

Farmers Market Promotion Program
Final Performance Report
For the Period of September 30, 2014 – March 31, 2017

Date: 29-Jun-17

Recipient Name: Eastern Area Health Education Center, Inc.

Project Title: From the grant agreement

Grant Number: 12-25-G-XXXX / 14-FMPPX-WV-0183-020

Project Location: Charles Town, WV; Martinsburg, WV; Shepherdstown, WV

Year of Grant Award: 2014

Amount Awarded: \$100,000.00

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Program Summary:

Provide a brief summary regarding the goals and objectives, activities performed, beneficiaries, collaborators, and your most impressive (result) measurement.

The Physicians' Farmacy project increased direct producer-to-consumer sales at four farmers markets in the Eastern panhandle of West Virginia by encouraging federal nutrition assistance recipients to shop at the farmers markets. We built capacity and expanded the markets' economic viability by linking local farmers with a new nutritionally at risk consumer base. With an emphasis on those at risk of food insecurity, new customers using SNAP benefitted from access to fresh, nutritious and local produce, dairy, and meat. We assisted our participating markets with applying for SNAP/EBT equipment and developed culturally appropriate materials for perspective customers. We were a sub-recipient of a USDA FINI grant that allowed us to incentivize SNAP spending at local markets by matching each dollar spent with an incentive dollar to be used only for fresh fruits and vegetables. We worked and collaborated with many individuals and groups to make this project successful including but not limited to: farmer market managers and vendors, WVU Extension Office, WV FNS office, Wholesome Wave, University Healthcare Physicians, Benedum Foundation, Healthy Berkeley, our local Dept. of Health and Human Resources offices, WIC offices, and school systems. During the 2.5 year grant award, we disbursed \$9,735.50 in SNAP funds at the four participating markets and \$9,220.50 in incentive funds for fruits and vegetables only. These funds allowed SNAP beneficiaries to access fresh, local, healthful foods and increased local farmer revenue in the process. In addition we helped start and implement the SNAP Double Value Coupon Program at the new Downtown Martinsburg Farmers Market. This market serves an area with food insecurity. Last season there were 5 vendors at this new market, this year there are 9. For education I personally have delivered over 20 formal presentations in the region and the State to medical and community groups. Market Manager Fiona Harrison has addressed dozens of groups not just about the markets but about the value of healthy eating. We have hosted community meetings in our local region which started with 100 participants and now host over 300. I delivered a talk on the topic to the West Virginia Association of Nutritionists and Dieticians; given formal presentations to our WVU and WVSOM Medical Students, Residents, and Faculty; and co-directed the first Try This for Health Professionals which was a single day CME event bringing together health professionals from all sectors with a goal of sharing and creating new strategies to address diabetes and obesity from the prevention side. In our inaugural year 150 Health Professionals from all over the State attended.

Goals and Objectives:

Describe the general goals and objectives (scope) of the project: EXAMPLES - to increase sales of healthy foods to low income participants by 50 new customers per week; to increase farmer income by 10% through encouraging use of SNAP/EBT at the market; to increase awareness of the availability for healthy food to all demographic groups within the immediate area of the market.

Indicate the need for the grant project prior to the implementation of grant activities.

Obesity and Metabolic Diseases which stem from Insulin Resistance (Diabetes, CVD, many cancers, NAFLD, PCOS, and even Dementia) are still undefeated. [<https://www.medpagetoday.com/primarycare/obesity/65953>] The economic burden of these lifestyle driven diseases are breaking the local and world economies. In 2012, the estimated cost of diagnosed diabetes in the United State was **\$245 billion**, including direct medical costs and reduced productivity. Full-time workers in the US who are overweight or obese and have other chronic health conditions miss an estimated **450 million** additional days of work each year compared with healthy workers - resulting in an estimated cost of more than **\$153 billion** in lost productivity annually.

Every report shows at best a slight halt to the progression or disappointingly an increase in prevalence and certainly an increase in spending. West Virginia Delegate Matt Rohrback state it this way: "The future of our state's economy depends on solving the health crisis." These reports often fail to give actionable prevention other than state we need to effect policy.

Below is an excerpt from our grant application and this holds true today. The actions of our grant team over the last two and a half years are tackling the crisis from the prevention front. The number one item bought with SNAP dollars is soda [<https://www.nytimes.com/2017/01/13/well/eat/food-stamp-snap-soda.html>]. We cannot sit around idly while this continues.

Together with local farmers, Physicians and Health Care we must lead the Real Food Revolution. Today we are in a global health crisis. Sixth-generation farmer Wendell Berry states: "People are fed by the Food Industry which pays no attention to health, and treated by the Health Industry which pays no attention to food." Food has become too cheap, of poor quality, too convenient, we eat more calories, and as a consequence the art of preparing a health meal is being lost for future generations. The obesity rate has doubled since 1970 and our current generation is projected to be the first to die before their parents.

Three paradigm shifts with unintended consequences have occurred in the timeline of food and health:

1. As strange as it may sound the introduction of agriculture introduced the opportunity to get too efficient at refining mass production of low nutrient density and cheap processed food. Look around a supermarket and outside of the fresh food aisles it is hard to find anything that hasn't been processed.
2. In 1977 the US Dietary Guidelines for America went mostly unchallenged as it encouraged the high consumption of grain based and mostly processed foods in the Food Pyramid. The increase to the world's burden of metabolic diseases draws question that this may have not been the right direction to take.

3. The invention of genetically modified food with higher sugar content is different from the original fruits of nature and may be shaping our tastes and waist lines. Eighty percent of meat consumer in the US is now produced by 4 corporations (Washington Post Business section June 15). The food distributed at local farmers markets is a reversal of these directions. Most of what we have learned in nutrition comes from studying the well societies, their lifestyles, and the diversity of their diets. One pioneer Dr. Weston A. Price was a dentist who lived from 1870 to 1948 when industrial foods were first introduced. Spurred on by the death of his own son from a tooth infection and his own personal experience with tooth decay while eating a typical diet, he became intrigued by the questions "Why do teeth decay?". That question led him onto a larger journey where he studied the effect that new industrial foods had on people in comparison to their traditional diets. Dr. Price traveled the world and studied and compared people who were eating the "new foods" to those who ate their traditional fare. He observed and studied 14 healthy societies from around the world over 10 years. The healthy cultures ate a diet full of nutrient dense and diverse foods, all locally farmed or raised. We now wish to restore traditional foods and health in our state now which is #2 in obesity and has some of the highest rates of the metabolic disease and cardiovascular disease. His timeless book titled "Nutrition and Physical Degeneration" is a predecessor to future epidemiologic works such as the Blue Zones which validate local, nutrient dense, unprocessed foods as a longevity cornerstone. The nutritionally insecure are most vulnerable to these illnesses. Encouragingly the use of federal nutrition benefit program dollars, such as Supplemental Nutrition Assistance Program (SNAP), Womens, Infants and Children (WIC), Farmers Market Nutrition Program (FMNP) and Senior FMNP, is on the rise at farmers markets nationally. In USDA/FNS fiscal year 2013, SNAP sales at farmers markets reached \$21 million. Still, this is only a tiny fraction of the nearly \$80 billion in total SNAP sales in 2013, demonstrating the considerable potential for farmers markets to expand their revenue potential by increasing sales to federal benefit recipients. Nearly half of the country's 8,164 famers markets now have EBT access. Many are in low-income communities and have been implementing nutrition incentive programs to increase access to, and affordability of, health, fresh, locally grown food for all. Nutrition incentive programs have increased the effectiveness of federal nutrition benefits significantly in some 400 farmers markets supported by a number of nonprofit organizations by encouraging federal benefit recipients to purchase locally. Through these programs, individuals who redeem \$10 in federal benefits at farmers markets can purchase up to \$20 in fresh local produce. In a 2011 national survey of nutrition incentive program participants, administered by the non-profit organization Wholesome Wave, 70% said they would not have come to the farmers market without the incentives in place. There is increased economic viability for local farmers as federal nutrition benefits re-circulate in the local economy. According to a USDA/ERS study (Effects of Changes in Food Stamps Expenditures across the US Economy, August 2002) \$5 of SNAP expenditures can generate \$9,20 in total economic activity; this number increases when funds are spent on locally grown products. Moreover, Whole Wave's national data shows that most markets double the amount of federal benefits redeemed upon implementing their incentive program.

Berkeley County is challenged with over 25,000 people having "low access" to a grocery store in 2010; over 1,000 having no car and low access; 18.7% of the population participatin in SNAP in 2012; and a poverty rate of 12.7% in 2010. Jefferson Countu does better, but still have over 2,800 people with "low access" to a grocery store in 2010, 18.7% of the population participating in SNAP and a poverty rate of 11.10%. In out state, houhold food insecuriry was 14.2% between 2010-12 and adult obesity rate of 33.8%.

These were our goals at the outset of the grant:

- #1: Increase the economic viability of our farmers markets by linking our vendors with new customer base for their products as well as expanding mobile markets into food insecure areas. Goal #2: Engage and educate health care providers in vital importance of nutrition and locally grown foods and assist them in prescribing Farmers Market prescriptions. Goal #3: Improve health outcomes for all, especially those on federal assistance. Goal #4: Expand mobile farmers market access to Jefferson County food desert census track # 54037972503 at a medical clinic.

Activities:

Describe the activities used to achieve the goals and objectives. This should include measurement of any baseline data. Include significant contribution/roles(s) of project partners.

1. We purchased EBT terminals for our initial 4 farmers markets and added a 5th in 2016 to replace one of our original markets (Morgan's Grove) which ceased operations. Obtaining an FNS number and EBT machine was a very long and arduous process taking two to three months and hours of time. 2. Market manager and vendors training: We held two formal training sessions for the market managers at the onset of the USDA grant and had additional annual training with the assistance of the team from Wholesome Wave. The market managers were then empowered to train their individual vendors. There was some initial resistance to the program but that resistance was quickly overcome by the simplicity of our market bucks and the enthusiasm of the market managers to take on SNAP customers.

3. Advertising to targeted groups for the market and promotion of the availability of SNAP/EBT to eligible patrons and the availability of locally-produced, fresh food. - We produced over 73,000 small flyers, over 100 11x17 posters, and large sandwich boards for the markets. Flyers were created in English and in Spanish. We distributed these at local schools where there was a high free or reduced school lunch program. We also distributed through County Health Departments, WIC offices, Community Ministries, Council on Aging, clinic waiting rooms, local Department of Health and Human Services offices, and at nutrition education events where audience members had connections into lower income families. We used the flyers in SNAP backpack programs to alert families of our program. - We did several well designed ads in weekly Buyer's Guide flyers which are distributed free at local grocers and convenience stores. - We also used the web and social media by creating and promoting our website <http://www.wvfreshhealthybucks.com> and Facebook page <https://www.facebook.com/wvfreshhealthybucks>

4. Records of EBT sales, and measurement of the change in total sales before EBT and after. Describe methods used to measure increases in sales, customer traffic, and EBT usage. Prior to our grant only one local farmers market (Charles Town Farmers Market) accepted EBT. SNAP Disbursed to Customers 2014 (CTFM only) - \$400 SNAP Redeemed at Vendors 2014 (CTFM only) - \$370 **Please note that 2015 data is not completely accurate as we had technical issues with FM Tracks.** SNAP Disbursed to Customers 2015 (CTFM & SFM) - \$1,604 SNAP Redeemed at Vendors 2015 (CTFM & SFM) - \$1,734 Fruit & Vegetable Incentives Disbursed to Customers 2015 (CTFM & SFM) - \$1,604 Fruit & Vegetable Incentives Redeemed at Vendors 2015 (CTFM & SFM) - \$1,248 Transactions per FM Tracks 2015 - 69 SNAP Disbursed to Customers 2016 (CTFM, SFM, MFM, & VAMC) - \$8,078.50 SNAP Redeemed at Vendors 2016 (CTFM, SFM, MFM, & VAMC) - \$7,860 Fruit & Vegetable Incentives Disbursed to Customers 2016 (CTFM, SFM, MFM, & VAMC) - \$8,078.50 Fruit & Vegetable Incentives Redeemed at Vendors 2016 (CTFM, SFM, MFM, VAMC) - \$6,994 Transactions per FM Tracks 2016 (CTFM, SFM, MFM, VAMC) - 302 Customers per FM Tracks 2016 (CTFM, SFM, MFM, & VAMC) - 196

5. We hosted monthly **Market Explorers** program for Youth and **Walk With a Doc** program for all at Charles Town Farmers Market in 2016 and will continue this into 2017. Additionally we started a **Walk With a Doc** program at the Martinsburg Farmers Market in 2017.

6. Here are additional activities for Fiona Harrison: June 15, 2015 conference call with WV Farmers Market Association to share with the the SNAP grant, how we are implementing, what we project sales to be this season, etc. June 25, 2015 attended webinar on Incentive Programs at Farmers Markets 101 given through Wholesome Wave covering basics of starting and operating a nutrition incentive program at our local farmers market, program design options, on-site administration, budgeting and financial controls, and outreach basics. July 17, 2015 meeting with Dr. Mark Cucuzzella to discuss the design of the FreHealthy Bucks, the different funding sources, how the money is allocated, etc. July 20, 2015 attended webinar on FM Tracks Training given through Wholesome Wave discussing the innovative new iOS app designed to gather customer level transaction information at farmers markets, CSAs, or mobile markets. FM Tracks is the required method of data entry for all Wholesome Wave FINI sub-award markets. July 26, 2017 visited Berkeley Springs Farmers Market. Although not a market included in our program, it was good to talk with them about how they implemented SNAP, how they run their incentive program (they match \$1 for \$1) and how they manage a growing pool of customers. July 28, 2015 attended webinar on Marketing and Outreach for Incentive Programs given through Wholesome Wave. The webinar covered branding our program, spreading the word through media, developing outreach materials, and building partnerships for expansion. It also highlighted the work of network partners who conduct outreach for these programs. August 4, 2015 meeting with James Hersick at Mellow Moods in Charles Town to discuss designing a SNAP currency and an incentive currency, what do we name it, what do you need printed on the bucks, do we need a Spanish version, etc. August 16, 18, 20, 22 (2015) working the Charles Town Farmers Market booth at the Jefferson County Fair to provide SNAP outreach about all markets. August 25, 2015 meeting with Dr. Mark Cucuzzella and James Hersick at Panera to discuss getting each market a sandwich board to advertise SNAP at each market and the possibility of a mobile market next season.

August 27, 2015 attended webinar on Maximizing the Impact of Fruit and Vegetable-Only Incentive Program given through Wholesome Wave. Topics discussed were the marketing of fruits and vegetables to nutrition incentive customers, especially in the context of a fresh produce-only incentive program. I learned how to draw customers to fresh produce through display, pricing, and programming in order to maximize the impact of our incentive program. We also discussed the specifics of financial controls, communications, and vendor management when the incentive program is fruit and vegetable-only. September 8, 2015 meeting with Dr. Market Cucuzzella, Candus Sutphin, Andrea Corum, Megan Webber to discuss when to launch the mobile market, what days of the week, how and where to distribute SNAP flyers, etc. September 10, 2015 meeting with Mike Chalmers to discuss an article for The Observer regarding the SNAP program, why we do it, when did we start, how it is going, etc. September 24, 2015 attended webinar on Growing Your Incentive Program given by Wholesome Wave. This webinar discussed how to mount a full marketing campaign, gave concrete guidance for fundraising, outlined how to analyze and report on data for our program, and highlighted incentive innovations we can integrate into our program for increased impact. This webinar served as a fantastic introduction to taking our nutrition incentive program to the next level. October 1, 2015 meeting with Dr. Mark Cucuzzella and James Hersick at Town Run Brewing to discuss a mobile market (where, when) and how many SNAP flyers we need to print (8,000 for Jefferson and Berkeley Counties and 5,000 for the medical schools). James will also create a FresHealthy Bucks website and Facebook page. October 14, 2017 spoke to Leadership Jefferson about local farmers markets and discussed SNAP information and the doubling program. October 27-28, 2015 Wholesome Wave representative in town for a site visit held at the EAHEC office. Discussed the FM Tracks website, market data reporting, tracking SNAP dollars, possible SNAP curriculum to use at markets, learning to better use the iPad, etc. Steven Farley and Leah from Wholesome Wave in attendance. November 3, 2015 attended webinar on Fundraising for Incentive Program given by Wholesome Wave. This webinar discussed major fundraising opportunities for nutrition incentive program, particularly the FINI program through USDA, how to raise the "match" for this opportunity and best practices for applying to federal funding sources.

November 6, 2015 meeting with Mark Cucuzzella and 4 community volunteers at Mellow Moods in Shepherdstown to discuss getting the word out in our community about the SNAP program at local markets, how to best do that, who has connections and where, etc. November 10, 2015 meeting with Dr. Mark Cucuzzella at Mellow Moods to discuss getting SNAP flyers into schools for kids to take home, Paul (VISTA volunteer) and how he might help, Derek Kilmer and a possible mobile market, and getting flyers into the Panhandle Care Clinic (which has since closed). November 17, 2015 attended an interactive webinar on FM Tracks Manual Data Entry given by Wholesome Wave. This webinar was designed to help any market managers enter data for the season and was a time to ask questions or troubleshoot issues we experiences. Decemeber 1, 2015 meeting with Candus Sutphin at Black Dog Coffee. We discussed an upcoming meeting regarding the possibility of a mobile market in Martinsburg. December 16, 2015 attend an interactive webinar on FM Tracks Utilizing Reports given by Wholesome Wave. This webinar explored the "reports" function of the webiste, exported the data into Excel, and demonstrated some Excel tips to easily manipulate the data into a more usable form. December 18, 2015 meeting with Dr. Mark Cucuzzella, James Hersick, Candus Sutphin, Derek Kilmer to discuss a mobile market in Martinsburg - should we do it at the Urgent Care in Charles TOWN instead? Would that market need a different FNS number? Could this ne a second/sister market to CTFM? December 23, 2015 The Great Chip Debate, meeting with Jefferson County Community Ministries (JCCM), Dr. Dave Didden, and Bob Shefner. Chocolate chips vs. kale chips, which is better? January 13, 2016 meeting with Derek Kilmer and Barb and Bobbi from VAMC to discuss how the SNAP program will work and how it will benefit the patients, staff, etc. January 21, 2016 meeting with JCCM regarding SNAP. We discussed once a month group discussions. February 4, 2016 meeting with Dr. Dave Didden at JCCM to discuss health food options for JCCM clients. February 5, 2016 meeting with Katie Nolan Thompson to discuss Market Explorers at CTFM, health food options for kids who come to market with their parents, we discussed themes and dates for each month, how we can market to schools and parents groups. February 10, 2016 meeting with James Hersick at Mellow Moods to discuss management and vendor recruitment for the new Martinsburg Farmers Market. February 11. 2016 meeting with Diane Niedzialkowski and Bob Sherner to introduce Diane to the JCCM model, what we are doing with SNAP education and healthy eating in regards to their clients.

February 17, 2016 meeting with Dr. Cucuzzella and Katie Nolan Thompson at Jefferson Hospital to discuss Market Explorers and Alex White and how he can help us get into schools. February 22, 2016 Call with Steven Farley of Wholesome Wave. March 21, 2016 FM Tracks training with Steven Farley via conference call. March 22, 2016 meeting with Katie Nolan Thompson at Skipper to finalize dates and theme, discussed who purchases the materials and supplies for the program. Katie needs a list of interested vendors, food samples for kids at the end of the program, etc. March 24, 2016 presentation at JCCM for their clients regarding SNAP at local farmers markets, eating healthy, better food options, etc. April 7, 2016 meeting at JCCM for their clients regarding SNAP at local farmers markets, eating healthy, better food options, etc. April 14, 2016 big presentation at JCCM with Dr. Cucuzzella and Dr. Dave Didden - discussed diabetes, healthy eating, using SNAP at the local farmers markets, etc. Diane Niedzialkowski did a cooking demonstration. April 21, 2016 presentation at JCCM for their clients regarding SNAP at local farmers markets, eating healthy, better food options, etc. Also, dropped 100 SNAP flyers at South Jefferson Elementary to be distributed with their weekly newsletter to students and parents. April 26, 2016 attended a webinar on Introduction to Fruit and Veggie Prescription Programs given by Wholesome Wave. This webinar explained how to connect and access even more tools and templates to help start fruit and veggie prescription programs via the National Nutrition Incentive Network. It also included everything needed to start and run a successful program - how to successfully recruit and retain participants; how to reduce burden for providers and bill to insurers; how to increase redemption of prescriptions; and the set of metrics markets should be collecting at a minimum to quantify and demonstrate the impact of the program. April 27, 2016 present to the Charles Town Rotary Club the benefits of using SNAP at farmers markets, how it works, market metrics, etc. May 3, 2016 meeting with Derek Kilmer at Daily Grind regarding VAMC market. We discussed SNAP terminal, SNAP marketing materials, etc. and how to market to both doctors/staff and patients. May 5, 2016 presentation at JCCM for their clients regarding SNAP at farmers markets, eating healthy, better food options, etc. May 12, 2016 attended the Wellness Fair at American Public University to promote SNAP at local farmers markets. May 19, 2016 dropped 1,000 SNAP flyer at Driswood Elementary to be distributed by Community Combined Ministries into Kidz Power Packs. These packs go to kids in Jefferson and Berkeley Counties. May 25, 2016 meeting with Candus Sutphin to discuss weekly/monthly reconciling of SNAP receipts for CTFM and how to best streamline and smooth the process.

Accomplishments:

Describe what was accomplished during the entire project using measurable results. Provide baseline data and actual completed project data, i.e., "before and after" measurements. Include a summary of the required metrics (before and after) (FMPP Guidelines/Announcement). Be comprehensive, descriptive and detailed in regard to each accomplishment. These may include unfavorable or unusual developments, as well. If developed with grant funds, provide website addresses and links to any materials made available via the Internet.

1. A total of 5 EBT terminals were acquired between 2015 and 2016. It took several months after receiving the grant to acquire the FNS numbers and receive the EBT terminals after a long and confusing multistep process. Of the original 4 markets written into this grant, Charles Town, Shepherdstown, and the VA Market are still operational. Morgan's Grove Market closed in 2015 but we added another market for 2016 in Downtown Martinsburg and assisted them in acquiring the FNS number and EBT terminal. The terminals accept SNAP, debit, and credit. We used "Market Bucks" as the currency after the customer visited the information booth at each market. There were two types of Market Bucks, one for any SNAP eligible item and the other for the Fruit & Vegetable Incentive match that could only be used on fresh produce.

2. In 2015 we provided 2 EBT trainings for the Market Managers. We had a total of 6 market managers at these meetings. We held 2 other trainings in 2015 and 2016 with representatives from Wholesome Wave. We received FINI grant funding through Wholesome Wave for an additional \$12,000 to be used for the fruit and vegetable incentive bucks, thus allowing us to extend the incentives into the 2017 market season. This training was provided and funded by Wholesome Wave.

3. Advertising and reaching the SNAP audience proved to be challenging. As we discovered through our FM Tracks data "word of mouth" was the most powerful method. With funding from the Benedum Foundation we were able to support some time for Fiona Harrison to take on this additional responsibility. Fiona has been critical support in the community reaching families and groups with need (see activities above). Real social media for low income is getting out and meeting the people.

Our amazingly well designed flyers from James Hersick with our unique logo and graphics were distributed through the 2015 and 2016 seasons and continue to circulate into 2017. So far we have printed and distributed 73,820 flyers and over 100 posters. The "activities" section above shows some of the places there were distributed. In addition to the locations listed there, we also distributed flyers to the Jefferson County Council on Aging, local physician's offices, Berkeley and Jefferson County Department of Health and Human Resources, and many others. We also did ads in the local Buyers Guide circulars that are free to consumers and could potentially reach customers in both Jefferson and Berkeley Counties.

At each respective market, we displayed sandwich boards advertising and explaining the program as well as small flyers for the market goers to take away and share.

There were some barriers in getting the flyers into the schools with the rules of distribution of flyers. Several principals made exceptions and distributed the flyers in the student folders to go home to families. It was hard to gauge how effective this was.

The reality is that it is very difficult to change the shopping patterns of SNAP customers when inexpensive, nutrient deficient, sickeningly sweet, and arguable addictive sodas and junk food products can be purchased with SNAP dollars. Families need a basic understanding of the impact of food on health and the interests of the Big Food industry before they would willingly substitute Captain Crunch for Kale.

We have also had some nice media stories on the program. Here are a few with internet links still active:

<http://modernfarmer.com/2015/06/take-two-apples-and-call-me-in-the-morning/>

<http://wearetheobserver.com/jefferson-county-snap-recipients-can-access-market-bucks/>

<http://wvutoday.wvu.edu/n/2015/11/11/wvu-doctor-helps-create-program-to-provide-healthy-fruits-vegetables-to-snap-recipients>

4. Records of EBT sales, and measurement of the change in total sales before EBT and after. Describe methods used to measure increases in sales, customer traffic, and EBT usage. Prior to our grant only one local farmers market (Charles Town Farmers Market) accepted EBT. SNAP Disbursed to Customers 2014 (CTFM only) - \$400 SNAP Redeemed at Vendors 2014 (CTFM only) - \$370 **Please note that 2015 data is not completely accurate as we had technical issues with FM Tracks.** SNAP Disbursed to Customers 2015 (CTFM & SFM) - \$1,604 SNAP Redeemed at Vendors 2015 (CTFM & SFM) - \$1,734 Fruit & Vegetable Incentives Disbursed to Customers 2015 (CTFM & SFM) - \$1,604 Fruit & Vegetable Incentives Redeemed at Vendors 2015 (CTFM & SFM) - \$1,248 Transactions per FM Tracks 2015 - 69 SNAP Disbursed to Customers 2016 (CTFM, SFM, MFM, & VAMC) - \$8,078.50 SNAP Redeemed at Vendors 2016 (CTFM, SFM, MFM, & VAMC) - \$7,860 Fruit & Vegetable Incentives Disbursed to Customers 2016 (CTFM, SFM, MFM, & VAMC) - \$8,078.50 Fruit & Vegetable Incentives Redeemed at Vendors 2016 (CTFM, SFM, MFM, VAMC) - \$6,994 Transactions per FM Tracks 2016 (CTFM, SFM, MFM, VAMC) - 302 Customers per FM Tracks 2016 (CTFM, SFM, MFM, & VAMC) - 196

Beofre, during and after the time period of the grant the number of vendors at Shepherdstown Farm Market has stayed consistently at 20 - this is due to lack of space to expand, they are at capacity with this number of vendors. From 2014 to current, Charles Town Farmers market has decreased by one vendor going from 35 in 2014 to 34 in 2017. The VAMC market has always had only one vendor. The downtown Martinsburg Farmers Market started operations in 2016 with 5 vendors and for the 2017 season has increased to 9 vendors. The main technical hurdle was the application process for getting approval and delivery of the FNS number and EBT terminals which took several months and countless hours. It is not surprising that a busy farmer with little internet skill would find it difficult if not impossible to overcome this. There was a bit of skepticism and stigma surrounding SNAP in general and some initial vendor push-back and it took a couple months/weeks for them to become comfortable with the program. Now the vendors are some of our biggest champions.

Beneficiaries:

Describe and provide the actual numbers for both the direct and indirect beneficiaries of grant activities. As appropriate, include demographic composition of market vendors, customers and the surrounding market area (income level, ethnicity, age, etc.). Describe how specific groups benefitted from the grant, including any potential economic impact. Provide data supporting these conclusions. Ideally, this should include feedback from vendors and consumers, as well as any available quantitative data.

1. Median household income for areas near our farmers markets:

[<https://www.incomebyzipcode.com/westvirginia>]

Town (25414) - \$73,963

(25438) - \$44,732

Shepherdstown (25443) - \$67,888

Martinsburg (25405) - \$53,822

Martinsburg (25404) - \$50,138

Martinsburg (25403) - \$75,544

Martinsburg (25402) - \$35,000

2. Low-income customers now have better access to wholesome food. On average 3.43 EBT customers shopped at one of our markets each week in 2016. Markets disbursed on average \$89.85 in SNAP bucks each week in 2016

3. The Saturday market in Charles Town and Sunday market in Shepherdstown bring hundreds of customers to the downtown area contributing to increased foot traffic on the days that the markets are open.

4. Unique stories:

From a converstaion with a customer: "We are a family of five. My husband and I are in our mid-thirties, and our kids are 7, 3, and 2. I cannot tell you how amazingly awesome this matching program is for our family. It's been huge! Before we new about this program, we never shopped at the farmers market because it's so expensive and I didn't think we could afford it. This matching program now allows us to go there too. We go to the

market every week, we take our carts or a wagon and the kids love it - they get to pick out their favorite fruits and vegetables. I make a lot more home-cooked meals because of the items we buy at the farmers market. I go through and walk the aisle and see who has what and in my head I think about what I can make with those ingredients that week. It's a little game I play, to see what menu I can come up with and how it's going to fit into our budget. I love that most of our dinners are from locally sourced ingredients and tha tl don't have to shop at Walmart all the time to get the stuff we need. I was thrilled to find rabbit at the market too! My dad used to hunt and I grew up eating wild game and stuff you don't see in stores." ... "for the kids, it's been really cool to have the conversations about where food comes from ('but mom, I don't want to eat a bunny!') and the fact that we can talk to the farmer who picked/grew our food, and that it's not mass marketed in glossy, colorful plastic to a certain demographic."... "For us, it's also about keeping our money in the local economy and lightening our carbon footprint. My husband and I think the environment is of utmost importance. I like knowing that the fod has not been sprayed with gas to make it ripen and that it was raised or grown or picked from right around us and hasn't come from another state, or another country!"

And here is the last thing she added, which was the real kicker for me... "one of the cool things about this matching program and the products we are buying is that the food feels more vaulable. The people make it personal, we are happier to eat it, the farmer is right there, and I feel like this food is important and to not waste it. This food has a different psychology around it."

Sam White is a resident of Jefferson County and frequent volunteer at Jefferson County Community Ministries which is the region's largest food bank. A year ago, Sam was in a hopsital bed in hyperglycemic crisis, overwhelmingly fatigued for months, was on multiple mediciations, and had a measured Hg A1C of over 20 (meaning average sugar of over 600). Sam took ownership of his health by enbracing real food and since this time has completely restored his health. Sam has lost over 80 pounds, reversed his diabetes with an A1C of 5.3 now, is off all but one of his medications, and filled with energy and vitality. Sam is sharing this message as well as the SNAP program with those who have food insecurity.

Charles

Ranson

Paula Marrone Reese is the Administrative and Volunteer Leader of Good Shepherd Interfaith Volunteer Caregivers. The volunteers promote independence, security and well-being to elderly residents and disabled people of all ages who are home-based residents of Jefferson County, regardless of income or family circumstances. Many of those served are on SNAP. Paula was suffering from the effects of poor nutrition and embraced our principles to love over 70 pounds and countless inches. She is sharing the critical impact of healthy fresh food for the most vulnerable and often most affected groups. The Good Shepherd volunteers take the flyers with them and share with friends and family of those with difficulty leaving the home. These friends and family can bring the farm back to the homebound.

Allan Balliet is an organic farmer who is a vendor at our markets. Despite his access to healthy food he was becoming centrally obese and when I did a random glucose check on him at the market he had overt Type 2 diabetes. Combining his knowledge of food with a new knowledge of the contributors to diabetes and obesity (mainly the breads and sugars in his diet) he reversed his diabetes and lost 40 pounds along with several inches of waist in 6 months. He also got his energy back to farm.

Lessons Learned:

Discuss the lessons that were learned from completing the project. Lessons learned may have influenced the direction of the project, helped improve the process, and/or optimized the results. Sharing these experiences may be quite helpful to those seeking to learn from your experiences and to achieve similar results.

Challenges - as mentioned the initial paperwork and waiting was a huge challenge. The financial reconciling process for this project takes quite a bit of extra time. Advertising, marketing, and getting the word out has been a struggle; most of our customers report word of mouth as the way they heard about the markets or the program in general.

An additional challenge that we faced was that our original marketing director stopped working with us about a quarter way through the first year of the grant. In addition, one of the markets that was originally written into this grant ceased operations in 2015, we knew their outdoor farmers market closing but we were anticipating them opening a year-round indoor market. When they opened the year-round market they had to re-start the application for FNS number and additionally we had to apply for a waiver to be able to offer the same doubling program that was offered at the farmers market. Later that year before the program ever started in their store, they ceased operations.

We also had great difficulty in getting a mobile market up and running. In our grant application we were hopeful to have a mobile market in a food desert location at an Urgent Care office in Charles Town. This location was not ideal to any of the markets that we spoke with. We had tried to switch locations of the mobile market but then ran into barriers regarding the use of SNAP terminals for the existing markets; basically, the markets can only use their terminal at the single location that it was registered to be used at. We were never able to coordinate a mobile market. We did however provide support for the Martinsburg Farmers Market. The Martinsburg market was located right outside of a food desert location in 2016 but for the 2017 market season we were able to move them into a food desert location located in front of Kings Daughters Court (116 E. King St., Martinsburg, WV) which low income, low access at .5 and 10 miles and low income and low access using vehicle access (tract #54003971500, in Berkeley County, WV).

We struggled using the FM Tracks iOS app for data collection in 2015. The application was newly developed and had quite a few bugs and glitches, and some aspects were not very user-friendly. In 2016 the app was re-vamped with additional features and a lot of the kinks had been worked out. For the 2016 season it worked wonderfully and we were able to use this as a tool to help collect customer data. One thing we did run into quite a bit of were customers were reluctant to set up a user ID for the app and instead were processed as anonymous, this resulted in data that was difficult to use because they were always being asked questions as if they were a new customer and I think that hindered us from collecting as much data as could've been possible. As for sustainability, the markets will continue being able to accept and process SNAP transaction for as long as they have an FNS number and a terminal which is fantastic in and of itself. The incentive program to allow customers to double their SNAP dollars for fruits and vegetables will only be sustainable as long as we have outside funding available to cover the cost. Our markets are relatively small and cannot afford to fund these incentives on their own.

The folks who know about our doubling program are VERY loyal and the new folks quickly become regulars. One thing that we would've done differently is to have hired a "SNAP Ambassador" or some similar name who could be at the markets each week specifically to talk to SNAP recipients and do food/nutrition education for kids, families, and individuals. The market staff at these market are volunteers and there is not enough time or manpower to pull off these activities on our own.