



# CFHL, UCCE partners with farmers markets to increase access to healthy, local food

Completed ?

## Reporting Periods

SNAP-Ed 2021 (October 1, 2020 - September 30, 2021)

## Site

North County Farmers' Market

## Unit

San Luis Obispo (County)

## COVID-19 Impact

Modified due to COVID-19

## Program Activity

*Not Specified*

## Keywords

Food Assistance

Nutrition

Food Access

## Comments

### Media coverage:

National Farmers Market Week

KSBY: County farmers celebrate National Farmers Market Week

<https://www.ksby.com/news/local-news/county-farmers-celebrate-national-farmers-market-week>

Paso Robles Daily News: This week is 'National Farmers' Market Week'

<https://pasoroblesdailynews.com/this-week-is-national-farmers-market-week/130764/>

KPRL: This is National Farmers Market Week

<https://kprl.com/national-farmers-market-week-8-04-2021/>

Hunger Tour Round Table:

**KSBY:** [Rep. Salud Carbajal makes stops along the Central Coast in day-long "Hunger Tour"](#)

**KCBX:** [Congressman Salud Carbajal visits Laguna Middle School to address food insecurity](#)

**KEYT (ABC):** [KEYT Newschannel 3 at 11 PM](#) (RE: District Hunger Tour) (Also ran on KCOY-SBA (CBS) Kitchen Nightmares, KKFX-SBA (FOX) Fox 11 News at 10, & KEYT (ABC) KEYT Newschannel 3 at 5 PM)

**KSBY-SBA (NBC):** [KSBY News at 6](#) (RE: District Hunger Tour)

**KEYT (ABC):** [KEYT Newschannel 3 at 11 PM](#) (RE: District Hunger Tour)

**KCOY-SBA (CBS):** [Escape to the Country](#) (RE: District Hunger Tour)

**KSBY-SBA (NBC):** [KSBY Mid-Day News](#) (RE: District Hunger Tour)

**KKFX-SBA (FOX):** [KEYT News at 6am](#) (RE: District Hunger Tour) (Also ran on KEYT (ABC) KEYT Newschannel 3 at 6 AM, KCOY-SBA (CBS) H2O Steam Fx Pro, KEYT (ABC) KEYT Newschannel 3 at 6 AM, KEYT (ABC) KEYT Newschannel 3 at 5 AM, & KCOY-SBA (CBS) Paid Programming)

**Santa Ynez Valley News:** [Congressman Salud Carbajal visits Santa Maria as part of 'Hunger Tour'](#)

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## Uploads

[Roman the Romaine.jpg](#)

[Farmers Market.jpg](#)


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## Has Photo Releases


Yes

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## Created By

 Shannon Klisch

**Last Modified By**

 Shannon Klisch

**Created**

10/01/2021 3:34 p.m.




**Modified**

10/01/2021 3:39 p.m.

**PEARS Success Story ID**

23146

## Collaborators

User	Contributor	View Only	View & Edit	Contribution
Shannon Klisch				

## Story

### Background

CalFresh Healthy Living, UCCE in San Luis Obispo and Santa Barbara counties (UCCE) chairs the EBT at Farmers Markets working group of the San Luis Obispo Food System Coalition. The workgroup includes farmers market managers, County Public Health and Department of Social Services staff, WIC, food bank and others. The purpose of the work group is to increase the use of CalFresh at farmers markets to 1) create equitable access to healthy food and 2) support for local farmers.

### The Issue

Increasing access and availability of healthy food among low-income community members is one systemic and environmental change strategy that supports the health and nutrition goals of

CalFresh Healthy Living. Farmers markets that accept CalFresh benefits and offer market incentives, like Market Match, can make healthy living easier and more accessible for all community members, while increasing local economic activity. In the CDC report on current practices in developing and supporting farmers' markets[1], several case studies discuss the importance of farmers working with community-based partners to help promote farmers markets and increase outreach in low-income communities.

[1] <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/pdf/current-practices-farmers-markets.pdf>

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## Story Narrative

## The Work

As the COVID-19 pandemic continued, farmers markets were increasingly recognized as places to safely shop outside. During FFY21, the EBT at Farmers Market work group resumed regular meetings in an online format in order to continue to partner and further our goals. Online meetings were held monthly and partners were brought together to share best practices, discuss trends in local markets, get feedback on outreach strategies, hear from Ecology Center partners and share feedback with them, share strategies with implementers in other counties, and collaborate on National Farmers Market Week Promotion.

National Farmers Market Week is celebrated the first week of August to increase awareness of farmers markets' essential role in connecting local farmers and consumers, and to show how much value markets bring to their communities and the local economy. During the market events, UCCE and work group partners distributed informational packets with EBT/Market

Match information and recipes, hosted a no-touch scavenger hunt for kids to explore the market, and food bank staff dressed up as Roman the Romaine to get people's attention and start conversations.

Prior to National Farmers Market week, UCCE created a postcard with information about the farmers market EBT and Market Match programs. The postcard was sent to 7,253 low-income households in seven low-income communities across SLO county where EBT and Market Match are offered. Additionally, UCCE collaborated with WIC to send out monthly texts to over 1800 WIC participants who live in the communities near partnering farmers markets.

## The Impact

It is difficult to measure the entire impact of our collaborative work, here are a few notable impacts:

- National Farmer's Market Week promotional events reached a minimum of 7,200 individuals and earned three local media stories.
- Since 2017 (when our work group started), we have seen a 90% increase in CalFresh and Market Match redemption at our partner markets with over \$265,000 in food dollars going straight to local farmers. (At the time of PEARS closing, we do not have access to annual redemption data).
- During FFY21, one new market began offering Market Match and another resumed accepting CalFresh and offering Market Match after a long closure due to COVID-19. Support and advocacy provided by our work group directly contributed to these two markets ability to offer Market Match.
- From Lompoc to Paso Robles, at markets that have the market incentive program, there is now a consistent \$15

Market Match. This consistency is important for CalFresh customers planning their food purchases and something the group has advocated for in statewide conferences and conversations.

- UCCE educated local representatives at a September 2021 Hunger Roundtable event with Congressman Salud Carbajal on the importance of the CalFresh program, accessibility at farmers markets, and the Market Match nutrition incentive programs.
- UCCE presented our work at the 2021 National Nutrition Incentive Hub conference and spoke to stakeholders about focus group findings related to consistent and clear communication to low-income community members about nutrition incentives.
- Received a grant from a private foundation to pilot a 3-year Farmers Market Navigator program with local markets, food bank, and the Promotores Collaborative.
- Food Bank received grants to provide outreach at food distributions promoting CalFresh and educating clients on farmers markets that accept CalFresh and offer Market Match.

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### **Favorite Quote**

“(Our market) is a mix of tourists and locals this time of year and so we have a lot of people who see the CalFresh sign and say, ‘I didn’t know that was possible. Why doesn’t my market offer that?’ I will tell them, ‘Take this flyer back to your county and you can ask your market about maybe offering CalFresh or Market Match.’ So your impact goes even further than this county and it’s actually a much broader impact.” – Market Manager and workgroup member

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## **SNAP-Ed Custom Data**

### **Related Framework Indicators**

Food Resource Management Behaviors (MT2)  
 Nutrition Supports (MT5)  
 Nutrition Supports Implementation (LT5)  
 Media Coverage (LT8)  
 Multi-Sector Partnerships and Planning (ST8)  
 Fruits and Vegetables (R2)

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**Socio-Ecological Framework**

Individual/Family  
Environmental Setting  
Sectors of Influence

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**Approaches**

Community and public health approaches (community-focused, population-based interventions)

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