

# Healthy Options For Farmers and Consumers



Presentation by

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# Agenda

## RESOURCES

- Know Your Farmer, Know Your Food
  - USDA Grants, Loans and Resources
- Farmers Market Coalition

## PURCHASING LOCAL FOOD

- Selling to Consumers
- Accessing consumers with federal food benefits



## Every Family Needs a Farmer

KYF2 is a USDA-wide effort to create new economic opportunities by better connecting consumers with local producers. It is also the start of a national conversation about the importance of understanding where your food comes from and how it gets to your plate. Today, there is too much distance between the average American and their farmer. The USDA is marshalling resources to help create the link between local production and local consumption.



How the USDA supports farmers  
Grants, Loans and Resources

# Agricultural Marketing Service

- Farmers Market Promotion Program
- Federal-State Marketing Improvement Program
- Specialty Crop Block Grants



# Food & Nutrition Service

- Senior Farmers Market Nutrition
- WIC (Women, Infants and Children) Farmers Market Nutrition Program
- SNAP EBT (formerly Food Stamps)
- WIC Cash Value Voucher redeemed for fruits and vegetables



# Rural Development

- Appropriate Technology Transfer for Rural Areas
- Business and Industry (B&I) Guaranteed Loan Program
- Community Facilities Program
- Rural Business Enterprise Grants
- Rural Business Opportunity Grants
- Rural Cooperative Development
- Value-Added Producer Grants



# Farm Service Agency

- Farm Loan Programs: Direct and Guaranteed Farm Ownership Loans, and Direct and Guaranteed Operating Loans, with targeted funding for Beginning and Socially Disadvantaged Farmers and Ranchers
- Farm Storage Facility Loans



# Natural Resources Conservation Service

- Environmental Quality Incentives Program
- EQIP - Organic conversion cost share
- Farm and Ranch Lands Protection Program



# **National Institute of Food & Agriculture** (formerly CSREES)

- Beginning Farmer and Rancher Program
- Community Food Projects
- Sustainable Agriculture Research and Education (SARE)



# Risk Management

- Community Outreach and Assistance Partnerships
- Risk Management Education Programs





**FARMERS  
MARKET  
COALITION**

# Farmers Market Coalition

- The Farmers Market Coalition is driven by three complimentary goals. We call it our triple bottom line.
  - Farmers earn fair prices for the fruits of their labor by selling directly to consumers.
  - Consumers gain access to fresh, nutritious, local produce.
  - Communities regain a figurative “town square,” experiencing the many positive outcomes of foot traffic and animated public space.

# Farmers Market Coalition



Education

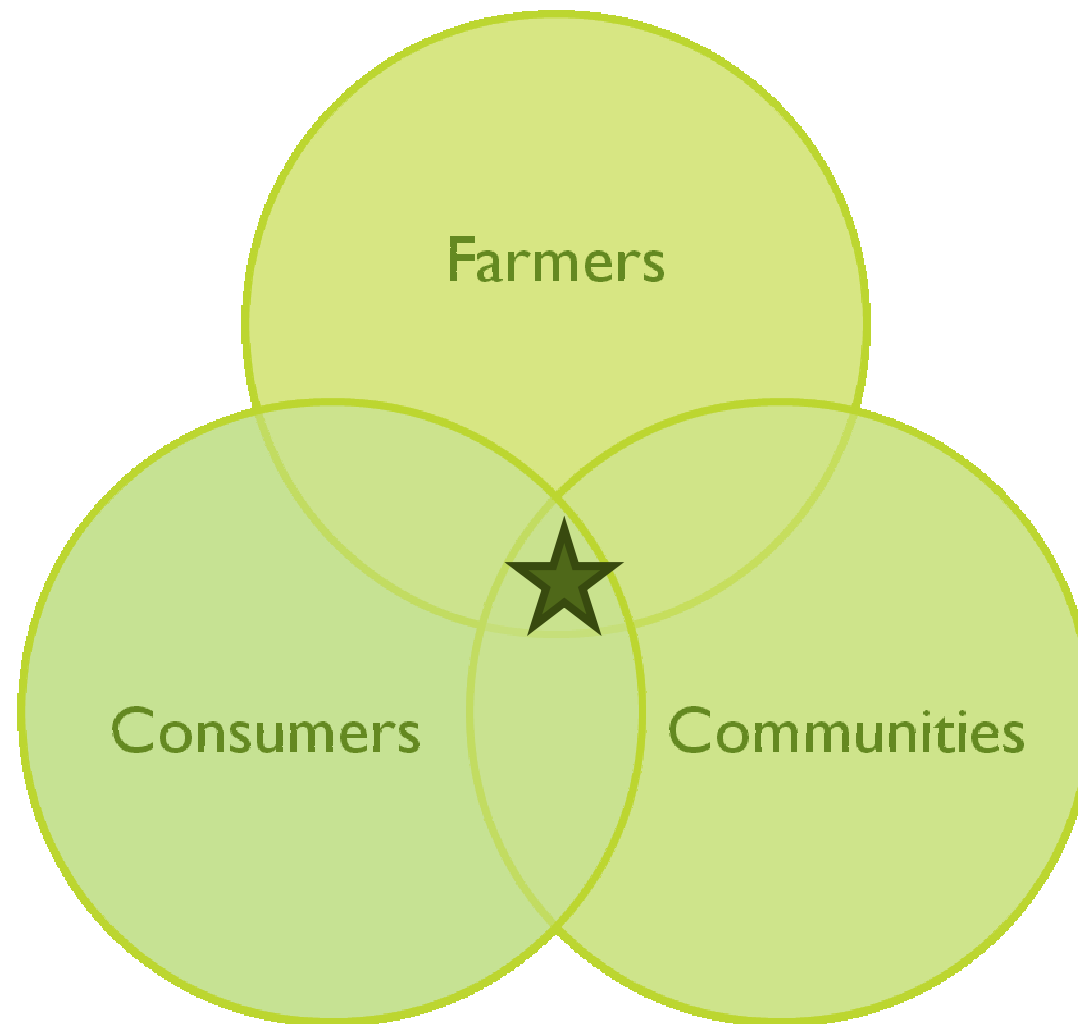


Networking



Advocacy

# Farmers Markets and Good Health



# **PURCHASING LOCAL FOOD**

- Selling to Consumers
- Accessing consumers with federal food benefits

# Purchasing Power of Local Foods

The national agenda has changed. There's more emphasis on what we eat and where it comes from.

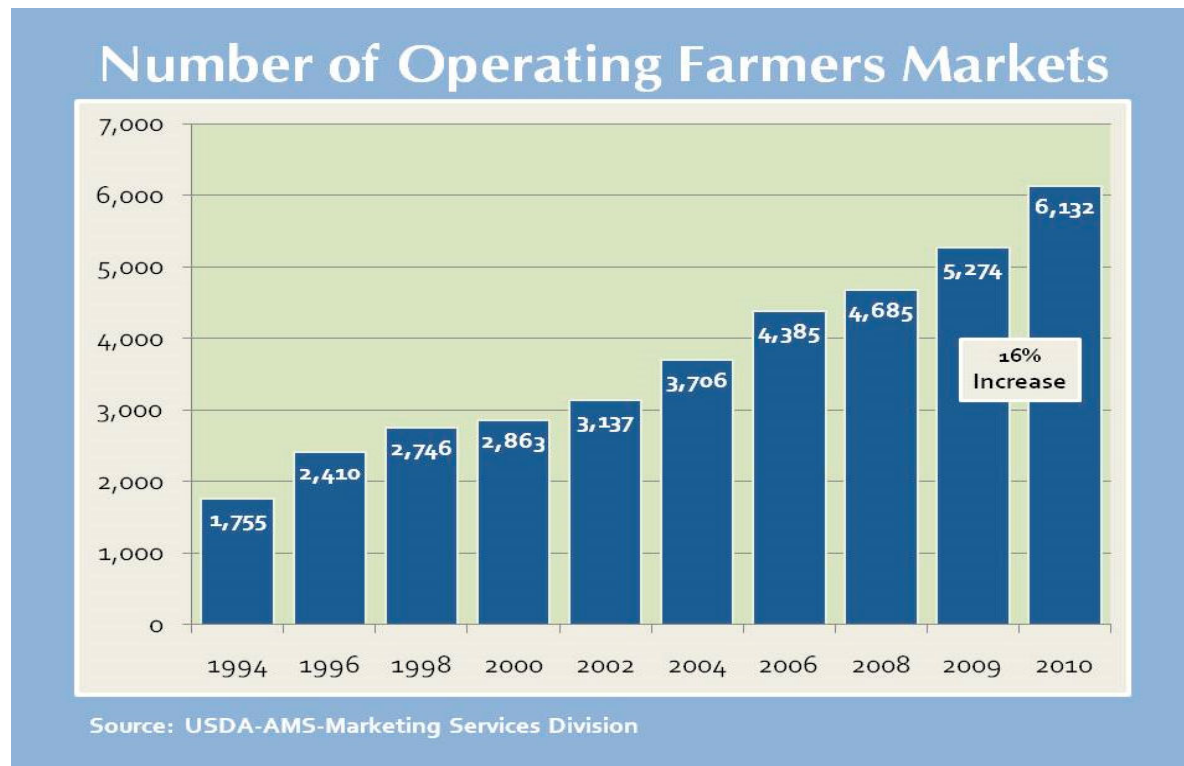
Are you ready for the challenge of meeting that demand?

What part do you want your farm to play in the new demands from consumers?

How much of the retail price do you want to get?

# Growth of Farmers Markets

- In 1994 - 1,755 farmers markets in US
- In 2010 - 6,132 farmers markets in US



# Growth of Farmers Markets

- \$1.2 billion in consumer spending each year at farmers markets in US (2009)
- An average of 350 people visit a farmers market each market day (2009)
- Farmers Market customers want:
  - #1: freshness
  - #2: taste
  - #3: access to local food

# Farmers Markets and Price

PRODUCE (organic, 1 lb)	Farmers market	Madison Market Co-op	QFC	Safeway
Apples-gala	\$2.99	\$1.99	\$2.99	\$2.79
golden delicious	2.99	1.49	2.29	2.39
Asparagus.	4.00	4.99	9.98	4.79
Carrots	2.73	1.99	2.99	2.39
Garlic	4.00	5.49	5.99	23.92
Mushrooms	8.00	8.99	9.99	23.96
Rhubarb	3.25	4.99	3.99	3.99
Spinach/baby	8.00	7.99	8.99	5.99
Strawberries	4.00	3.99	5.99	5.99
Tomatoes	4.00	3.79	4.99	4.19
<b>AVERAGE:</b>	<b>\$4.40</b>	<b>\$4.57</b>	<b>\$5.82</b>	<b>\$8.04</b>

Jones, S. 2009. Seattle University.

# Federal Food Nutrition Programs

- **Farmers Market Nutrition Program**
  - WIC and Senior FMNPS operate in North Florida only (about \$500,000 annually)
- **WIC Fruits & Vegetable Voucher**
  - Operates statewide in every county (\$25 million annually)
- **SNAP (Supplemental Nutrition Assistance Program)**
  - Operates statewide in every county (\$4.3 billion annually as of Oct 2010)

## **WIC Farmers Market Nutrition Coupon Program (No Fla only)**

- 237 Farmers redeemed \$283,709 at 41 farmers markets and 4 farm stands from 30,129 consumers in 2009.
- \$1197 per farmer (April – July)

# **WIC Fruit and Vegetable Voucher**

- WIC: Women, Infants and Children, a health and nutrition program
- \$25 million in Fruits and Vegetable Vouchers distributed to consumers in Florida this year.
- WIC customers can purchase any combination allowed fruits and vegetables, whole or cut up; Loose or packed in bags or plastic containers

# **WIC Fruit and Vegetable Voucher**

- 1<sup>st</sup> Farmers Market pilot launches Dec 2010 at Jackson Green Market @ Jackson Memorial Hospital, Miami
- Fruit & Vegetable Vouchers are dollar-based, not item-based. Any excess value will be lost.

# SNAP in Florida

- \$2,968,374,682 was spent by consumers in Florida using SNAP benefits by 1,952,362 consumers to purchase their food in 2009.
- 3 million consumers will use SNAP to purchase food in Florida in 2010-11.
- Farmers market redemption increased 159% in the past year.

# SNAP in Florida

- SNAP can currently be redeemed at these Farmers Markets:
  - High Springs Farmers Market
  - Jacksonville Farmers Market
  - Sanford Farmers Market
  - Tampa Bay Farmers Market
  - Wildwood Growers Market
  - Roots in the City Farmers Market (Overtown/Miami)
  - Jackson Green Market (Jackson Memorial Hospital, Miami)

## **SOON TO BE ADDED:**

- Alachua County Farmers Market (441)
- Union Street Farmers Market (downtown)

# SNAP for markets and farmers

- “What is a Farmers' Market?”

According to the USDA:

A farmers' market is defined as a multi-stall market at which farmer-producers sell agricultural products directly to the general public at a central or fixed location, particularly fresh fruit and vegetables (but also meat products, dairy products, and/or grains).

# SNAP continued...

- Farmers Market Designation applies to an umbrella organization/sponsor that operates a farmers' market location or locations.
- Farmers Market Designation also applies to **direct marketing farmers; these are individual producers of agricultural products, particularly fresh fruit and vegetables, as well as meat, dairy, and/or grains**, that are sold to the general public through a **direct marketing venue such as a roadside farm stand, pick-your own operation, and/or market stall within a farmers market.**

# Incentive Programs at Markets



# Incentive Programs at Markets

- Bring customers to the market and to your booth
- Double the value of a SNAP customer's purchase
- Double your sales to SNAP customers

# Resources

- **USDA Know Your Farmer, Know Your Food (FYF2)**  
*[www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer)*
- **Farmers Market Coalition**  
*[www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org)*
- **EBT SNAP**  
*<http://www.fns.usda.gov/fsp/ebt/fm.htm>*
- **WIC Fruits & Vegetable Voucher**  
*<http://www.doh.state.fl.us/family/wic/pages/vendors/vendors.htm>*



**THANK YOU TO  
BLUE OVEN KITCHENS!**

Questions?  
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