

CalFresh Healthy Living, UCCE Promotes Food Access During National Farmers Market Week

Completed



Reporting Periods

SNAP-Ed 2023 (October 1, 2022 - September 30, 2023)

Site

North County Farmers' Market

Unit

San Luis Obispo (County)

Crisis Impact

No Impact due to COVID-19

Program Activity

Not Specified

Keywords

Healthy Food Access

Food Access

Comments

Not Specified

Uploads

[NFMW News Coverage.pdf](#)

[NFMW News Coverage 2.pdf](#)

[NFMW News Coverage 3.pdf](#)

[NFMW News Coverage 4.pdf](#)

[387801display.jpg](#)

Has Photo Releases

Not Applicable

Created By

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Last Modified By

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33635

Collaborators

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Story

Background

The Issue:

Farmers markets have the ability to positively influence community health and the local economy. Farmers Markets can strengthen the local food system, increase access to fresh, nutritious food, and build social networks that help keep communities connected. In San Luis Obispo and Northern Santa Barbara counties, 10 year round Farmers Markets accept CalFresh and offer the nutrition incentive, Market Match. Market

Match can increase the buying power of CalFresh shoppers and increase access to healthy foods. However, a large portion of the community is unaware of farmers markets and the nutrition incentive programs offered which can help make healthy local foods more affordable. A way to increase awareness of local farmers markets includes the promotion of National Farmers Market Week (NFMW). NFMW is an annual celebration during the first week of August that highlights the vital role of farmers markets in the food system.

Story Narrative

How UC Delivers:

CalFresh Healthy Living, University of California Cooperative Extension in San Luis Obispo and Santa Barbara counties (CFHL, UCCE) partners with farmers markets and other low-income client-serving organizations to increase access to healthy foods through the CalFresh at Farmers Market Work Group. One goal of the workgroup is to increase awareness of local markets that accept CalFresh and offer nutrition incentive programs by creating outreach campaigns and promoting National Farmers Market Week (NFMW). To promote NFMW CFHL, UCCE convened partners of the CalFresh at Farmers Market workgroup to gather input on how to best promote this week to the local community. Ideas from partners included the creation of NFMW kits with resources for market managers to use at their markets, a social media campaign, developing a press release to send to local media outlets, and the submission of a County Board of Supervisors Proclamation to increase awareness of NFMW and the nutrition incentives each market offers to CalFresh shoppers.

To launch NFMW, CFHL, UCCE staff attended the July 18th County Board of Supervisors meeting to accept a resolution proclaiming August 6-12th as Farmers Market Week in San Luis Obispo County. To promote the week at the markets CFHL, UCCE provided market managers with kits that included reusable shopping bags, nutrition and food resource information packets, kid friendly farmers market activities, posters, and temporary "I heart farmers markets" tattoos to distribute to shoppers. Farmers market partners distributed over 425 kits throughout the region to

generate awareness of local resources such as CalFresh and Market Match. Additionally, CFHL, UCCE developed a direct mailer that was sent to over 5,400 low-income households and a social media campaign that reached over 830 individuals. Farmers Market Navigators developed promotional videos in Spanish and Mixteco to encourage community members to attend the markets and conducted in-person outreach during NFMW at the Paso Robles farmers markets. Lastly, over five local news outlets picked up the press release circulated by CFHL, UCCE covering NFMW. Two market managers were interviewed and shared their input on the importance of their markets and increasing access to low-income customers.

The Impact:

By working with partners across multiple sectors of the food system to promote NFMW, more community members were exposed to farmers markets and received information about using CalFresh and benefitting from nutrition incentives. Increasing access to farmers markets can strengthen the local food system, improve economic conditions for farmers and increase access to local, fresh foods among low-income populations. This supports ANRs public value of promoting healthy people and communities.

Favorite Quote

None

SNAP-Ed Custom Data

Project Name

CalFresh Healthy Living, UCCE

Related Framework Indicators

Healthy Eating (ST1)
Food Resource Management (ST2)
Multi-Sector Partnerships and Planning (ST8)

Socio-Ecological Frameworks	Individual/Family Environmental Setting Sectors of Influence Social and Cultural Norms and Values
Approaches	Comprehensive multi-level interventions (a combination of direct education, PSE's, and social marketing)
Partner Types	Community-based program(s) working with the SNAP-Ed target audience Multisector partnership or coalition