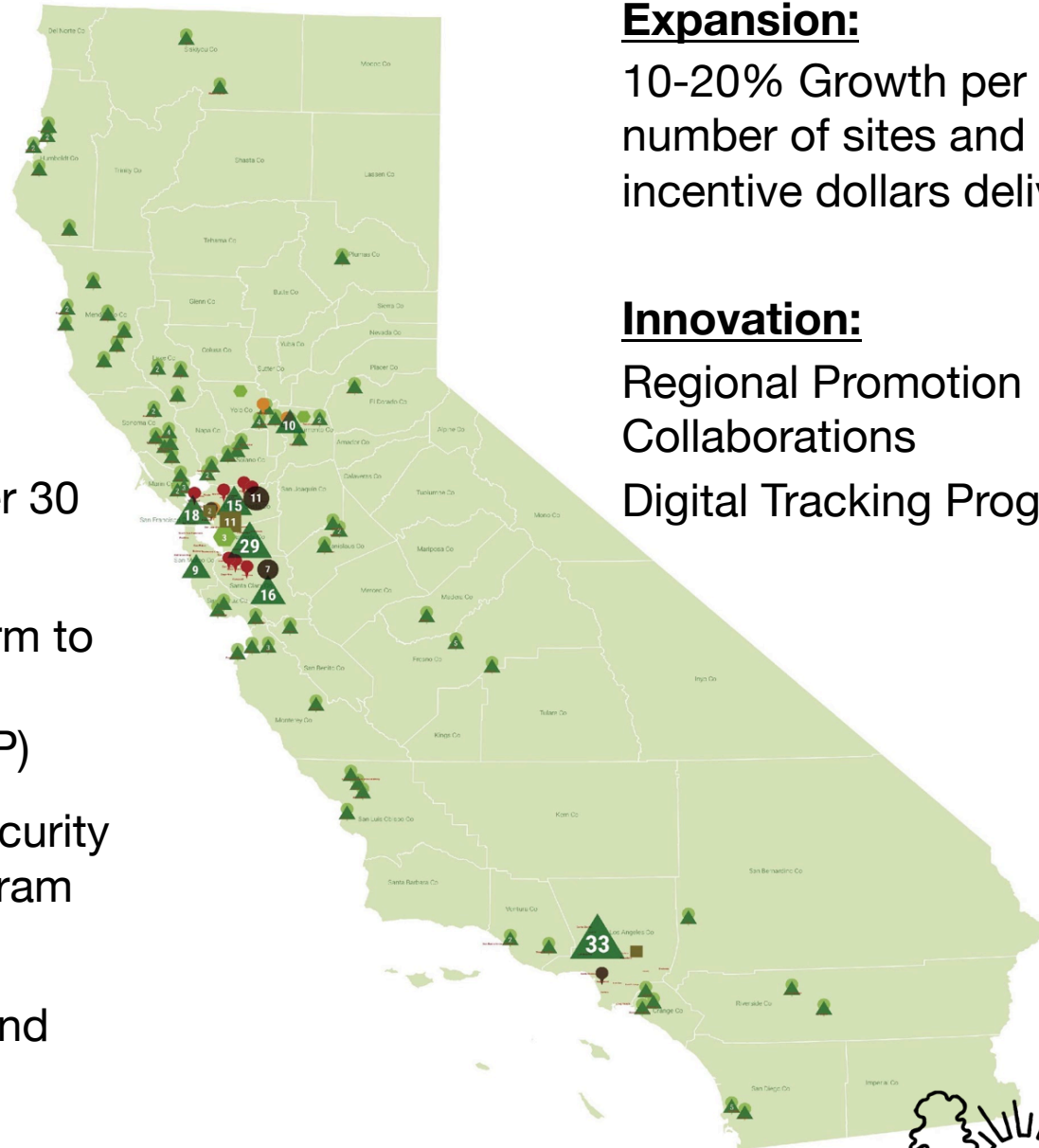




market match

## 2017 - 2019 Plans

- \$10M Expansion and Innovation Program over 30 months
- \$3M CDFA Office of Farm to Fork California Nutrition Incentive Program (CNIP)
- \$3.5M USDA Food Insecurity Nutrition Incentive Program (FINI)
- \$3.5M Private and In-Kind Support



### Expansion:

10-20% Growth per year in number of sites and incentive dollars delivered

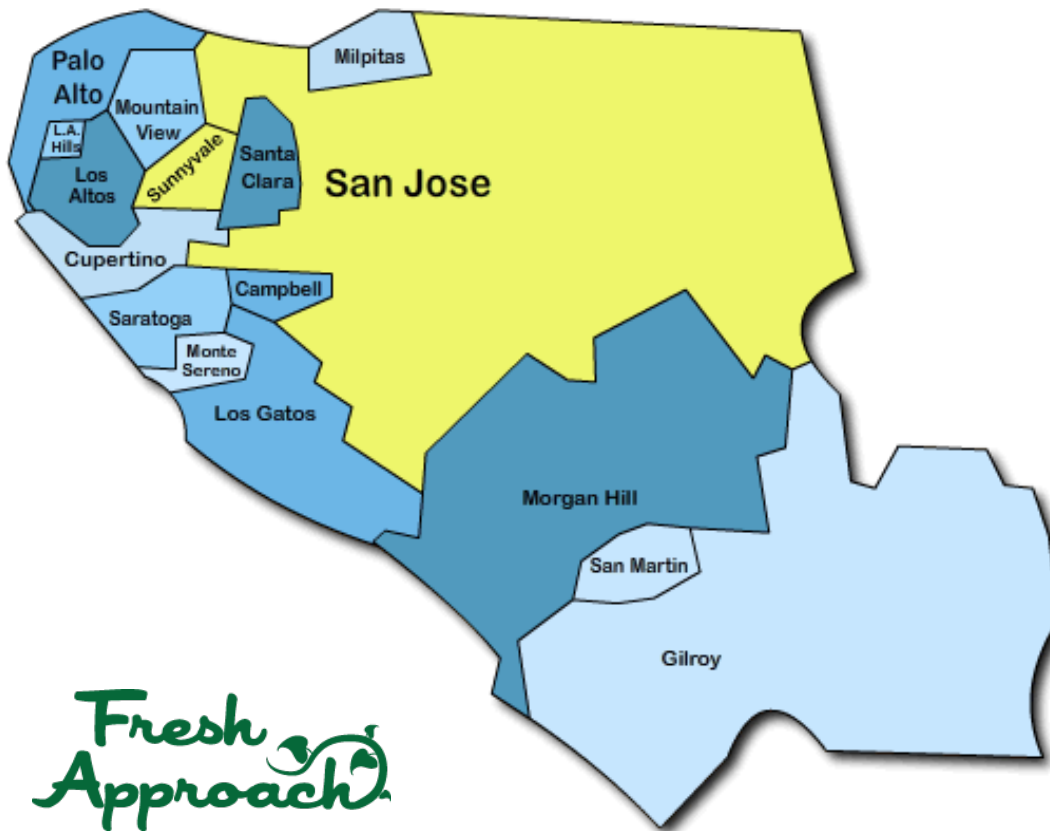
### Innovation:

Regional Promotion Collaborations  
Digital Tracking Program



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# REGIONAL PROMOTION MODEL: SANTA CLARA COUNTY



## **PICH Partnership: Fresh Approach SCCDPH**

### **33 farmers' markets**

- 25 accept CalFresh
- 13 offer matching incentives

### **1.9 million adult residents**

- 116,000 low-income households
- 31% of low-income household are food insecure

**Less than 50% of income-eligible enrolled in CalFresh**

# COMPREHENSIVE PROMOTIONAL CAMPAIGN

## USE YOUR *CalFresh* EBT AT THE *Farmers' Market*

Double YOUR MONEY UP TO \$10  
FREE DOLLARS IN MARKET MATCH\*

Gane el doble de dinero hasta \$10 por día cuando se utiliza Market Match\*  
Tăng gấp đôi tiền chợ của quý vị tối đa \$10 mỗi ngày khi quý vị dùng Market Match\*

IT'S AS EASY AS  
1-2-3!

Farmers' markets are a great way  
to get fresh, affordable, and healthy  
food for you and your family.

### ¡Es tan fácil como 1-2-3!

Los mercados de agricultores son una buena  
manera de conseguir alimentos frescos, baratos y  
saludables para usted y su familia.

### Đễ như 1-2-3!

Các chợ nông gia là những nơi tốt nhất để mua thực  
phẩm tươi, giá thấp, và lành mạnh cho bản thân và  
gia đình quý vị.



### 1 SWIPE YOUR CALFRESH EBT CARD AT THE INFO BOOTH.

Deslice su tarjeta CalFresh EBT en el stand de información.  
Quẹt thẻ CalFresh EBT của quý vị tại quầy thông tin.



### 2 GET YOUR CALFRESH AND MARKET MATCH DOLLARS.

Obtenga sus dolares de CalFresh EBT y Market Match.  
Nhận tiền chợ CalFresh và Market Match của quý vị.



### 3 BUY FRESH AND AFFORDABLE FRUITS AND VEGETABLES FROM LOCAL FARMERS.

Compre frutas y vegetales frescos y baratos de agricultores locales.  
Mua trái cây và rau quả tươi với giá phải chăng từ các nông gia  
địa phương.

\*Limit once per customer per day. Extra \$10 valid for fruits and vegetables  
only at participating markets. \*Se limita una vez por cliente por día. Los \$10  
extra son válidos para frutas y verduras sólo en los mercados participantes.

\*Giới hạn một lần cho mỗi khách hàng mỗi ngày. \$10 tăng thêm chỉ để mua  
trái cây và rau quả tại các chợ có tham gia chương trình.



Funding made possible by the Centers for Disease Control and Prevention and the Santa Clara County Public Health Department.

- Improved market signage
- Flyers, coupons, postcards
- Community education and outreach: cooking demos and nutrition classes
- Bus and radio advertisements



# BUS RADIO FLYERS & COUPONS



1

2

3

RECEIVE UP TO:

## \$10 FOR FREE *with* MARKET MATCH

WHEN YOU USE YOUR

# CalFresh EBT

AT YOUR LOCAL

## Farmers' Market

**\$3** Bring this postcard to the market to receive \$3 worth of FREE Carrot Cash to spend at the Farmers' Market! (PLEASE READ BACK FOR DETAILS)

## SANTA CLARA COUNTY FARMERS' MARKETS

*Use your CalFresh EBT at the Farmers' Market!*



Indicates CalFresh is accepted:

Markets with a green star accept CalFresh EBT cards. To use your EBT card, look for the market manager at the information tent. You can use your EBT card to purchase tokens to use with the vendors. Unused tokens can be returned to the market manager for money added back to your card.



Indicates Market Match program:

Markets with an orange star offer Market Match. Double your CalFresh EBT dollars up to \$10. Valid for fruits and vegetables only. Limit once per customer per day.

### MORGAN HILL

Morgan Hill Farmers' Market   
Caltrain Station at 3rd & Depot | Sat 9-11

Tennant Avenue Farmers' Market  
1488 Tennant Ave | Sat, Sun 9-3

### MOUNTAIN VIEW

Mountain View Farmers' Market   
Mountain View Caltrain Station parking lot, 600 W. Evelyn Ave | Sun 9-11

### PALO ALTO

California Avenue Farmers' Market  
California Ave at El Camino Real | Sun 9-11

Palo Alto Downtown Farmers' Market  
Gilman Street between Hamilton & Forest  
Sat 8-12 | May-Dec only

VA Palo Alto Farmers' Market   
VA Palo Alto Health Care Systems, 3801  
Miranda Ave | Wed 10-2 | Apr-Nov only

### CAMPBELL

Campbell Farmers' Market   
Downtown Campbell Ave, between 2nd St  
& Central Ave | Sun 9-11

### CUPERTINO

Cupertino Oaks Farmers' Market  
Cupertino Oaks Shopping Center, Stevens  
Creek at Hwy 85 | Sun 9-11

Vallico Farmers' Market   
Vallico Shopping Mall, N. Wolfe Rd &  
Stevens Creek | Fri 10-2

### GILROY

Gilroy Farmers' Market   
Gilroy Civic Center Parking Lot, West 7th &  
Rosanna | Sat 9-1 | May-Oct only

### LOS ALTOS

Los Altos Farmers' Market   
State St, between 2nd & 4th Streets | Thur  
4-8 | May-Sept only

### LOS GATOS

Los Gatos Farmers' Market   
Downtown Park Plaza, Santa Cruz Ave and  
W. Main St | Sun 8-11

### MILPITAS

Milpitas Farmers' Market   
Anil Godhwani India Community Center,  
525 Los Coches St | Sun 8-11

### SAN JOSE

Almaden/Via Valiente Farmers' Market  
Almaden Via Valiente Plaza, 6902-6966  
Almaden Expressway | Wed 10-4; Sun 9-3

Alum Rock Farmers' Market   
James Lick High, 57 N. White Road | Sun 8-11

Berryessa Farmers' Market   
Berryessa School parking lot, 1376  
Piedmont Road | Sat 9-11

Blossom Hill Farmers' Market   
Ohlone/Chynoweth VTA Station parking  
lot, Santa Teresa Blvd & Hwy 85 | Sun 9-11

Cambrian Park Farmers' Market   
Cambrian Park Plaza, Corner of Camden &  
Union Ave | Wed 4-8 | May-Sept only

East Santa Clara Street Farmers' Market   
Open County Lot, N. 14th St & E. Santa  
Clara St | Wed 4-8 | Apr-Oct only

Eastridge Mall Farmers' Market  
Eastridge Mall, Quimby Road at Capitol  
Expressway | Tues & Sat 8-2 | Tues July-  
Dec only; Sat Apr-Dec only

El Mercado Popular Inc. Farmers' Market  
344 Tully Road (Parking Lot across from  
Fairgrounds) | Mon 8-3; Wed & Sun 4-8 |  
Mon Jul-Dec only; Wed & Sun year round

Evergreen Farmers' Market   
Evergreen Village Square, Ruby Ave at  
Classico Ave | Wed & Sun 9-11

Kaiser San Jose Farmers' Market   
280 International Circle | Fri 10-2

San Jose Downtown Farmers' Market   
San Pedro Square, on N. San Pedro St between  
W. Santa Clara St and St. John | Fri 10-2

San Jose Japantown Farmers' Market  
Corporation yard, Jackson St between 6th  
& 7th | Sun 8:30-12

Santa Teresa Farmers' Market   
Santa Teresa Blvd & Camino Verde | Sat 10-2

Valley Medical Center Farmers' Market   
Valley Medical Center, 751 S. Bascom Ave  
Wed 10-2 | May-Nov only

Westgate Farmers' Market  
Westgate Shopping Center, between  
Starbucks & J.Crew, 1600 Saratoga Ave  
Sun 10-2 | June-Dec only

Willow Glen Farmers' Market   
Behind the Garden Theater, Lincoln Ave &  
Willow St | Sat 9:30-1:30 | May-Oct only

### SANTA CLARA

Kaiser Santa Clara Farmers' Market   
710 Lawrence Expressway | Fri 8:30-1:30

Santa Clara Farmers' Market   
Jackson St between Homestead & Benton  
Sat 9-11

### SARATOGA

Saratoga Farmers' Market   
West Valley College, Fruitvale Drive &  
Allendale Drive | Sat 9-11

Saratoga Village Farmers' Market  
Blaney Plaza, at Big Basin Way &  
Saratoga-Sunnyvale Road | Wed 2:30-7 |  
May-Dec only

### SUNNYVALE

Amazon.com Farmers' Market  
Amazon.com parking lot near Amazon lab  
126, off Enterprise Way | Tues 10-2  
May-Dec only

Sunnyvale Farmers' Market   
Murphy Avenue at Washington | Sat 9-11

Funding made possible by the Centers for Disease Control and Prevention and the Santa Clara County Public Health Department



# PICH: IMPACT

## **PCFMA Markets – Santa Clara County**

- 30% increase in CalFresh transactions
- 217% increase in Market Match redemptions
- 40% increase in total CalFresh + Market Match redeemed

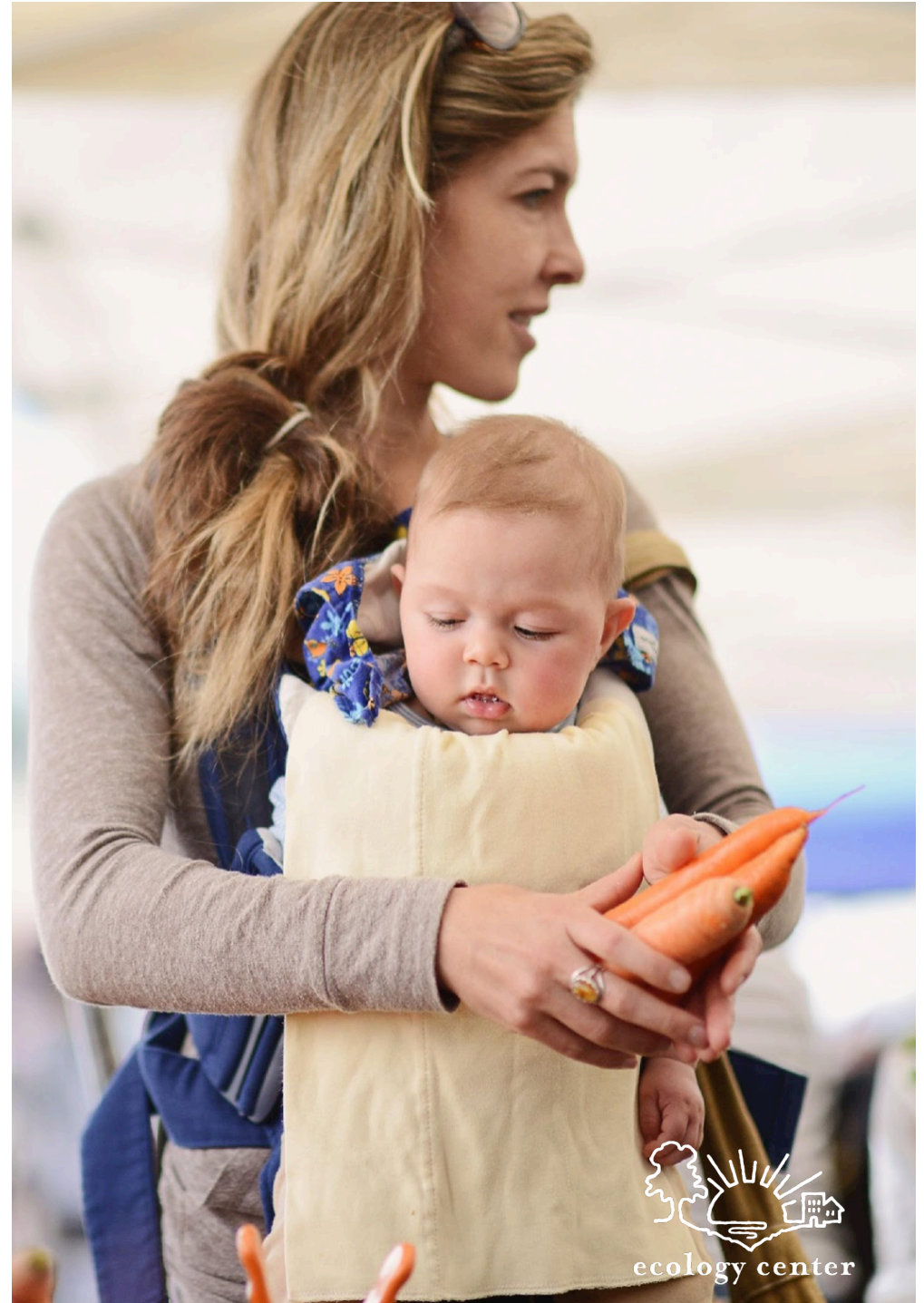
## **All PCFMA Markets**

- 10.5% increase in CalFresh transactions
- 191% increase in Market Match redemptions
- 20% increase in total CalFresh + Market Match redeemed



## How Can Health Departments Help?

- Partner with Market Match in Regional Promotions
- Promote Market Match and EBT to Local Farmers' Markets
- Align SNAP ED & CNAP Resources with Market







market match

# Thank you!

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# Q & A

- Unmute/mute press \*6
- Use chat feature to send written questions to *Michael Dimock*

# Thank you for participating in this webinar!

- Link to presentation and presenters' email addresses for follow up questions will be emailed to all participants