Food Stamps at Farmers’ Markets

Utahns Against Hunger
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Discussion Outline

1. Utahns Against Hunger’s work with recruitment
2. Barriers and learning lessons
3. Information for LHDs going forward
UAH’s work since 2011

- Utahns Against Hunger and Farmers Markets since 2011
- Created a Toolkit to streamline the process for market managers/representatives
- Compiled SNAP sales and feedback from markets
- We have recruited markets approximately 11 + markets
The Toolkit

Accepting Foods Stamps at Your Farmers Market:
~ Toolkit~

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Utahns Against Hunger
P.O Box 4103
Salt Lake City, Utah 84110
801-328-2561
Benson Grist Mill
Cache Valley Gardeners Market
Cedar City Farmers Market
Downtown Farmers Market
Happy Valley Farmers Market
IRC Farm Stand
Moab Farmer Market
Murray Farmers Market
Ogden City Farmers Market Park Silly Sunday Market
9th West Market (People's Market)
Provo Farmer Market
Real Food Rising Farm Stand
Roosevelt Farmer Market Sugarhouse Farmers Market
Syracuse City Farmers Market
University of Utah Farmers Market
Utah Botanical Center Farmers Market
Barriers

• Market size
  • Management concerns (Could include volunteers/outreach capacity)
  • Financial concerns
  • Lack of consistent eligible food availability
  • Other needs overshadowed interest in SNAP

• Additional “hassles” of being a retailer

• Systemic nature of the SNAP program vs. market (especially true in rural areas)

• General market fluctuation/expiration

• Proximity to direct assistance/training

• Identifying/reaching the market manager (especially true in rural areas)
Potential Barriers: Retention
Make sure the SNAP program is sustainable for markets by considering:

- If the market has the customer base and infrastructure to support the program over time
- What organization(s) is responsible for the market?
- If the market does/will accept SNAP, make sure they are abiding by FNS requirements
Where to go from here...

• Consider the possibility of supporting market growth and sustainability

• Utilize the Department of Workforce Service’s zip code data to learn what areas have the greatest need → Utah has approximately 238,600 Food Stamp beneficiaries!

• Consider funding opportunities for management and associated SNAP expenses (MarketLink)

• Utilize UAH’s list of Utah farmers market to guide and inform your outreach

• Meet with market managers in person, when possible (“Hold their hand”)

• Utilize and adapt UAH’s Toolkit to inform yourself and market managers about becoming a SNAP retailer

• Consider the feasibility of a volunteer/intern recruitment system to manage the EBT machine

• Be persistent when appropriate
Other produce/food vendors worth approaching:

• Farm stands
• Single farmer’s market/Family farms
• CSAs
Other factors that make a successful SNAP market

• Matching funds programs

• Food $ense
Thank you-

Utahns Against Hunger
Creating the Political and Public will to end hunger since 1981

For more information, contact Laura Flower
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Visit us on the web at uah.org