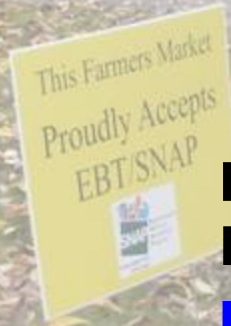


SNAP at Maine's Farmers Markets

Maine Farmers Market Convention 2014



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TODAY'S FORMAT

Session 1: Presentation (30 min)

1. A look at the data
2. MLFAN
3. Technology & Future Trends
4. Federal Policy

Session 2: Roundtable (60 min)

-small group discussions on 3 topics

2013 DATA COLLECTION & ANALYSIS

- ✘ Reported by farmers market members & support organizations
- ✘ Data collection is incomplete
- ✘ 17 of 27 markets have reported
- ✘ Analysis is just beginning

SNAP + 'INCENTIVES' TOTAL SALES

2011

10 markets

8 reporting

\$50k

\$6k (av.)

2012

20 markets

10 reporting

\$100k

\$10k (av.)

2013

27 markets

17 reporting

\$200k

\$12k (av.)

2013 SALES BASED ON # OF YRS W/SNAP

1 st Yr Markets	2 nd Yr Markets	3 rd + Yr Markets
4 markets	3 markets	10 markets
\$8,927	\$55,959	\$120,475
\$2,232 (av.)	\$18,653 (av.)	\$12,048 (av.)

LOCATION TYPE IN 2013

Rural

8 markets

\$34,624

\$4,328 (av.)

Urban

7 markets

\$143,557

\$20,508 (av.)

Coastal

2 markets

\$6,881

\$3,441 (av.)

INCENTIVE PROGRAMMING IN 2013

- ✘ Most use 25-50% matching incentive
- ✘ Some have per day sales caps
- ✘ 14 out of 17 reporting have incentives
- ✘ Over \$60k in incentives

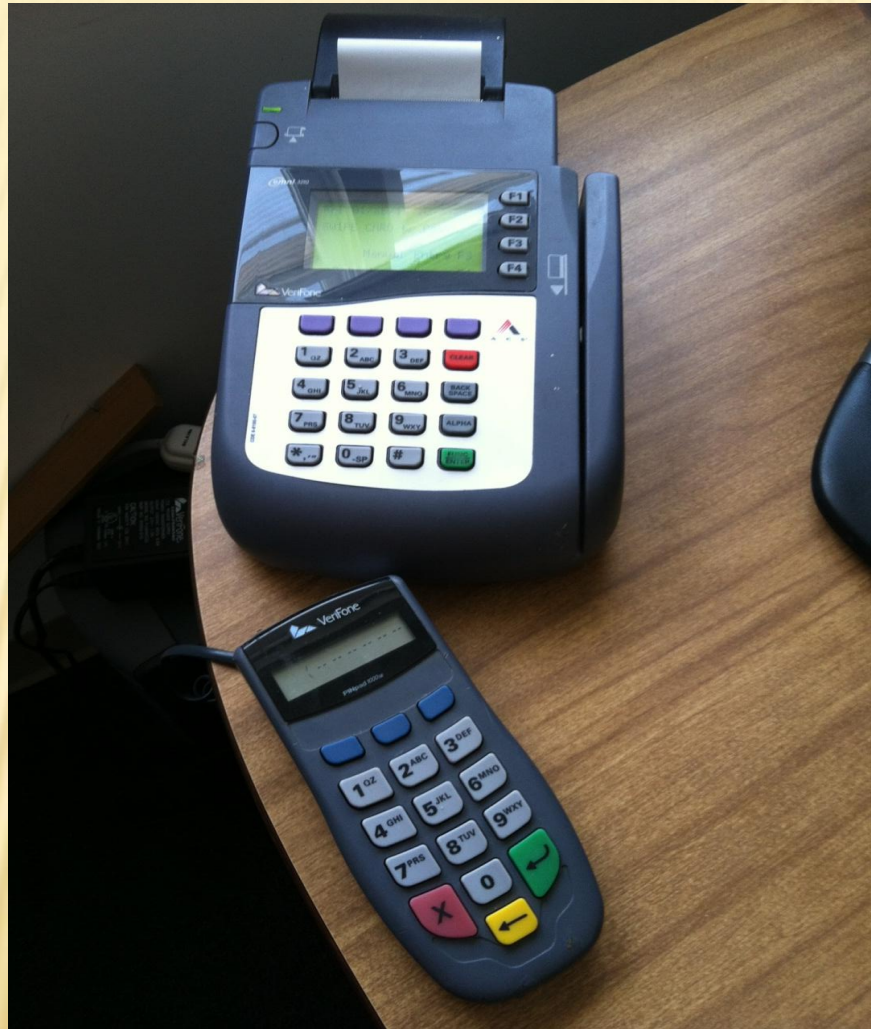
SUPPORT PARTNERS IN 2013

- ✘ 15 out 17 reporting have support partner
- ✘ Volunteers are integral at some markets
- ✘ At least 7 markets utilize paid staff
- ✘ At least \$70k from support partners

MLFAN: MAINE LOCAL FOOD ACCESS NETWORK

- ✘ Access Health
- ✘ Cultivating Community
- ✘ Food AND Medicine
- ✘ Greater Somerset Public Health Collaborative
- ✘ Healthy Acadia
- ✘ Healthy Oxford Hills
- ✘ Healthy Portland
- ✘ Maine Farmland Trust – Farm Viability Program
- ✘ Maine Federation of Farmers' Markets
- ✘ Maine Organic Farmers' and Gardeners' Association
- ✘ Norway Farmers Market
- ✘ Portland Farmers Market
- ✘ Skowhegan Farmers Market
- ✘ St. Mary's Nutrition Center
- ✘ University of New England
- ✘ Wholesome Wave
- ✘ SNAP recipients
- ✘ farmers' market members
- ✘ other stakeholders

TECHNOLOGY & FUTURE TRENDS



- Process SNAP/WIC CVB/WIC/FMNP transactions on an iPhone, iPad or iPod touch.
- Provides the ability to email, text or print receipts.
- GPS functionality support to enable location services for tracking activity.
- Small footprint with the ability to operate with no power.
- Portal to view transactions and online receipts.
- Devices can be remotely disabled.
- Email notification for out of state transactions.





MarketLink™ is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP) launched in 2013 to connect farmers, markets, and consumers through technology. The United States Department of Agriculture (USDA) set a goal to increase the acceptance of the Supplemental Nutrition Assistance Program (SNAP, formerly known as Food Stamps) at farmers markets nationwide, and awarded a contract to NAFMNP to work towards this end. The MarketLink program was developed out of this collaboration. MarketLink™ is an innovative solution that will help farmers grow their business, markets increase their customer base, and shoppers increase their consumption of fresh produce.

[CLICK HERE TO SEE IF YOU QUALIFY FOR FREE](#)

DISCUSSION TOPICS`

1. Marketing and outreach strategies
2. Fundraising strategies
3. Data collection – what types of data are most valuable to collect?
How to engage low capacity markets in data collection?
4. How to address capacity for SNAP incentive programs?
5. Implications of federal program providing incentives for only fruits and vegetables
6. What are key factors in sustainability of existing nutrition incentive programs and of start-up efforts?
7. Are nutrition incentive programs at farmers markets the best model for improving low-income access in this particular site/community?
8. Sustainability