



Farmers' Markets in Kentucky

An Introduction to Promoting Access to
Healthy Foods



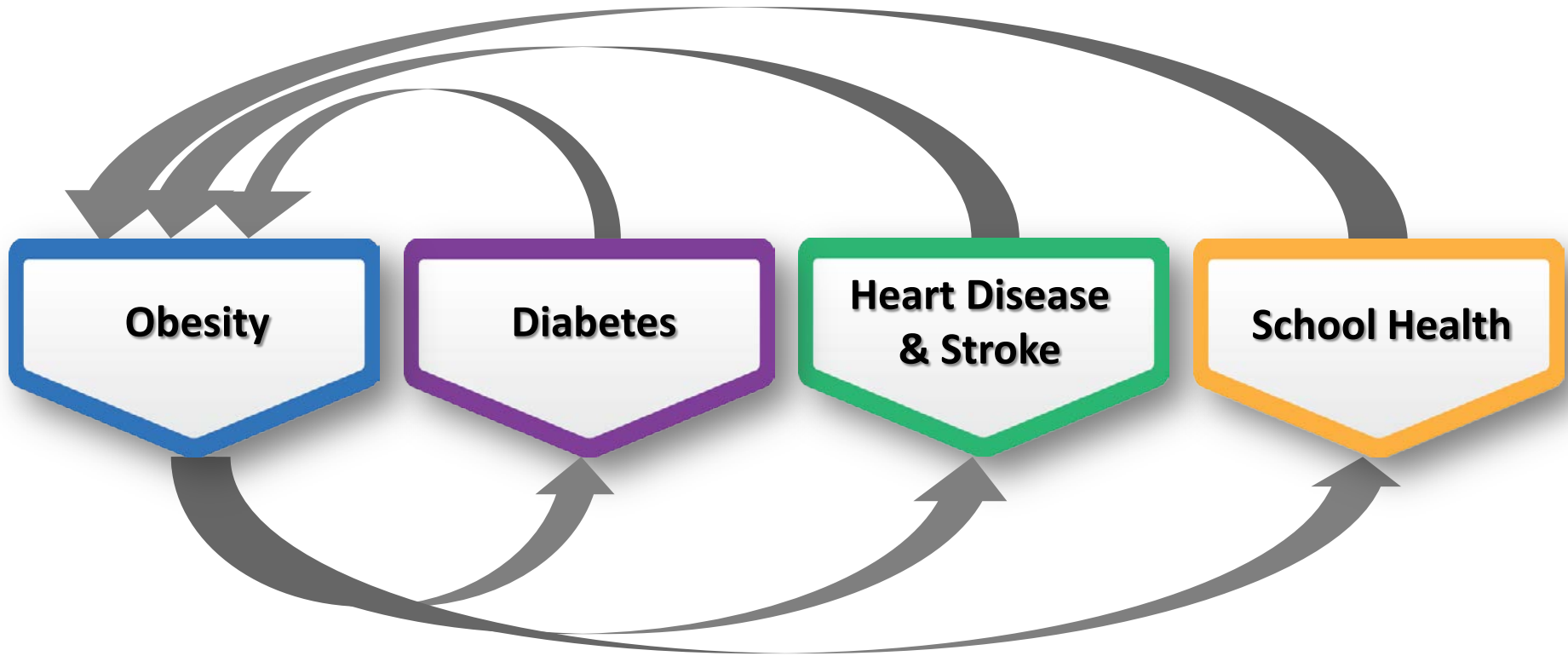
Kentucky continues to rank in the top 10 most obese states across all ages.

5th
Adults

1st
Adolescents

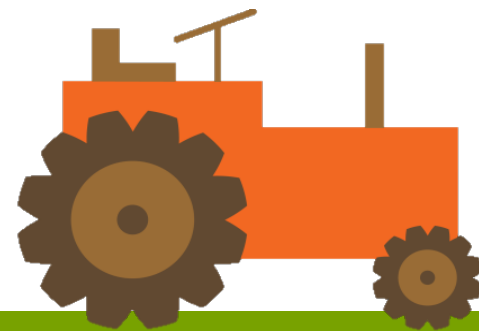
6th
Pre-K
Children

CDC 1305: State Public Health Actions to Prevent and Control



Our Partners

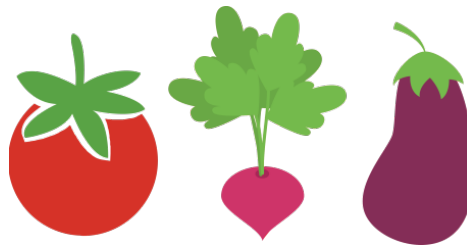
- Community Farm Alliance
- Kentucky Association of Food Banks
- Kentucky Department of Agriculture
- Kentucky Department for Public Health
- Kentucky Youth Advocates
- University of Kentucky Cooperative Extension



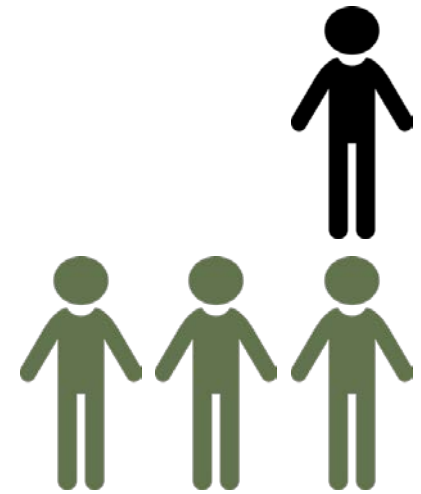
Access to Healthy Foods



1 in 5 adults report they have difficulty getting affordable fresh produce.



Adults consume veggies 1.6 times per day and fruits 1.1 times per day – well below the 5 a day recommendation.



Many communities in Kentucky have at least 25% of the population participating in federally funded nutrition assistance programs.

Connecting Food Insecurity and Obesity

Food insecure and low-income people can be especially vulnerable to obesity because of the unique challenges they often face in adopting and maintaining healthful behaviors, including:

- Limited resources
- Lack of access to healthy, affordable foods
- Cycles of food deprivation and overeating
- High levels of stress, anxiety, and depression
- Fewer opportunities for physical activity
- Greater exposure to marketing of obesity-promoting products
- Limited access to health care

Farmers' Markets

Feeding Kentuckians with Kentucky Foods

Health

Community Connections

Food Equity

Sustainable Food System

Farmers' Markets Current Status

- Over 263,300 farmers in Kentucky
- Farmers only receive 15.8 cents of every food dollar spent in a chain retailer
- 158 farmers' markets in at least 105 counties



Farmers' Markets

Key Components



Organizational Structure

Clear Market Operations

- Incorporation
- Business Plan
- Board Development
- By-Laws Market Rules

Marketing Plan

- Fundraising
- Accepting EBT
- Marketing for Vendors & Market
- Community Support

Market Manager

- Job Description
- Funding for Salary

Developing a Marketing Plan

Communication

- Facebook
- Twitter
- News Paper
- Radio
- Booth at events

Materials

- Posters
- Flyers
- Signs

Events

- Kick-off
- Cooking demos
- Sampling
- Kids event
- Music

Tracking

- Sales
- Reach
- Customer Feedback
- Barriers
- Facilitators

Goal: Increase customer interaction and purchasing

Location, Location, Location

Communicate consistent time and location

Consider transportation needs

Locate around other community amenities

Make it a destination

Community Engagement

Partnerships

Outreach

Fundraising and
Volunteers

Get to know
your community

Promotion

Social media

Child care,
school, church,
worksite

News outlets

Education

Cooking
demonstrations

Recipes

Sampling

Activities

Kids Activities

Music & crafts

Coordinate with
community
events

Volunteers can...

Welcome new customers
and orient them to the
market

Promote Double Dollars

Lead fundraising events

Offer cooking
demonstrations, recipes
and taste-testing

Engage new partners

Provide transportation to
the market

Provide activities for kids

Provide entertainment at
the market

Listen for customer
feedback

Incentive Programs

Double Dollars

- SNAP, WIC & Senior FMNP participants

Summer Meals

- USDA program locates at market, uses local produce children participate in activities

Farmacy

- Health Professionals prescribe fruit & veggie coupons to qualifying patients

Health Bucks

- Employees receive coupons through Worksite Wellness programs

Kids Bucks

- Children receive vouchers for participating in nutrition education activities

Incentives can...



Give Families Healthy, Affordable Choices

Give Farmers Financial Boost

Benefit the Local Economy

Build a Sense of Community

Federally Funded Nutrition Programs

Child and Adult Care
Food Program (CACFP)

National School Lunch
Program

Supplemental Nutrition
Assistance Program
(SNAP)

Women Infants &
Children Program (WIC)
& WIC Farmers' Market
Nutrition Program

Commodities
Supplemental Food
Program

SNAP Education
Program

Summer Meals
Program

Senior Meals Program

Senior Farmers' Market
Nutrition Program

Federal Funded Nutrition Programs



Income for household of four less than \$44,863



Income for household of four less than \$31,536



Income for household of four less than \$44,863

FRUITS AND VEGETABLES

- Apples
- Asparagus
- Beans
- Beets
- Blackberries
- Blueberries
- Broccoli
- Brussel Sprouts
- Cabbage
- Carrots
- Cauliflower
- Cherries
- Corn
- Cucumbers
- Edamame
- Eggplant
- Grapes
- Green Onions
- Greens
- Kohlrabi
- Lettuce
- Melons
- Okra
- Onions
- Parsnips
- Pawpaws
- Peaches
- Pears
- Peas
- Peppers
- Plums
- Potatoes
- Pumpkins
- Radishes
- Raspberries
- Rhubarb
- Soybeans
- Strawberries
- Summer Squash
- Sweet Potatoes
- Tomatoes
- Turnips
- Watermelon
- Winter Squash

HERBS

- Basil
- Chives
- Cilantro
- Oregano
- Thyme
- Sage
- Parsley
- Garlic

PROCESSED PRODUCTS

- Breads
- Cheese
- Eggs
- Flowers
- Honey
- Jams
- Jellies
- Meats
- Nuts



Farmers' Market Nutrition Program

<http://chfs.ky.gov/NR/rdonlyres/3FB03E1E-A0CE-456B-A695-42FD3248ED4C/0/EligibleFoodItems.pdf>

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HERBS

- Basil
- Borage
- Chives
- Cilantro
- Dill
- Fennel
- Garlic
- Marjoram
- Mint
- Oregano
- Parsley
- Rosemary
- Sage
- Tarragon
- Thyme

PROCESSED PRODUCTS

- Citrus fruits
- Medicinal Herbs
- Meat
- Eggs
- Dried fruits or vegetables
- Cheese
- Wild rice
- Nuts
- Maple syrup
- Cider
- Molasses
- Potted fruit or vegetable plants
- Potted or dried herbs
- Home-processed goods

**Seniors Farmers'
Market Nutrition
Program**

FOODS

- Foods for the household to eat, such as:
 - Breads
 - Cereals
 - Fruits
 - Vegetables
 - Meat
 - Fish
 - Poultry
 - Dairy products
- Any Items that carry a nutrition facts label
- Seeds and plants which produce food for the household to eat

PROCESSED PRODUCTS

- Any non-food items such as: pet foods, soaps, paper products, or household supplies
- Beer, wine, liquor, cigarettes ,or tobacco
- Vitamins and medicines
- Foods sold hot at point-of-sale

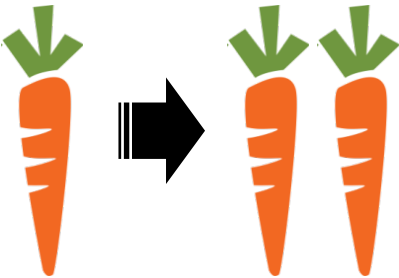


Double Dollars at Farmers' Markets



EXCHANGE

Exchange SNAP, WIC or Senior FMNP benefits for tokens



DOUBLE

Double the value of benefits (\$1 benefits = \$2 value)



SHOP

Shop for local, fresh fruits and vegetables

Starting Double Dollars

Funding

- Funding from grant funds, local donations or fundraising efforts
- Separate tokens are needed to differentiate between SNAP, WIC FMNP, Senior FMNP and Debit/Credit Cards

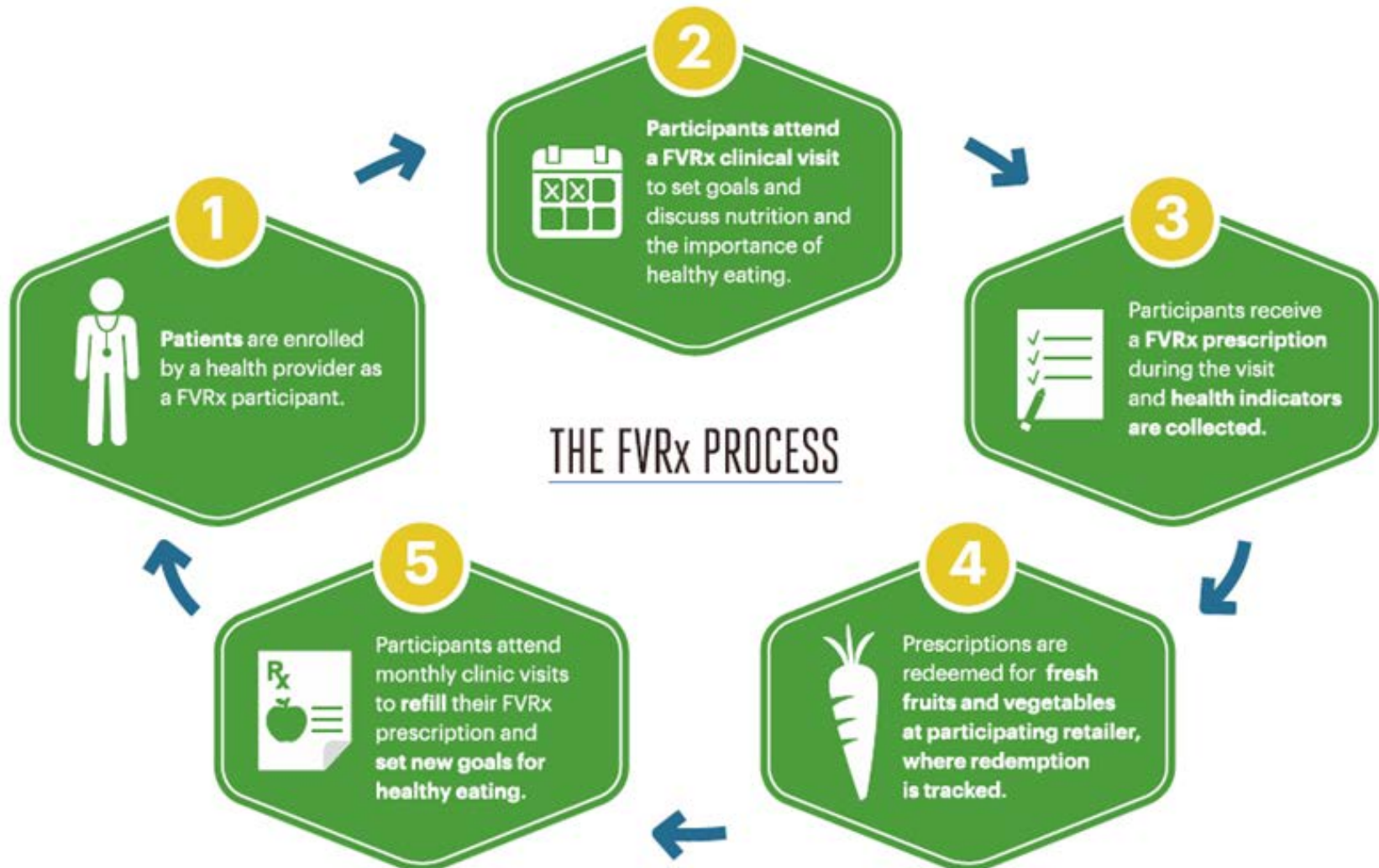
Set-Up

- Market accepts at least one of the nutrition benefit programs
- Set a maximum doubling of benefits based on funding.
- Set redemption policy for vendors (example: daily, weekly, monthly).
- Clear communication is place for vendors, market managers, volunteers and customers

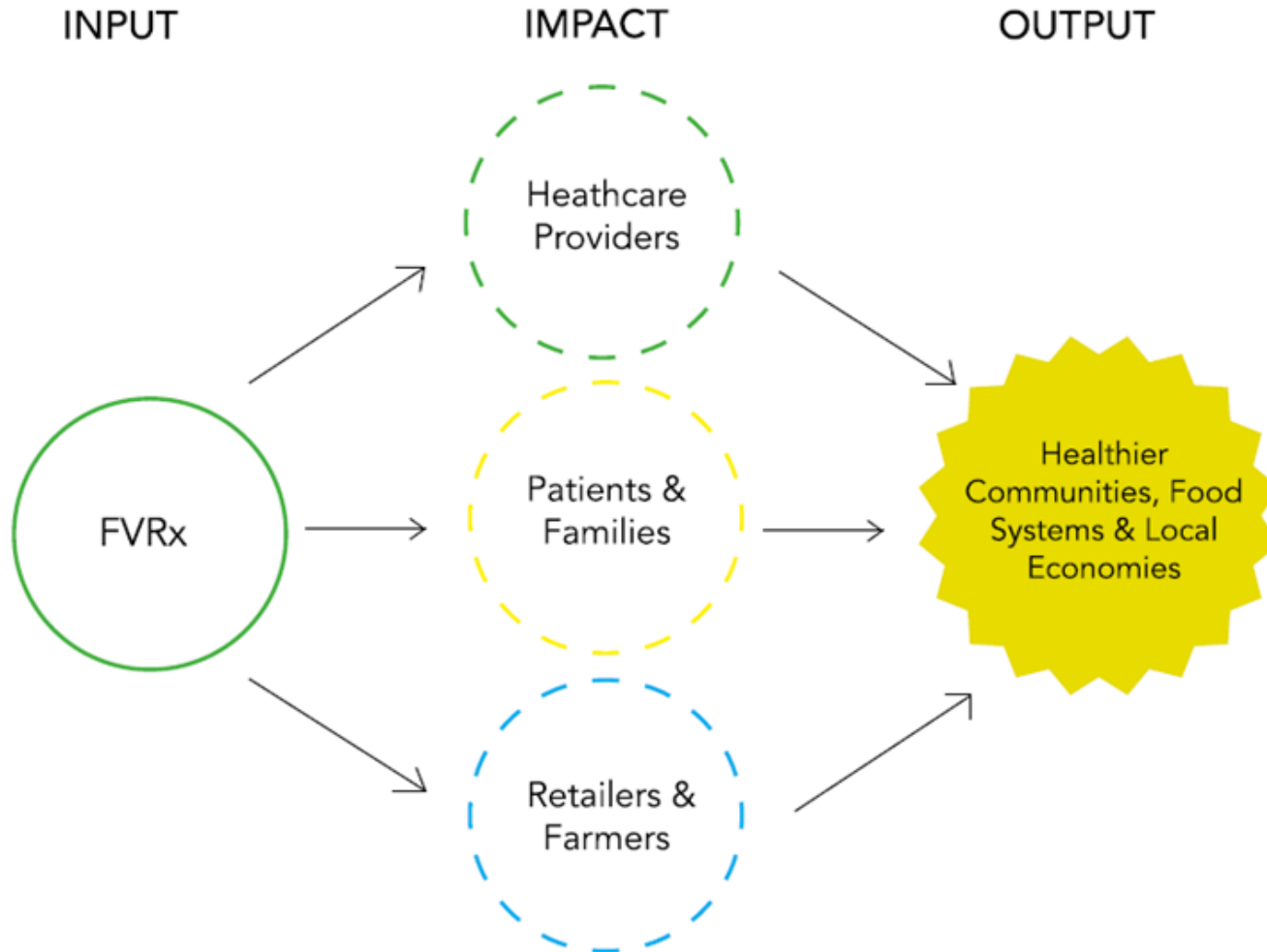
Market Structure

- Are incorporated or have a fiscal sponsor capable of receiving funds for the market
- Have a paid market manager
- Have at least five Kentucky farmers
- Operate at least one day a week for 16 weeks

Wholesome Wave: FVRx



A Prescription for Impact




Worksite Wellness: Partnering with a Market



Locate Market at the Worksite

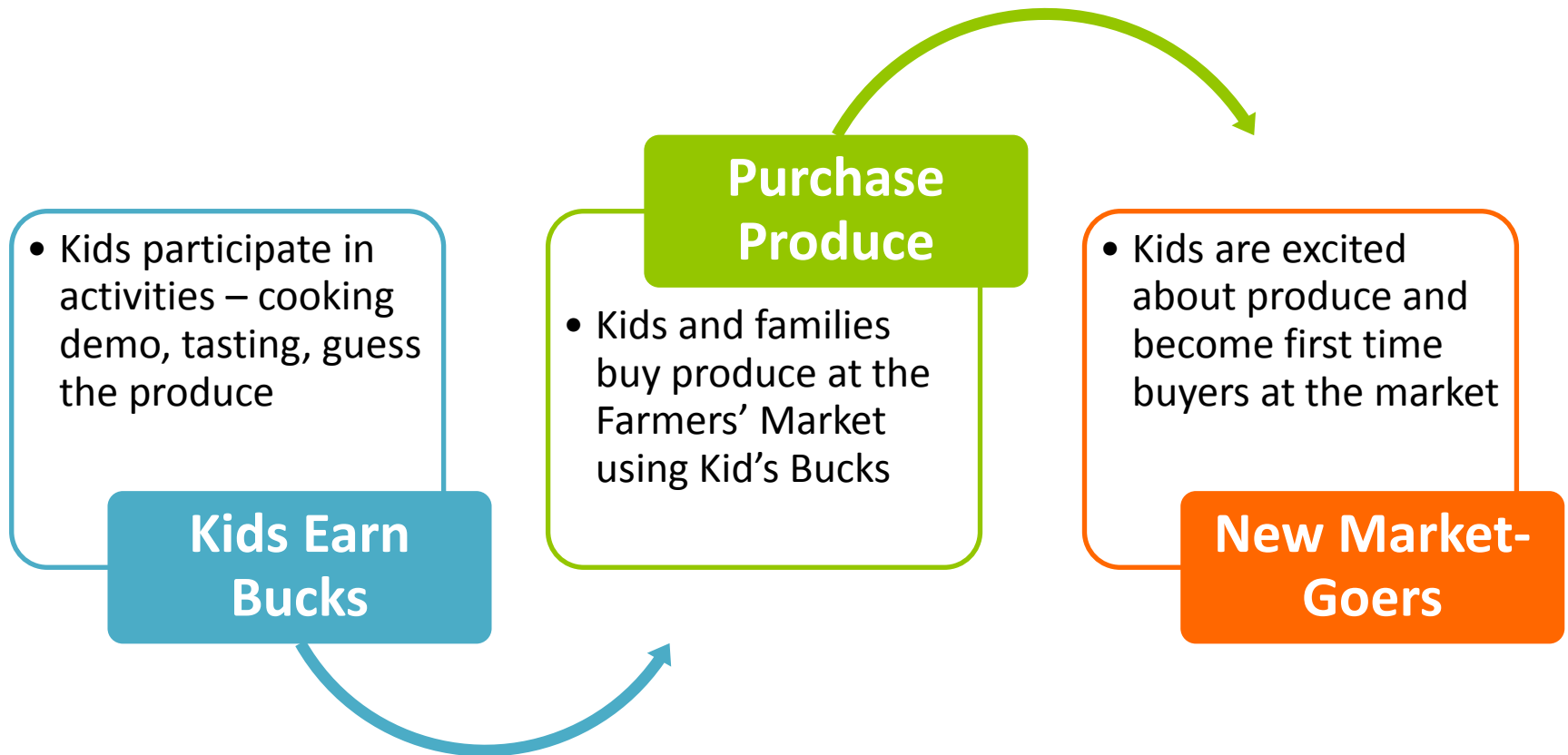


Offer Community Supported
Agriculture (CSA)



Wellness program can offer
Health Bucks to employees

Kids Bucks



Summer Meals



USDA -funded program that helps kids under 18 get the nutrition they need when school is not in session

Served congregate-style at designated, eligible sites

Specified meal pattern:
fruit and vegetables, dairy, grain, and meat/meat alternates depending on the meal "type."

Summer Meals: Partnering with a Market




Locate program at a farmers' market



Use local foods from vendors in the meals



Provide activities for the kids



Cross promote incentive programs
Double Dollars, Kid's Bucks

Contact Us

Partnership for a Fit Kentucky

www.fitky.org