Food Access and

Federal Nutrition Programs at Farmers Markets

September 2018

A Blueprint Developed by the Cass Clay Food Partners

Federal Nutrition Programs at Farmers Markets

This issue brief will provide background information related to federal nutrition programs and how they can be used to purchase food at farmers markets. This brief will address the common concerns and benefits from a health, environmental, social, and economic standpoint and include a list of online resources. Appendices have been provided to share how regional jurisdictions are addressing the issue and give example policy language from other jurisdictions. The appendices also include the number of SNAP and WIC participants in Cass and Clay counties, local farmers markets accepting SNAP, programs enhancing SNAP participation in other jurisdictions, and federal grants for farmers markets.

Background

Consumers in the United States are excited about purchasing and consuming locally produced foods and Cass and Clay counties are no exception. Residents now support a strong network of weekly seasonal farmers markets (see Appendix D).

While consumers at large have increased their purchases of local produce, people participating in Federal Nutrition Programs have struggled to keep up. Those participating in SNAP (Supplemental Nutrition Assistance Program), WIC (Women, Infants and Children), and FMNPs (Farmers' Market Nutrition Programs) may need incentives to shop at a local farmers markets. Enhancing the purchasing power of these programs through double bucks or community funds, marketing, and education is necessary to getting more program participants to their local farmers markets all the while infusing the local economy with federal dollars.

Increasing these purchases not only leads to boosted sales for local producers, it provides these individuals and families with much-needed fresh produce to add to their diets. Unfortunately, many of these programs are not offered in Cass and Clay counties.

These federal nutrition programs are highlighted below, along with what can be done to enhance these dollars and which ones are available in Minnesota and North Dakota.

SNAP

SNAP stands for Supplemental Nutrition Assistance program (formerly known as food stamps) and is a program administered by the United State Department of Agriculture (USDA). It offers nutrition assistance to millions of low-income individuals and families and provides economic benefits to communities.

All states issue SNAP benefits through Electronic Benefit Transfer (EBT), an electronic system using a government-issued benefit debit card to pay for food. SNAP participants can use their benefits to purchase eligible items such as breads, produce, meats, dairy products, and other foods for home consumption.

SNAP use at farmers markets can increase individuals' consumption of fresh fruits and vegetables as well as infuse dollars into the local economy; however, there are some barriers and concerns to overcome in helping farmers markets accept SNAP:

1. Assistance applying for the USDA program and reporting SNAP activity
2. Assistance getting the needed equipment or paying for the monthly service fees or transaction fees

3. Perception that it won't be used
4. No market manager to run the program at the market

Many farmers markets need to have partners in the community to help them apply to the program, help with reporting, and market the program to local agencies like food banks and the local WIC office. As for the cost, there are resources such as the Farmers Market Coalition to assist in the purchasing or rental cost of the EBT equipment. Some state agencies, such as the ND Department of Human Services, will cover the cost of a machine for newly authorized farmers markets.

Some of the markets in Cass and Clay counties lack a market manager or individual who is at the market weekly to run the program. Other farmers markets have gotten creative by partnering with a non-profit or bank or civic organization to administer the program on their behalf.

No matter how the program gets started, it is important for the local SNAP community, a community that includes many children, families, elderly individuals, and people with disabilities. Below are some details from Minnesota and North Dakota about how SNAP dollars are used in each state:

In Minnesota,

- **454,000** - residents participated in SNAP in 2017 (8% of population; 1 in 12)
- **More than 69%** of SNAP participants are families with children
- **Almost 30%** are in families with members who are elderly or have disabilities
- **More than 54%** are in working families
- **$111** - average monthly SNAP benefit for each household member in 2017
- **$1.21** - average SNAP benefit per person per meal in 2017
- **$602 million** - SNAP recipients received in 2017[1]

In North Dakota,

- **54,000** - residents participated in SNAP in 2017 (7% of population; 1 in 14)
- **More than 72%** of SNAP participants are families with children
- **Almost 30%** are in families with members who are elderly or have disabilities
- **More than 48%** are in working families
- **$121** - average monthly SNAP benefit for each household member in 2017
- **$1.32** - average SNAP benefit per person per meal in 2017
- **$78 million** - SNAP recipients received in 2017[2]

Double Bucks Programs

The more dollars an individual has for fresh produce at a farmers market, the more they can potentially consume. Farmers markets and state governments are capitalizing on this concept by introducing Double Bucks or Market Match programs for SNAP dollars.

In these programs, when an individual uses their EBT card at a farmers market they are able to receive a dollar-for-dollar match, doubling their purchasing power at the market. Generally, there is a cap on the

[1] Center on Budget and Policy Priorities. SNAP Fact Sheet Minnesota. 2018. https://www.cbpp.org/sites/default/files/atoms/files/snap_factsheet_minnesota.pdf

[2] Center on Budget and Policy Priorities. SNAP Fact Sheet North Dakota. 2018. https://www.cbpp.org/sites/default/files/atoms/files/snap_factsheet_north_dakota.pdf

amount of matching dollars they can receive, usually between $10 to $20 per market day. For example, if they run their EBT card for $10 at a market, they would receive $20 in SNAP vouchers or tokens to use at the market.

Some states are taking note of these programs and the benefit for low-income residents by starting statewide programs. This includes Minnesota and most recently Hawaii with a bill working its way through the state legislature to start a dollar-for-dollar match program up to $20 for individuals using their EBT card at a market (see Appendix B for policy language).

WIC

WIC (Women, Infants and Children) is a federal nutrition program that services pregnant, postpartum, and breastfeeding women, infants and children up to the age of five. They must fall at or below 185% of the poverty level. In fiscal year 2016, an average of 7.4 million people in the United States participated each month.[3]

Health in the first few years of life are meaningful for life-long health and increasing the amount of fresh produce can create a base for healthy habits. The USDA has implemented two WIC programs to promote consumption of fruits and vegetables: the WIC Cash Value Voucher (CVV; also known as WIC Fruit and Vegetable Vouchers) and the WIC Farmers Market Nutrition Program (FMNP).

WIC CVV

WIC CVV began in 2007 and states get to decide if they will host the program. By 2012, only 21 allowed CVV to be used at their farmers markets. CVV checks are issued monthly and can only be used for fruits and vegetables. Monthly allowance is $6 for children and $10 for mothers. The vast majority of CVVs are used at grocery stores, not farmers markets. This is likely due to the administrative cost of the program for the state and the intensive regulations for the program, which is more demanding than FMNP.

An important benefit of this program is the monthly availability for receiving vouchers which encourages WIC participants to make healthy purchases each month. The benefits to farmers markets could be vast if it were implemented; with a $500 million federal budget, those dollars could go directly to local farmers.[4]

WIC FMNP

In 1992 Congress established WIC Farmers Market Nutrition Program (WIC FMNP) in the hopes of increasing the amount of produce WIC recipients consumed while also expanding sales at local farmers markets. WIC recipients can use program vouchers to purchase eligible food items at authorized farmers markets. The program also offers nutrition education on how to use the items they purchase.

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[3] USDA. Women, Infants and Children (WIC): Frequently Asked Questions about WIC. accessed 2018 April 14. https://www.fns.usda.gov/wic/frequently-asked-questions-about-wic

[4] Finn Emily. Trending at the Market: WIC Cash Value Vouchers. Farmers Market Coalition. 2013. https://farmersmarketcoalition.org/trending-at-the-market-wic-cash-value-vouchers/

Below are further program details:

- The yearly benefit is between **$10 to $30.** Some states and individual farmers markets supplement those program funds to increase local produce consumption.
- **I**n fiscal year 2015, coupons were used at over **3,300** farmers markets and brought in **$14 million** to farmers (including those at more than 2,800 roadside stands)
- USDA Food and Nutrition Service (FNS) provides grants to state agencies for 100 percent of the program's food costs and 70 percent of the administrative costs
- The program operates in 36 states.[5]

Senior FMNP

WIC participants are not the only population who can benefit from farmers market vouchers. More than two-thirds of seniors in the U.S. are not eating the recommended amount of fruits and vegetables[6] and seniors on a limited budget especially struggle to make these purchases.

The USDA began the Senior Farmers Market Nutrition Program (Senior FMNP) in 2001 to help supplement recipients' diets with fresh produce. Seniors receive coupons that can be used at farmers markets, produce stands, and CSAs (community supported agriculture).

The program's requirement of nutrition education for its recipients is crucial to assisting them in improving their diets with fresh produce. The education piece is commonly implemented by the local WIC agency or other local partners. If education is lacking, recipients may not know what to do with the fresh food they purchase and it would limit the effectiveness of the program.

Below are further program details:

- Participants must be at least 60 years old and their income not exceed 185% of the federal poverty income guidelines
- The yearly benefit is between **$20 to $50.** Some states and individual farmers markets supplement those program funds to increase local produce consumption.
- **815,751** people were served in fiscal year 2015 and coupons used at over **3,700** farmers markets
- USDA FNS provides grants to state agencies for 100 percent of the program's food costs and 10 percent of the administrative costs
- The program operates in 42 states[7]

What programs are available in Minnesota?

- Farmers markets in Minnesota can usually get assistance in purchasing SNAP EBT equipment, transaction fees, and promotional materials from the Minnesota Farmers Market Association, PartnerSHIP 4 Health, and Hunger Solutions
- Minnesota farmers markets are fortunate to have an established double bucks program called Market Bucks (see Resources). Through Market Bucks, all Minnesota farmers markets that

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[5] USDA. Farmers' Market Nutrition Program (FMNP). accessed 2018 April 14. https://www.fns.usda.gov/fmnp/overview

[6] National Sustainable Agriculture Coalition. Senior Farmers Market Nutrition Program: Helping low-income seniors buy healthy food from local farmers. Accessed 2018 April 14. http://sustainableagriculture.net/publications/grassrootsguide/local-food-systems-rural-development/farmers-market-nutrition-program/

[7] USDA. Senior Farmers' Market Nutrition Program. accessed 2018 April 14. https://www.fns.usda.gov/sfmnp/overview

administer a SNAP program can provide a dollar for dollar match to SNAP customers, up to $10 per market.

- Minnesota receives grant dollars to administer WIC FMNP and Senior FMNP, but the programs do not currently extend into Clay County. The MN Department of Agriculture, who administers the program, would have to put in a request for an expansion, then work on getting Clay County farmers markets authorized
- Minnesota also administers WIC CVV, and in 2015 Clay County issued over $10,000 and saw a 78% redemption rate[8], but these were not used at farmers markets since no markets in the county are authorized

http://www.health.state.mn.us/divs/fh/wic/localagency/reports/foodbenefits/annual/2015allcounty.pdf

What programs are available in North Dakota?

- The ND Department of Human Services provides up to $1,200 for newly authorized farmers markets to purchase EBT machines and print banners and signs (typically available for four markets per year)
- There is no double bucks program through the state, so individual farmers markets must raise funds to provide these programs
- North Dakota does not administer WIC CVV
- North Dakota does not administer WIC FMNP or Senior FMNP. A state agency would need to be in charge of hosting them, most likely the Department of Health and Human Services or the Department of Agriculture. Based on the administrative costs to be covered by the state (30% and 90% respectively), it may be challenging to add staff hours or hire personnel to either state department to start and run the program
- Although the State of North Dakota does not administer Senior FMNP, it is operated on the Standing Rock Indian Reservation in south central North Dakota

Conclusion

Minnesota and North Dakota can improve in providing Federal Nutrition Programs in Cass and Clay counties. Minnesota already has many of the programs in place, but these do not extend to Clay County. In North Dakota, the government would need to determine how to deliver these programs when reluctant to add administrative or personnel costs.

Jurisdictions have found SNAP, WIC CVV, and FMNPs to be economic boosters and benefit the health of those nearing the poverty line. **Providing these programs locally** is the first step and the second is **augmenting those dollars** through double bucks programs or additional funding.

A critical step is **providing education** to those participating in these programs. These Federal Nutrition Programs can be offered and enhanced, but if participants do not know how to prepare or cook the fresh produce, the programs will not be effective. Nutrition education has the power to increase fresh produce consumption and local resources such as WIC, SNAP-Ed, and the Expanded Food and Nutrition Education Program (EFNEP) are key to providing this education.

[8] Minnesota Department of Health, WIC Program. Fruit and Vegetable Cash Value Voucher Redemption for Women, Infants, and Children Participating in Minnesota WIC During Calendar Year 2015 by County of Residence. accessed 2018 April 14. http://www.health.state.mn.us/divs/fh/wic/localagency/reports/foodbenefits/annual/2015allcounty.pdf

Lastly, it would be remiss not to mention ordinances that can be passed at the state and local levels. Beyond laws to establish a statewide double bucks program, other jurisdictions have passed ordinances that requires farmers markets to accept Federal Nutrition Programs, set up a program that trains farmers markets on SNAP acceptance and reporting, and require the Ag Commissioner to assess where a market might benefit those in areas that lack access to fresh produce (see Appendix B). Enacting new policies can make these programs viable long-term in the community.

Table 1. Summary of local jurisdictions with policies encouraging farmers market purchases by federal nutrition program participants (as of March 2018)

Moorhead	Dilworth	Clay County	Fargo	West Fargo	Cass County
Not addressed	Not addressed	Not addressed	Not addressed	Not addressed	Not addressed

Table 2. Framework for evaluating policies and initiatives encouraging farmers market purchases using federal nutrition programs

Domain	Benefit	Concern
Health	Increases access to and consumption of fresh fruits and vegetables, which can in turn impact diet-related diseases Educates new consumers about how their produce is grown and how to use that produce	
Environment	Purchasing locally can reduce greenhouse gases due to being transported shorter distance Reduces packaging materials compared to store-bought food[9]	
Social	Increases community engagement and decrease social isolation, especially for seniors who attend farmers markets Increases the diversity of those who attend farmers markets and allows for interaction between people who might not normally meet Consumers appreciate putting a face to the people who grow and produce their food	These new farmers market consumers may struggle with transportation to get to the market or having to shop at multiple locations (market and grocery store) to fulfill their grocery needs. They may also have the perception that prices at the market will be too high for them

[9] Festing H. 1998, Farmers' Markets: an American success story, Ecological Books, Bath.

Economic	Benefits the local economy when individuals use these federal dollars for local purchases Provides local producers with another outlet for selling their products	The cost challenges for markets are: cost of equipment, transaction fees, monthly service plans, staff time, advertising expenses, and supplies. However, markets can receive economic assistance from organizations or state agencies to help relieve costs associated with these programs

Resources

1. Center on Budget and Policy Priorities - SNAP Fact Sheet
    a. MN: https://www.cbpp.org/sites/default/files/atoms/files/snap_factsheet_minnesota.pdf
    b. ND: https://www.cbpp.org/sites/default/files/atoms/files/snap_factsheet_north_dakota.pdf
2. County Health Rankings & Roadmaps.
    a. http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/wic-senior-farmers-market-nutrition-programs
    b. http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/electronic-benefit-transfer-payment-at-farmers-markets
3. Farmers Market Coalition https://farmersmarketcoalition.org/
4. Urban Institute: How Far Do SNAP Benefits Fall Short of Covering the Cost of a Meal? Feb 2018
    a. https://www.urban.org/sites/default/files/publication/96661/how_far_do_snap_benefits_fall_short_of_covering_the_cost_of_a_meal_2.pdf
5. How to Implement SNAP and EBT Into Your Farmers Market
    a. https://www.mda.state.mn.us/food/business/~/media/Files/food/business/implementsnapebt.ashx
6. How to use an EBT card at a farmers market:
    a. https://www.extension.umn.edu/family/live-healthy-live-well/healthy-bodies/eat-smart/farmers-markets/using-ebt-cards/docs/using-ebt-cards-at-farmers-markets.pdf
7. Minnesota Double Bucks Program (Market Bucks)
    a. http://www.hungersolutions.org/programs/market-bucks/
8. Minnesota EBT machine for Farmers Markets
    a. Kathy Zeman, MN Farmers Market Association, 320-250-5087, kzeman@mfma.org
9. Minnesota Farmers Market Association https://www.mfma.org/
10. Minnesota WIC-approved farmers markets 2017
    a. http://www.health.state.mn.us/divs/fh/wic/localagency/wedupdate/moyr/2017/06jun/28/fm2017flyer.pdf
11. Missouri Fiscal Note describing the cost of implementing Senior FMNP
    a. https://house.mo.gov/billtracking/bills181/fiscal/fispdf/4986-02N.ORG.pdf
12. Missouri bill introducing WIC FMNP
    a. http://house.mo.gov/bill.aspx?bill=HB1883&year=2018&code=R
13. North Dakota EBT machines for Farmers Markets
    a. Deb Kramer, Public Assistance Program Administrator, 701-328-3272, debkramer@nd.gov
14. North Dakota Farmers Market and Growers Association https://www.ndfarmersmarkets.org/

If you have questions, please contact Kim Lipetzky with the Fargo Cass Public Health Office at 701-241-8195 or klipetzky@fargond.gov.

Appendix A: Federal Nutrition Programs at Farmers Markets in Regional Jurisdictions

Bismarck, ND
The BisMarket farmers market accepts SNAP and has a SNAP incentive program where individuals can use their EBT card for a dollar-for-dollar match up to $15 per market to purchase eligible items. This program is funded through grants in addition to donations from a local electric cooperative. The other farmers market in Bismarck does not accept SNAP as a whole but a few individual vendors accept SNAP. This market does not have a double bucks program.

Lincoln, NE
Nebraska Extension, Nebraska Department of Agriculture, CHI Health and Children's Hospital and Medical Center partnered to offer double bucks to SNAP participants (up to $20) at three farmers markets. Nebraska Department of Agriculture also offers Senior FMNP and WIC FMNP in Lincoln.
https://news.unl.edu/newsrooms/today/article/program-allows-snap-participants-to-double-fruits-vegetables/
http://www.ourbesttoyou.nebraska.gov/programs.html

Sioux Falls, SD
South Dakota does not have Senior FMNP or WIC FMNP. Those administering the Sioux Falls Public Health Department program called Live Well have been interested in enhancing SNAP at their farmers market for quite some time but they currently only have one individual vendor at their farmers market accepting it. They do not have a double bucks program but have been communicating with South Dakota State University (SDSU) about pursuing grant funding. Funding has been their biggest challenge.

Appendix B: Example Ordinances

Minneapolis, MN: requires markets to accept FMNP, Senior FMNP, and WIC Fruit and Veg Vouchers.
201.30. - Farmers market requirements.
(5) Farmers markets shall become authorized to accept FMNP (Farmers Market Nutrition Program), S/FMNP (Senior Farmers Market Nutrition Program), WIC-CVV (Women, Infants and Children Fruit and Vegetable Vouchers), and any other similar food assistance programs as designated by the licensing official, not including SNAP-EBT (Supplemental Nutrition Assistance Program Electronic Benefits Transfer), within twelve (12) months of licensure.
(2011-Or-095, § 3, 11-4-11; 2013-Or-143, § 1, 12-6-13; Ord. No. 2017-017 , § 6, 4-28-17)

Hawaii: Requires the Dept of Agriculture to create a farmers' market dollar-for-dollar matching program for SNAP beneficiaries.
A BILL FOR AN ACT
RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM.
BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

SECTION 1. The legislature finds that consumption of fresh fruit and vegetables is an integral part of a healthy diet and central to the prevention of obesity and disease. Every community should have adequate access to such healthy dietary options; however, high cost and poor quality often make this difficult.

The legislature further finds that, to increase access to fresh fruits and vegetables for beneficiaries of the federal Supplemental Nutrition Assistance Program, some states have enacted farmers' market matching incentive programs. Under such programs, individuals who purchase produce at local farmers' markets using their nutrition assistance benefits receive additional benefits on a dollar-for-dollar basis up to a certain amount.

The legislature further finds that farmers' market matching incentive programs have not only increased access to healthy dietary options, but have also helped invigorate local economies and address food insecurity. Previous legislation introduced in Hawaii to establish such a program was supported by community and scientific groups. Therefore, the purpose of this Act is to require the department of agriculture to develop and administer a farmers' market matching incentive program promoting the purchase of Hawaii-grown fruits and vegetables for beneficiaries of the Supplemental Nutrition Assistance Program.

SECTION 2. Chapter 141, Hawaii Revised Statutes, is amended by adding a new section to be appropriately designated and to read as follows:

"**§141□ Farmers market matching incentive program; special fund.** (a) There is established a farmers' market matching incentive program for beneficiaries of the Supplemental Nutrition Assistance Program. The program shall be developed and administered by the department of agriculture.

(b) Beneficiaries of the Supplemental Nutrition Assistance Program who use food stamps to make purchases at a farmers' market shall receive a dollar-for-dollar match up to $20 to be used exclusively for purchases at a farmers' market. "Farmers' market" shall have the same meaning as in section 205□2(d)(15)(D).

(c) There is established within the department of agriculture a farmers' market matching incentive program special fund, into which shall be deposited any legislative appropriations and any public or private grants, awards, or gifts for the purpose of the farmers' market matching incentive program. Moneys in the special fund may be expended by the department to administer the program and to provide matching funds to beneficiaries.

(d) The department of agriculture may cooperate with private organizations to develop rules for the farmers' market matching incentive program."

SECTION 3. There is appropriated out of the general revenues of the State of Hawaii the sum of $300,000 or so much thereof as may be necessary for fiscal year 2018-2019 to be deposited into the farmers' market matching incentive program special fund.

SECTION 4. There is appropriated out of the farmers' market matching incentive program special fund the sum of $300,000 or so much thereof as may be necessary for fiscal year 2018-2019 for administration of the farmers' market matching incentive program and to provide matching funds to beneficiaries of the Supplemental Nutrition Assistance Program.

The sum appropriated shall be expended by the department of agriculture for the purposes of this Act.

SECTION 5. New statutory material is underscored.

SECTION 6. This Act shall take effect on July 1, 2018.

Los Angeles, CA: requires all farmers' markets to accept EBT payments (CalFresh).
Part 25 - FARMERS' MARKETS
22.52.2620 - General Provisions.
F) Forms of payment. Farmers' markets shall accept CalFresh benefits via electronic benefit transfer ("EBT") card in addition to accepting other forms of payment.
(Ord. 2013-0001 § 56, 2013.)

Prince George's County, MD: sets up a program called "SNAP to Health" which provides technical assistance to farmers' markets to accept SNAP and trains markets on reporting requirements. It also makes $5,000 in grants per fiscal year available to markets for up to three years.
Code §§ 12-116 – 121
SUBDIVISION 4. - SNAP TO HEALTH PROGRAM.
Sec. 12-116. - SNAP to Health Program.
(a) The Department shall establish a program entitled "SNAP To Health" to provide technical assistance:
(1) to a Farmer's Market as defined by Section 27-107.01(87.1) of the County Code, in acquiring technology necessary to accept and process benefits under the Supplemental Nutrition Assistance Program (SNAP).
(2) to train managers at a Farmer's Market how to manage the reporting requirements and responsibilities associated with managing a system that accepts and processes SNAP benefits.
(CB-37-2014)
Sec. 12-117. - Grants under the SNAP to Health Program.
(a) The Department shall provide grants:
(1) To a Farmer's Market to offset the initial cost of establishing a SNAP acceptance and processing system.
(2) To a Farmer's Market to offset the costs associated with managing SNAP acceptance and processing such as fees associated with hosting an Electronic Bank Transfer (EBT) device, transaction fees associated with SNAP purchases on the EBT device, and staff costs.
(b) Contingent upon available funding, a Farmer's Market applying for the type of grant assistance found in this Section is eligible for up to three (3) years of assistance in the following increments:
(1) In the first year, the grant may offset up to One Hundred Percent (100%) of the costs.
(2) In the second year, the grant may offset up to Fifty Percent (50%) of the costs.
(3) In the third year, the grant may offset up to Twenty Five Percent (25%) of the costs.
(c) A farmer's market may not receive more than $5,000 in County grants under this program in a single fiscal year.
(d) The Department shall establish the eligibility requirements the managing entity of a farmer's market must meet in order to qualify for a grant through program regulations promulgated pursuant to Section 12-120.
(CB-37-2014)
Sec. 12-118. - Outreach and Advertising.
(a) The Department shall collaborate with the Farmer's Markets, the Department of Social Services, the Prince George's County Conference and Visitors Bureau and non-profit organizations on advertising and outreach targeting Prince George's County residents participating in SNAP to inform them which Farmer's Markets accept and process SNAP benefits as well as the health benefits of buying fresh produce at the farmer's market.
(CB-37-2014)
Sec. 12-119. - Funding.
(a) The administration and implementation of this program shall be funded initially for an amount of One Hundred Thousand Dollars ($100,000.00) as appropriated in the Fiscal Year 2015 budget.
(CB-37-2014)

San Francisco, CA: updated the Park Code and Administrative Code to allow farmers' markets to be located on Parks' property, require the Ag Commissioner to conduct a yearly needs assessment for locations of new markets, and require farmers' market vendors to accept payments from federal, state or local food assistance programs.
San Francisco Park Code
SEC. 7.21. FARMERS' MARKETS.
(a) The Commission may permit the location of a Farmers' Market, that meets the requirements of Administrative Code Chapter 9A. or any successor provisions, as certified by the Agricultural Commissioner, on park land upon findings that such a use:

(1) Is appropriate for the crowd capacity of the particular location;

(2) Does not adversely affect park grounds or facilities beyond the regular usage of the particular location; and,

(3) Does not significantly interfere with the public's use and enjoyment of other areas of the park, including, but not limited to, children's play areas or athletic courts or fields.

(b) The permit fee shall be $475 per location of market, for each six (6) months of operation, where the market is operating at the location no more than one day a week. If the market operates at the location more than one day a week at any time during the six-month permit period, the permit fee shall be multiplied by the number of days of operation during a week. For example, a market that at any time during the six-month period operates at the location two days a week shall pay a permit fee of $950 for the six-month permit period. In addition to the permit fee, the permittee shall reimburse the Department for staff costs directly incurred by the operation of the market at the location.

San Francisco Administrative Code

SEC. 9A.3. LOCATION.

(a) A market established under the provisions of this chapter may be located at any suitable site selected by the Agricultural Commissioner and owned or leased by the City and County.

(b) A market established under the provisions of this chapter may be located on property under the jurisdiction of the Recreation and Park Commission upon approval of the Commission. Upon receiving a request to locate a market on property under the jurisdiction of the Recreation and Park Commission, the Commissioner of Agriculture shall work with the Recreation and Park Department to identify possible suitable sites for approval by the Recreation and Park Commission as set forth in the Park Code.

SEC. 9A.15. SAME – TERMS AND CONDITIONS.

Permission to sell at a market shall be offered only upon the following terms and conditions:

(a) The proper completion and filing of an application;

(b) Compliance with all federal, State and local laws relating to the operation, use and enjoyment of the facilities or the market premises;

(c) Compliance with all rules and regulations of the Agricultural Commissioner regarding use of the market facilities.

(d) Accept forms of payment provided to vendors or market sponsors by participants of federal, state or local food assistance programs, including, but not limited to, food stamps, WIC Farmers' Market Nutrition Programs, and Senior Farmers' Market Nutrition Programs. Such forms of payment include, but are not limited to, coupons, vouchers, Electronic Benefit Transfer (EBT) cards. The Agricultural Commissioner shall work with market sponsors or managers who are not currently certified to accept any, or all, of these forms of payment to obtain such certification within six months of the effective date of this legislation.

SEC. 9A.20. NEEDS ASSESSMENT.

In order to support low income access to healthy, local produce by low-income San Franciscans, as well as to provide additional markets for regional farmers, the Agriculture Commissioner shall conduct a needs assessment of neighborhoods in San Francisco that could support additional farmers markets without impacting the viability of locally owned businesses. This needs assessment shall primarily focus on identifying the best location for farmers markets in underserved neighborhoods. This needs assessment shall be submitted to the Clerk of Board of Supervisors on an annual basis.

Appendix C: Cass-Clay WIC and SNAP Participation

Table 1. WIC participation by year and county - Unduplicated Data

County	Total number of participants by year			
	2015	2016	2017	2018
Clay	2,509	2,572	2,472	N/A
Cass	4,960	5,069	4,851	N/A

Table 2. Cass County SNAP Participation by year - Unduplicated Data

Month/Year	Number of Households	Number of Individuals	Issuance for January
January 2015	5,552	12,032	$1,393,872
January 2016	5,657	12,439	$1,456,074
January 2017	5,768	12,500	$1,434,651
January 2018	5,807	12,533	$1,423,920

Table 3. Clay County SNAP participation by year - Unduplicated Data

Month/Year	Number of Households	Number of Individuals	Issuance for January
January 2015	2,431	5,278	$519,747.51
January 2016	2,512	5,422	$533,966.82
January 2017	2,625	5,688	$590,493.89
January 2018	2,735	5,757	$606,117.02

Appendix D: Cass-Clay Farmers Markets and SNAP Acceptance

Farmers Market	SNAP Status
Farmers Market & Beyond 500 13th Ave W, West Fargo ND	Not accepting SNAP. No plans on accepting it at this time as they are making some changes to the market. Market run by West Fargo Parks & Rec.
Great Plains Producer Association's Community Farmers Market West Acres Mall, Fargo ND	One produce vendor, Erbes Farms, accepts SNAP. Market run by producer so no main body in charge of market to accept SNAP.
Hildebrant's Farmers Market 349 E Main Ave, West Fargo ND	Accepts SNAP.
Moorhead Center Mall Market 4 St N & Center Ave, Moorhead MN	Does not yet accept SNAP. Working on accepting it for the 2018 season. Need a fiscal host and an individual to run program at the market.
NoMo Farmers Market Junkyard Brewing, 1416 1st Ave N, Moorhead MN	Does not accept SNAP. Market runs only once a month in the summer.
Red River Market Broadway & 4th Ave N, Fargo	Accepts SNAP and has a double bucks program. SNAP users double their purchasing power up to $10 when they use their EBT card at the market. Double Bucks Funding Source: 2016: Dakota Medical Foundation, 2017: Dakota Medical Foundation & Fargo Youth Commission, 2018: Essentia Health
Whistle Stop Farmers Market Whistle Stop Park at 14th St NE, Dilworth	Does not yet accept SNAP but would like to start accepting it for the 2018 season. A vendor manages the market and would be there every week to run EBT transactions. Connected with PartnerShip 4 Health to help apply to the program.

Appendix E: Programs enhancing SNAP purchases at Farmers Markets

Jurisdiction	Program	Description
California	Market Match	The statewide program matches up to $10 in SNAP purchases at farmers markets[10]
Massachusetts	Healthy Incentives Program (HIP)	HIP is a dollar-for-dollar SNAP matching program for the purchase of local produce at farmers markets, farm stands, and CSAs. Unique to this program, the matching funds are added directly to a participant's EBT card when they make eligible purchases. The match maximum is based on household size.[11]
Oklahoma	SNAP marketing	The Oklahoma Nutrition Information Education (ONIE) Project assisted local markets by creating EBT-related signage, in-season produce guides, flyers for schools and the community, direct mailings to SNAP participant as well as online marketing.[12]
Tacoma, WA	Matching programs and SNAP Ambassador Program	They used a federal grant (FINI) to fund their double bucks program and started a program called Senior Farm Share, a matching program for Senior FMNP. SNAP Ambassadors are current or former SNAP users who use social media, peer-to-peer networking and farmers market tours to spread the word about the SNAP program[13]

[10] https://marketmatch.org/

[11] https://www.mass.gov/service-details/healthy-incentives-program-hip

[12] Owen Jade, et al. The Muskogee Farmers Market: Working Together to Achieve Healthy, Affordable Food Options for Everyone. Farmers Market Coalition. 2017. https://farmersmarketcoalition.org/19627-2/

[13] Carkonen Stacey and Shawn. A Taste of Tacoma: Increasing Food Access Builds Community, Partnership, and Local Businesses. Farmers Market Coalition. 2017. https://farmersmarketcoalition.org/taste-tacoma-increasing-food-access-builds-community-partnership-local-businesses/

Appendix F: Federal Grants for Farmers Markets

Federal Grant	Description
Community Food Projects (CFP) Competitive Grants Program	Funds projects that increase community self-reliance relating to food and nutrition and also strives to meet the needs of low-income individuals in that community. One of the only federal grants to focus on a whole food system approach to public health and nutrition. Two types of grants are available: 1) Planning Grants for food security improvements and 2) Community Food Projects for ongoing projects.[14]
Farmers Market Promotion Program (FMPP)	Strives to increase consumption of local food and develop new markets for farmers markets, produce stands, CSAs, and other producer-to-consumer services by providing technical assistance, training and outreach.[15]
Farmers' Market SNAP Support Grants	Provides grants to increase SNAP accessibility and participation at farmers markets, which can include measures like technical assistance, staff training, and assistance creating educational materials.[16]
Food Insecurity Nutrition Incentive (FINI) Program*	Supports projects to increase SNAP participants' produce purchases. These can be pilot projects (up to $100,000), multi-year community-based projects (up to $500,000), or multi-year large-scale projects ($500,000 or greater).[17]
Healthy Food Financing Initiative (HFFI)	Assists in bringing healthy food retailers, like corner stores and farmers markets, to underserved and rural communities.[18]
Local Food Promotion Program (LFPP)	Supports the expansion of local food enterprises to increase consumption of local foods and develop market opportunities for farmers and producers. There are two types of grants: 1) planning grants used for activities such as market research, feasibility studies and business planning, and 2) implementation grants used for activities such as technical assistance and training for workers, outreach & marketing, and information technology improvements.[19]

[14] Rural Health Information Hub. Community Food Projects Competitive Grant Program. accessed 2018 April 14. https://www.ruralhealthinfo.org/funding/379

[15] USDA USDA Agricultural Marketing Service. Farmers Market Promotion Program. accessed 2018 April 14. https://www.ams.usda.gov/services/grants/fmpp

[16] USDA. USDA Awards $34.3 MIllion to Support Communities' Local Foods Infrastructure, Increase Access to Fruits and Vegetables. accessed 2018 April 14. https://www.usda.gov/media/press-releases/2015/10/02/usda-awards-343-million-support-communities-local-foods

[17] USDA NIFA. Food Insecurity Nutrition Incentive (FINI) Grant Program. accessed 2018 April 14. https://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program

[18] U.S. Dept of Health & Human Services Office of Community Services. Healthy Food Financing Initiative. accessed 2018 April 14. https://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program

[19] USDA Agricultural Marketing Service. Local Food Promotion Program. accessed 2018 April 14. https://www.ams.usda.gov/services/grants/lfpp