

# Research on CalFresh & Other Nutrition Assistance Programs at Farmers' Markets

## Three Presentations from UC ANR

Presented by:

- **Cassandra Nguyen** | Assistant Professor of Cooperative Extension, UC Davis Department of Nutrition
- **Samantha Sam-Chen** | Project Policy Analyst, UC Nutrition Policy Institute
- **Olivia Henry** | UCCE Regional Food Systems Area Advisor



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Agriculture and Natural Resources

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- Sustainable, safe, and nutritious food production and delivery
- Economic success in a global economy
- A sustainable, healthy, and productive environment
- Science literacy and youth development



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- 300+ Community Educators delivering programs
- 120 campus/county-based Specialists

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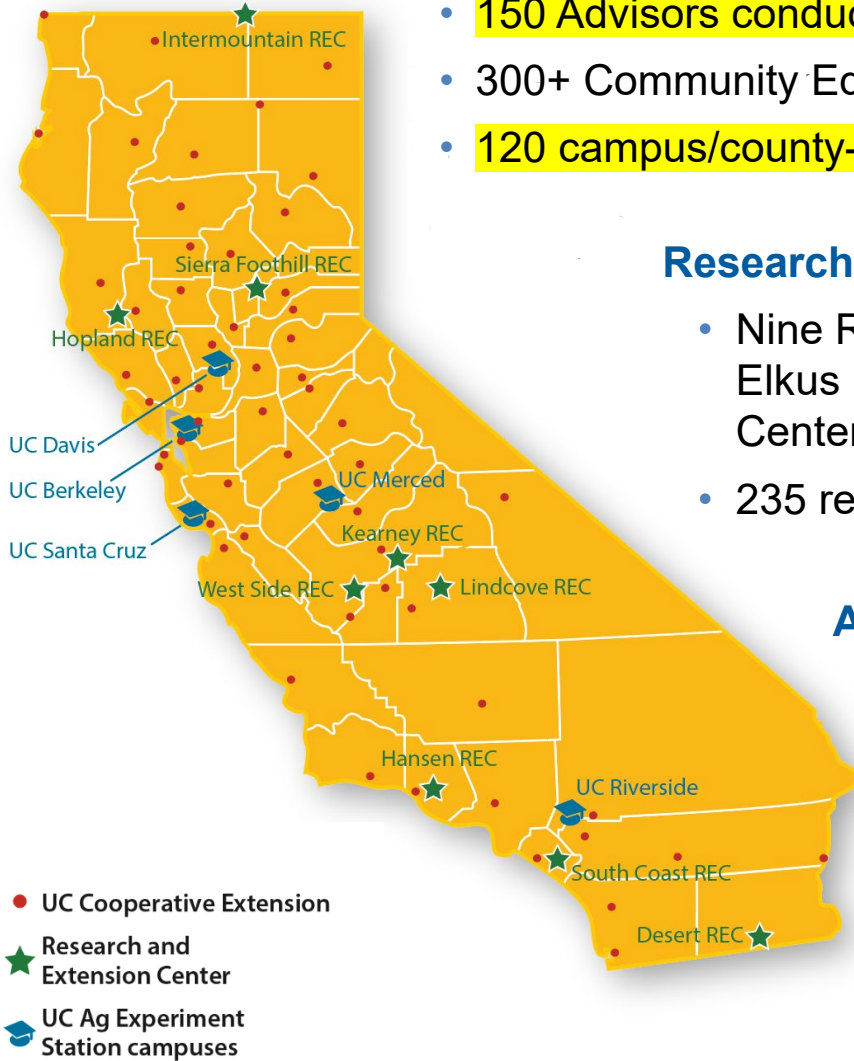
- Nine Research and Extension Centers and Elkus Ranch Environmental Education Center: 12,500+ acres
- 235 research projects

## Agricultural Experiment Station

- 560 researchers on 5 campuses
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- 4-H Youth Development
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- CalFresh Healthy Living, UC
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- Expanded Food and Nutrition Education
- Informatics and GIS
- Nutrition Policy Institute
- Sustainable Agriculture Research and Education
- UC Environmental Stewards (California Naturalists & Climate Stewards)
- UC Organic Agriculture Institute
- UC Statewide Integrated Pest Management
- UC Master Food Preserver
- UC Master Gardener



**Over 19,000 volunteers contribute 1.2M hours  
in donated public service**

# Sacramento Region Market Access Survey

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UC Cooperative Extension Capitol Corridor & Placer/Nevada

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# What is the availability of CalFresh, FMNP and nutrition incentive programs at certified farmers' markets in the Sacramento region?





## Our approach

- **Who did you talk to?** Market managers across 9 counties: Solano, Sacramento, Yolo, El Dorado Placer, Nevada, Butte, Yuba, Sutter. Of 72 possible markets, we spoke to managers of 59 of them.
- **What tools did you use?** We developed a phone survey and collected responses in Qualtrics. We also followed up with 9 markets for in-depth interviews.

# Q1: What was the availability of programs?

<b>CalFresh</b>	<b>n</b>	<b>%</b>
Yes	35	59%
No	24	41%
<b>WIC/Senior FMNP</b>		
Yes	38	64%
No	20	34%
<b>Nutrition Incentive</b>		
<i>Market Match</i>		
Yes	20	34%
No	38	64%
<i>Different matching program</i>		
Yes	8	14%
No	49	83%

<b>Multi-Programming</b> (among 44 markets with any of the 3 programs)		
CalFresh only	5	11%
WIC/Senior FMNP only	8	18%
Nutrition Incentives only	0	0%
CalFresh + FMNP	11	25%
CalFresh + Nutrition Incentives	1	2%
FMNP + Nutrition Incentives	1	2%
CalFresh + FMNP + Nutrition Incentives	18	41%

# Q2: How do managers rank CalFresh challenges?

	Agreement
AMONG MARKETS WITH CALFRESH	%
Staffing needs for at-market operation of CalFresh	51%
Additional bookkeeping and back office costs	46%
Hard to get information about these programs from the appropriate agencies	35%

	Agreement
AMONG MARKETS W/O CALFRESH	%
Additional bookkeeping and back office costs	67%
Staffing needs for at-market operation of CalFresh	63%
Hard to get information about these programs from the appropriate agencies	54%

# Q2: How do managers rank CalFresh challenges?

	Agreement	Rank
AMONG MARKETS WITH CALFRESH	%	mean
Other (marketing, machine issues, not worth it without MarketMatch)	25%	1.0
Hard to get information about these programs from the appropriate agencies	35%	1.5
Not enough CalFresh customers	34%	1.7
Staffing needs for at-market operation of CalFresh	51%	2.0
Vendors do not want to participate in SNAP	9%	2.0
Having to provide personal information on CalFresh application	26%	2.1
Additional bookkeeping and "back office" costs	46%	2.8
Costs associated with start-up	37%	3.0
Ongoing transaction fee costs associated with CalFresh	6%	3.0
Too many requirements to become SNAP authorized	14%	null

	Agreement	Rank
AMONG MARKETS WITHOUT CALFRESH	%	mean
Other (marketing, machine issues, not worth it without MarketMatch)	50%	1.0
Hard to get information about these programs from the appropriate agencies	54%	1.1
Not enough CalFresh customers	17%	1.7
Ongoing transaction fee costs associated with CalFresh	21%	2.0
Vendors do not want to participate in SNAP	9%	2.0
Staffing needs for at-market operation of CalFresh	63%	2.1
Additional bookkeeping and "back office" costs	67%	2.6
Having to provide personal information on CalFresh application	21%	2.7
Costs associated with start-up	21%	3.3
CalFresh application process is difficult	42%	3.6
Too many requirements to become SNAP authorized	13%	6.0

**Key**  
Rank as challenge  
1 = highest value

## Challenge: *Hard to get information*

“When there was a fire, you could use CalFresh to buy hot food, and then they changed it...And it was very frustrating for the vendors, for me, for the customers, because they’d be like, ‘Well, how come last week I could buy this, and this week I can't?’ And I’m like, because I think they changed it, but there’s no one to call...and then they said, ‘Well, if you don’t do it, you get in trouble.’ Like, I understand, **but there’s no one [to call]**...a contact person would be great.”

## **Challenge: *Hard to get information***

“So my holistic comment about the whole process is, after doing both [CalFresh and FMNP], there’s a direct contrast to, least from my experience, how well one agency supported [me] versus the other one, which I just felt was not supportive...I didn’t think that it was a really good, positive thing for the individual and community, **it would easily be a hurdle such that I would not do it.**”

## **Challenge: *Not enough CalFresh customers***

“The thing that really prevented us as a farm from continuing [CalFresh] was the extra reader we had to charge – **just one more piece of equipment we had to bring with us that was not really worth the effort it took compared to the amount of transactions we would receive.** If there was a small piece of equipment, that might make it make it easier.”

# Q3: How do managers rank CalFresh motivators?

	Agreement
AMONG MARKETS WITH CALFRESH	n
Increases sales for producers	22
Promotes access to healthy food in the community	19
Increases different types of customers	10

		Rank as Motivator 1=highest value
Among markets who agreed/strongly agreed to benefits	n	mean
Promotes access to healthy food in the community	19	1.6
Increases different types of customers	10	2.0
Increases sales for producers	22	2.1
Supports local economy	8	2.3
Other (nutrition, food deserts, community engagement, and attracts vendors)	3	2.7
Improves the market's public image	9	3.4
Responds to customer interest	7	3.4
Responds to vendor interest	2	4.0
Responds to interest from other organizations	0	-

**Key**  
Rank as challenge  
1 = highest value

# Q4: How do managers rank FMNP challenges?

	Agreement
<b>Among markets that agreed/strongly agreed to challenges</b>	<b>n</b>
Perceived lack of FMNP customers at the market	22
Perceived lack of farmers interested in becoming FMNP authorized	16
Lack of information about the program from appropriate agencies	12

Among markets who agreed/strongly agreed to challenges	n	mean
Difficulty or confusion about depositing checks at the bank	5	1.0
Becoming FMNP authorized is difficult	2	1.0
Perceived lack of FMNP customers at the market	22	1.8
The dollar amount per FMNP check is too low to justify the effort	8	1.9
Confusion over what food items can be purchased using FMNP benefits	7	2.0
Lack of information about the program from appropriate agencies	12	2.1
Difficulty or confusion about how to accept checks at the market	4	2.5
Perceived lack of farmers interested in becoming FMNP authorized	16	2.6
Difficulty in training employees to properly accept checks	3	3.0
Other	0	-

**Key**  
Rank as challenge  
1 = highest value

## Challenge: *Lack of information from agencies*

“If someone had just told me that the WIC staff was going to distribute that day, we could have resolved the conflict. **Agency staff should let us know** and coordinate with us.”

## **Challenge: *Perceived lack of farmers interested***

“We used to take the FMNP checks, filling in the number for them and we would deposit them. It used to be allowed for us to accept WIC [checks] then deposit it, that changed, they stopped allowing organizers to do that. **That went from 60 percent [of farmers] accepting to 40 only percent accepting the checks.**”

# Q5: How do managers rank FMNP motivators?

Among markets that agreed/strongly agreed to benefits	n
Promotes access to healthy food in the community	27
Increases sales for producers	21
Increases different types of customers	15

Among markets who agreed/strongly agreed to benefits	n	mean
Promotes access to healthy food in the community	27	1.4
Increases sales for producers	21	1.7
Responds to customer interest	4	2.0
Responds to farmer interest	1	2.0
Increases different types of customers	15	2.1
Improves the market's public image	13	2.1
Supports local economy	7	2.3
Responds to interest from other organizations	2	2.5
Other	0	-

**Key**  
Rank as challenge  
1 = highest value

# Q6: Is operator type related to program participation?

Operator	All		CalFresh				FMNP				Nutrition incentive			
	%	n	Yes (%)	Yes (n)	No (%)	No (n)	Yes (%)	Yes (n)	No (%)	No (n)	Yes (%)	Yes (n)	No (%)	No (n)
Certified producer(s)	36%	21	14%	5	67%	16	32%	12	45%	9	5%	1	53%	20
Nonprofit	61%	36	80%	28	33%	8	66%	25	50%	10	90%	18	45%	17
Government agency	3%	2	6%	2	0%	0	3%	1	5%	1	5%	1	3%	1

# Q7: Is managing multiple markets related to program participation?

Entity manages multiple markets	All		CalFresh				FMNP				Incentive			
	(%)	(n)	Yes (%)	Yes (n)	No (%)	No (n)	Yes (%)	Yes (n)	No (%)	No (n)	Yes (%)	Yes (n)	No (%)	No (n)
Yes	71%	42	69%	29	31%	13	76%	32	21%	9	40%	17	57%	24
No	29%	17	35%	6	65%	11	35%	6	65%	11	18%	3	82%	14

# Q8: Who pays for the costs of accepting CalFresh?

How markets pay for costs related to CalFresh	<i>n</i>	%
<i>Internal Market Funds only</i>	14	46.7%
<i>External Support only</i>	8	26.7%
<i>Internal Funds + External Support</i>	8	26.7%

How markets pay for costs related to CalFresh	<i>Staffing and token distribution</i>		<i>Bookkeeping and accounting</i>		<i>Materials (Scrip, tent, table, signs)</i>	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Market budget: Stall fees	10	33%	9	30%	8	27%
Market budget: General operating expenses	12	40%	12	40%	12	40%
Third party organization	9	30%	8	27%	11	37%
Other (volunteers)	5	17%	2	7%	1	3%



## What's next?

- **Outreach to certified producers:** Education with a focus on certified producers
- **Develop educational materials:** Fact sheets about CalFresh and FMNP, models of potential income
- **Market operator entity type:** Clarify guidance re: social security numbers and nonprofits



## What's next?

- **Outreach to certified producers:** Education with a focus on certified producers
- **Develop educational materials:** Fact sheets about CalFresh and FMNP, models of potential income
- **Market operator entity type:** Clarify guidance re: social security numbers and nonprofits

## ***Challenge: Lack of information from agencies***

“When we signed up to be a market, it would be cool to get that information, here are some programs you could [participate in]. It was just getting the paperwork approved **and then they send you on your way.**”



## What's next?

- **Outreach to certified producers:** Education with a focus on certified producers
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## What's next?

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- **Market operator entity type:** Clarify guidance re: social security numbers and nonprofits

## ***Challenge: Providing personal info on SNAP application***

“Because any business that I've ever been associated with, there's no association of my personal information. That made me feel uncomfortable, that you know, if at some point I'm not associated with the [nonprofit] organization, **I'm going to be responsible for something that is out of my control.**”

“I could see a farmer providing the social security number, but if I'm a nonprofit, I'm usually a volunteer or something like that, and all of a sudden I'm like, **my social security number is on the line.**”



## What's next?

- **Outreach to certified producers:** Education with a focus on certified producers
- **Develop educational materials:** Fact sheets about CalFresh and FMNP, models of potential income
- **Market operator entity type:** Clarify guidance re: social security numbers and nonprofits

# Questions and Discussion

# Findings from Evaluations of the California Nutrition Incentive Program (CNIP)

**Samantha Sam-Chen, MPH**

Project Policy Analyst, UC ANR NPI

February 25, 2025



# Outline

- Overview of NPI and CNIP
- Background
  - Select findings – 2018 and 2022 CNIP evaluations
- Current evaluation
  - 2024 (SMS/text message intervention)



# About NPI

- Nutrition Policy Institute (NPI) is housed within University of California, Agriculture and Natural Resources Division (UC ANR)
- Conducts research and evaluation to improve nutrition and physical activity

## Vision

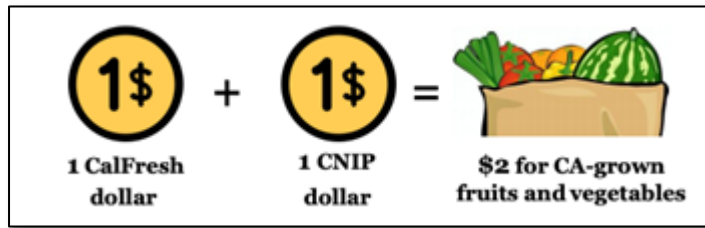
*“A world where healthy food, beverages and opportunities for physical activity are convenient, accessible, affordable and sustainable.”*

## Mission

*“To conduct research that informs nutrition policy and programs for healthy children, families and communities.”*



# California Nutrition Incentive Program (CNIP)



\*At farmers' markets, CNIP is best known as Market Match.



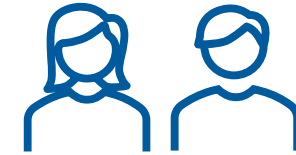
# 2018 CNIP Evaluation

# 2018 Evaluations Question

- What is CNIP's impact on CalFresh participant fruit and vegetable intake and household food security?



# 2018 Study Design, Methods, Sample



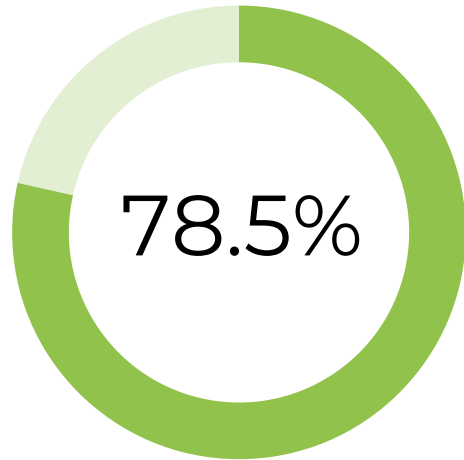
- Summer 2018
- Adult CalFresh shoppers
- 11 farmers' markets, 9 nearby supermarkets
- 325 surveys and 50 interviews

\*We use the term “supermarket” to refer to both chain supermarkets as well as independent large grocery stores with full service produce departments.

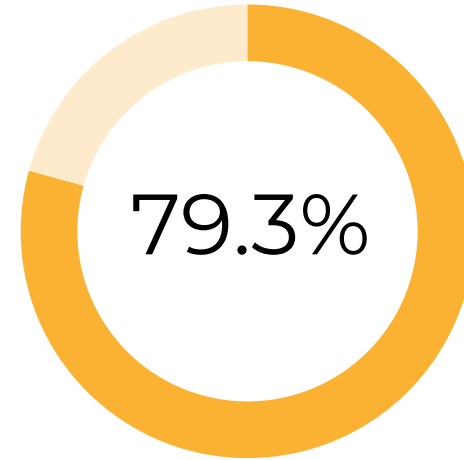


# 2018 Key Findings

Reported that Market Match was “very important” to their decision to shop at the farmers’ market



Among CalFresh shoppers at farmers’ markets with **\$10** maximum incentive (n=65)

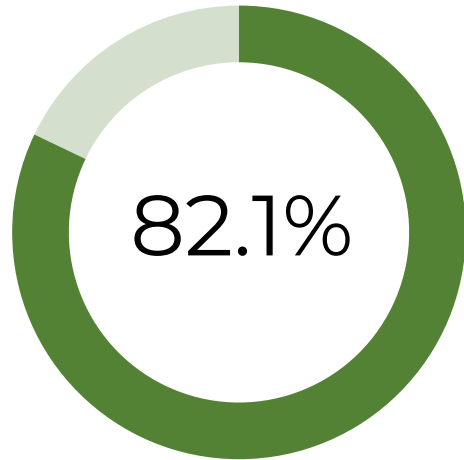


Among CalFresh shoppers at farmers’ markets with **\$20** maximum incentive (n=58)

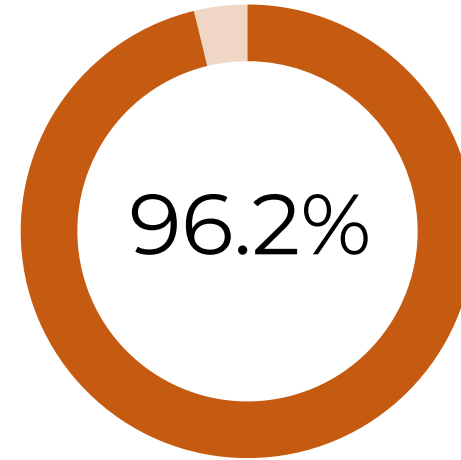


# 2018 Key Findings

## Among CalFresh participants shopping at supermarkets



Had not previously heard about CNIP  
(n=162)



Very likely/Somewhat likely to use CNIP  
once heard about it  
(n=162)





## 2018 Key Findings

Farmers' market shoppers that use CNIP

- Using more of the match → **greater food security**
- More likely to report buying **CA-grown** is **important**

Farmers' market shoppers **report eating more** fruits and vegetables

CalFresh shoppers want **more investment in outreach** and expansion



# 2020-2022 CNIP Evaluation

# 2020-2022 Evaluation Questions



- What is CNIP's impact on CalFresh participant fruit and vegetable intake and household food security?
- What were farmers' & vendors' experiences with CNIP, the program's effect on their sales, and their perceptions of how the increased maximum incentive affected CalFresh shoppers' behaviors?



# 2020-2022 Select Findings (shopper interviews, n=43)

Interviews with CalFresh participants using CNIP at farmers' markets and supermarkets

**Theme:** CNIP influenced the types of fruits and vegetables participants purchased

**Key Finding:** Participants reported very positive experiences with CNIP



**Key Finding:** Participants bought more fruits and vegetables with CNIP



**Key Finding:** Participants purchased more locally grown and organic produce



# 2022 Select Findings (farmers/vendors interviews, n=10)

Interviews with  
farmers and vendors  
at CRR\* farmers'  
markets



**Key Finding 1:** All farmers & vendors reported being **satisfied with the program** and plan to continue participating.

**Sub-Finding 1:** Although there is high satisfaction with CNIP, many farmers/vendors **recommended increasing outreach and promotion to improve the program.**

**Key Finding 2:** Farmers/vendors perceive CNIP as being a **positive program for shoppers, growers, and the community.**

**Sub-Finding 2:** Farmers/vendors think CNIP helps CalFresh shoppers **buy a greater variety of fruits and vegetables and try new products.**

\*In 2021-2022, some farmers' markets received GusNIP Covid Relief and Response (CRR) funds, allowing them to increase the maximum incentive offered.



# 2024 CNIP Evaluation



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# 2024 SMS/Text Evaluation Questions

- How does **outreach text messaging impact** CalFresh participants' use of CNIP?
- What is the impact of program participation on participant's produce purchases, produce intake, food security, and nutrition security?

Hi from UC NPI! Did you know you can get an extra dollar for every EBT dollar you spend, up to \$10, at the Sunday West Oakland Farmers Market?

Head over to the market's info booth this Sunday 10am-2pm and ask about Market Match! Double your EBT dollars & enjoy more fresh fruits & vegetables!

Click here: <https://marketmatch.org/about/how-it-works> to learn more, watch a video about how Market Match works, & find answers to Frequently Asked Questions.



# 2024 Study Design and Methods



## Study Design

- Randomized controlled trial



## Methods

- Baseline survey
- Follow-up survey
  - Interviews



## Participant eligibility

- Adults aged 18 or older
  - CalFresh recipient
  - **Not using CNIP**

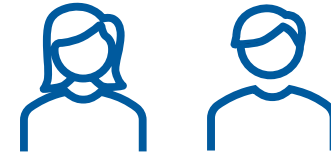


# 2024 Study Sample



## Recruitment Sites

- Federally Qualified Health Center
- Head Start Centers



## Sample Size

- Baseline survey (n = 83)
  - Intervention (n = 42)
  - Control (n = 41)
- Follow-up survey (n = 58)
  - Interviews (n = 14)



# 2024 Participant Characteristics (interviews, n=14)

- 57% Visited promoted farmers' market
- 13% Used Market Match\*

- 64% Earned high school diploma or higher
- 79% Income less than \$30,000

- 79% Female
- 86% Hispanic/Latino(a)
- 64% Spanish speaking

- 41, avg. participant age
- 2, avg. # of children per household

\*1 of the 8 that shopped at the promoted farmers' market



# 2024 Unexpected Findings (interviews, n=14)

- Almost none used CalFresh/EBT benefits or CNIP
  - Many didn't realize CalFresh/EBT accepted
  - Half used cash to pay
- Most participants that read the texts didn't go back and reference them or the Market Match "[How it Works](#)" link provided



# 2024 Unexpected Findings (interviews, n=14)

## Barriers to program utilization

### Unaware CalFresh/EBT accepted at FM

“Because I wasn’t sure if they would accept it [the CalFresh card] or not, and to avoid being embarrassed I pay with cash instead . . .”

– **Male, Hispanic/Latino**

*“Porque no estaba seguro si me la aceptaba [la tarjeta de CalFresh] o no, y para no pasar vergüenza mejor pago en efectivo . . . .”*

“The first time in cash, aha. It's just that, at first, I **didn't know I could use EBT there** either.”

– **Female, Hispanic/Latina**

*“La primera vez en efectivo, ajá. Es que, de primero, tampoco sabía que podía usar la EBT ahí.”*

### Lack of CalFresh/EBT funds



Yes, with cash . . . .Yes, and CalFresh, no, **I didn’t have anymore [money] there**. I had already spent it, the help that they give me there.”

- **Female, Hispanic/Latina**

*“Sí, en efectivo. . . . Sí, y el de CalFresh, no, ya no tenía ahí [dinero]. Yo me había gastado ya el, la ayuda que me mandan ya ahí.”*



# 2024 Encouraging Findings (interviews, n=14)

## Perceived benefits of shopping at farmers' markets

### Quality and Price

“Like I said, I used to go to super[market]s, but now I know there’s farmers markets in different locations, and that helps more because **I can buy things a little cheaper that are top quality.**”

– **Female, Hispanic/Latina**

*“Como le digo, me iba los súper[mercado]s, y pues ahora ya sé que [los mercados de agricultores] se ubican en diferentes puntos, y eso me ayuda más porque compro las cosas un poco más baratas y de primera calidad.”*

### Freshness and Support Farmers

“... **the freshness**, and I think **to support the people that are part of all of this**, from the moment they plant it to when they sell it, I think that it’s a way to support [them].”

- **Female, Hispanic/Latina**

*“... lo fresco, y pienso que apoyar a las personas que forman parte de todo esto, desde que lo siembran hasta que lo venden, pienso yo que es una forma como de apoyar[los].”*



# 2024 Encouraging Findings (interviews, n=14)

## Perceived benefits of shopping at farmers' markets

### Community and Experience

"I'm **very comfortable**. Like I say, I like the atmosphere. I like **the people** that's there. You know, the **community** just being out and being a part of, I like it."

- **Male, Black/African American**

"It's a very nice, **pleasant experience, nice people**, and a lot of fruits and vegetables."

- **Male, Hispanic/Latino**

### Freshness, quality, price

"Well, one of the reasons is because the products are **fresher** and **top quality**, and they are more. . . economically speaking, they are a little **cheaper**."

- **Female, Hispanic/Latina**

*"Pues una de las razones es por los productos que son más frescos y de primera calidad, y son más. . . económicamente son un poco más baratos. "*



# What we've learned

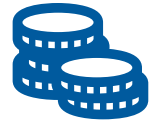
## 2018 & 2022 evaluations

- Among CNIP users...
  - Lower levels of food insecurity
  - Consuming of greater variety of fruits and vegetables
  - Overwhelming appreciation of the program
- Among shoppers, farmers, and vendors
  - Desire to improve program outreach and promotion



## 2024 evaluation:

- CNIP/Market Match too complex to introduce via a text message
- Text messages were effective at informing and reminding
  - Where and when their local farmers' market can be found
  - That they can find fresh fruits and vegetables there



# Research Briefs and Publications

- [The California Fruit and Vegetable EBT Pilot Project at Farmers' Markets. Evaluation Findings Research Brief.](#) February 2025.
- [Opportunities and Challenges of California's Fruit and Vegetable Electronic Benefit Transfer Pilot Project at Farmers' Markets: A Qualitative Study with Supplemental Nutrition Assistance Program Shoppers and Farmers' Market Staff.](#) 5 October 2024.
- [Qualitative Findings from the California Nutrition Incentive Program Evaluation 2020-2022: CNIP participants report positive experiences with the program and support its continuation and expansion.](#) 20 June 2023.
- [Impacts of Changing Maximum Incentive Levels on Sales Revenue at Farmers' Markets Participating in the California Nutrition Incentive Program \(GusNIP in California\).](#) Research Brief. May 2023.
- [Impacts of Changing Maximum Incentive Levels on Sales Revenue at Farmers' Markets Participating in the California Nutrition Incentive Program \(GusNIP in California\).](#) Research Brief **Supplement**. May 2023.
- [Research Brief: Shopper and Farmer/Vendor Perceptions of Changed Maximum Incentive Levels at Farmers' Markets Participating in the California Nutrition Incentive Program \(GusNIP in California\): Evaluation Findings.](#) 8 May 2023.
- [Research Brief: Findings from an Evaluation of the California Nutrition Incentive Program \(GusNIP in California\) 2020-2022.](#) 8 May 2023.
- [The California Nutrition Incentive Program: Participants' Perceptions and Associations with Produce Purchases, Consumption, and Food Security.](#) 29 June 2022.
- [Comparison of Fruit and Vegetable Prices between Farmers' Markets and Supermarkets: Implications for Fruit and Vegetable Incentive Programs for Food Assistance Program Participants.](#) 28 April 2022.
- [Findings from an evaluation of the California Nutrition Incentive Program at farmers' markets.](#) Research Brief. November 2020.
- [Utilization of the California Nutrition Incentive Program Among CalFresh Shoppers and Its Association with Food Security Status.](#) June 2019.



# Thank you!

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# ***Growing Your Market: A Tool to Expand Impacts of Food Assistance Programs at Farmers Markets***

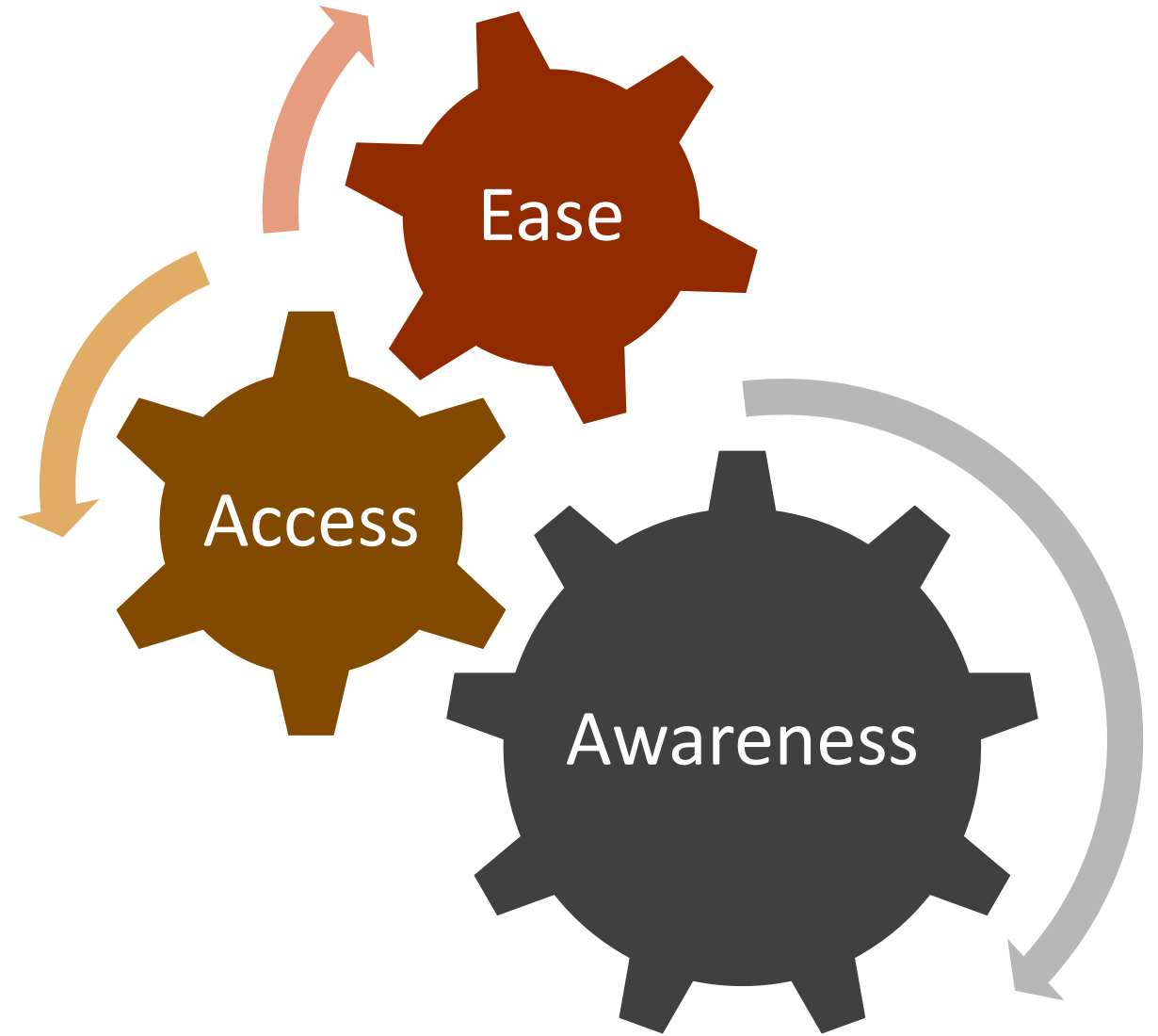
Cassandra Nguyen

Assistant Professor of Cooperative Extension

UC Davis Department of Nutrition

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**How do we ensure food assistance programs at farmers markets are used?**



# Our objective

To develop a tool that can be used by farmers market managers or community-based professionals to **support the implementation of practices and conditions that promote the use of food assistance** at farmers markets.



# Our approach to develop the tool

## Establish content

- Review 86 studies to identify checklist items related to market visits, food assistance redemption, and/or purchases
- Edit checklist based on feedback from 11 experts

## Evaluate feasibility

- Pilot checklist with representatives associated with 6 different markets
- Finalize checklist based on feedback from pilot



## Growing Your Market:

A Checklist to Improve Food Assistance Program Use

UC DAVIS  
DEPARTMENT OF NUTRITION

CalFresh  
HEALTHY LIVING

UNIVERSITY  
OF  
CALIFORNIA

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Agriculture and Natural Resources

The purpose of this tool is to identify practices and conditions where more support may be needed to establish and maintain successful food assistance programs (i.e., CalFresh/SNAP, nutrition incentives, etc.) at your farmers market based on best practices and evidence from the literature. The goal is not to receive a "perfect score" but to identify areas of strength and explore additional practices that could help you improve.



### Section 1: General Market Information



### Section 2: Program Availability and Implementation



### Section 3: Market Location and Accessibility



### Section 4: Market Experience and Culture



### Section 5: Information at the Market



### Section 6: Market Advertising



### Section 7: Market Advertising Outlets and Partners

# A tool to support farmers markets

- 9-page checklist that spans:
  - Marketing approaches
  - Partner relationships
  - Training practices
  - Local resources
  - Volunteer/staff roles
  - Market-based activities
  - And more!

# What's next for *Growing Your Market*?

1. Develop web-based version of checklist
2. Make available online for free
3. Share widely with markets and provide any technical assistance
4. Investigate how the suggested practices relate to shopper experiences and CalFresh redemption at markets

# Questions and Discussion