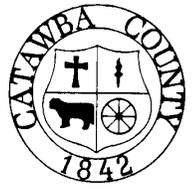




**BOARD OF COMMISSIONERS MEETING
JANUARY 20, 2015, 7 P.M.
ROBERT E. HIBBITTS MEETING ROOM
1924 COURTHOUSE, NEWTON**



The Board received an update on the Public Health Farmers Market, which completed a second successful year in the fall of 2014, bringing fresh, locally grown fruits and vegetables to an increasing number of WIC clients.

The presentation to the Board may be seen by scrolling down from this page.

CONTACT: DAVE HARDIN, PUBLIC INFORMATION OFFICER 465-8464

PUBLIC HEALTH FARMERS MARKET

**Second Season
June – September 2014**

Farm Fresh & Family Friendly



GOALS OF MARKET

- ***Increase redemption of WIC Farmers Market Nutritional Program (FMNP) vouchers***
- ***Increase convenient access to fresh produce for people living, visiting, and working along 11th Ave. Dr. SE corridor (food desert)***
- ***Improve individual and community health by enabling increased consumption of fresh fruits and vegetables***

SECOND SEASON (2014)

June 5 – September 25

17 consecutive weeks

Thursdays 11 a.m. - 2 p.m.

Public Health Staff Support

2013: 27 staff members

2014: 60 staff members = 50%

+ 6 volunteers

COMMUNITY PARTICIPATION

Total Customers

2013: 4,338 (24 markets)

2014: 4,586 (17 markets)

Average # Customers per Market

2013: 181

2014: 270

COMMUNITY PARTICIPATION

Highest One-Day Attendance

2013: 298

2014 : 645

6 markets @ 300+

Peak = June & July

Farmer Participation

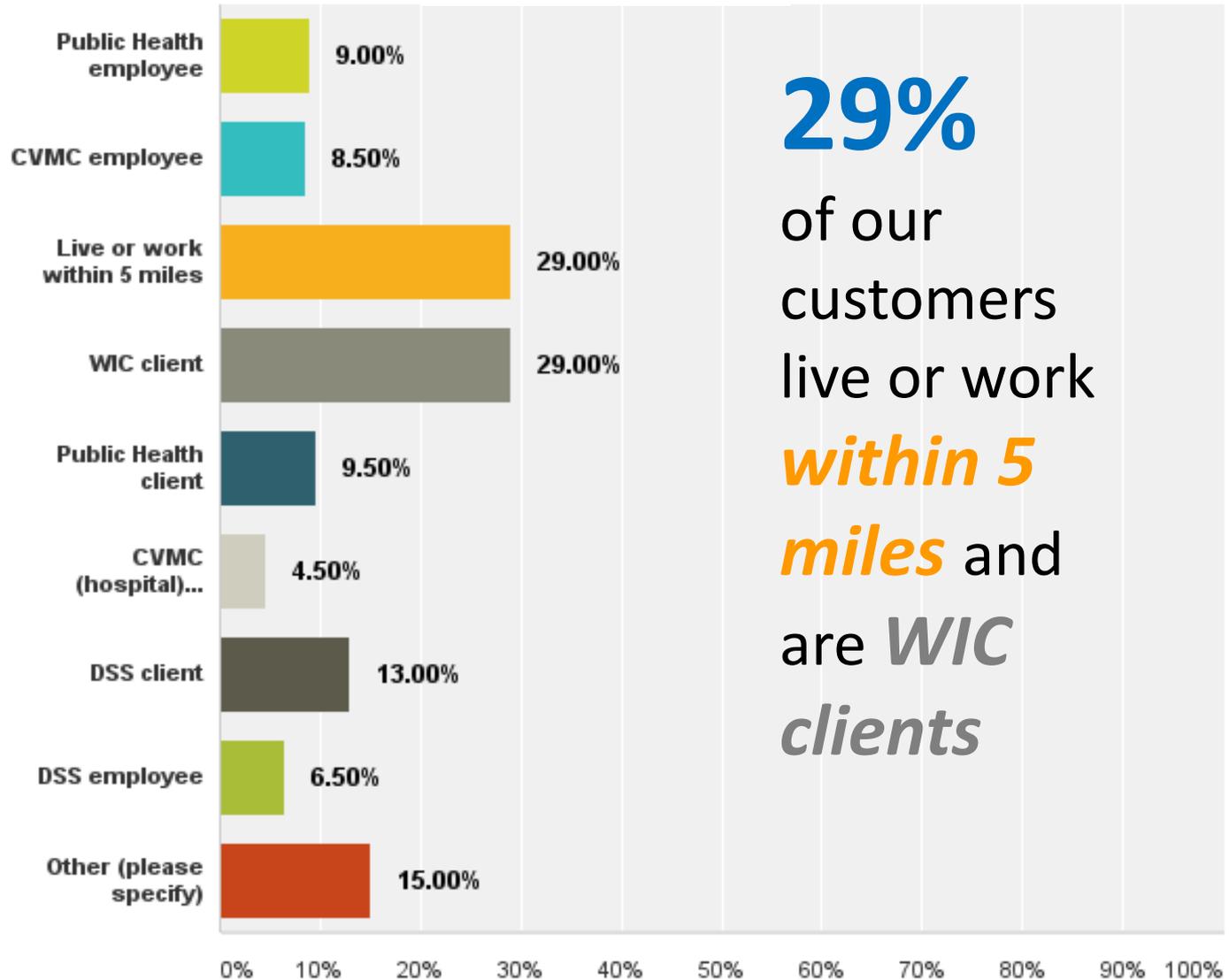
11 total farmers

Averaged 6 per market

Market Surveys

270 customers

**Q2 Which of the following describes you:
(You may check more than one answer)**



WIC FMNP Redemption

Special \$4 vouchers that can only be spent at farmers markets

Total WIC FMNP Vouchers Distributed

2013: 2,544

2014: 2,700

WIC FMNP Redeemed at PHFM

2013: 1,222 (\$4,888.00) = 48.03%

2014: 1,537 (\$6,148.00) = 56.92%

Total County FMNP Redemption Rate

2013: 62.88% (from 51.29% in 2012)

2014: ???

BONUS BUCKS

- Modeled after evidence-based strategy to incentivize redemption of WIC FMNP vouchers with extra \$4 coupon
- Funded by employee fundraisers and private donations

Total Bonus Bucks Redeemed

2013: 234

2014: 264

Total Value

2013: \$936.00

2014: \$1,056.00



SNAP/EBT and Debit

- Began accepting *debit cards* and *food assistance benefits*
- Accepting SNAP/EBT = *evidence-based practice* proven to increase access to fresh, local produce for lower-income residents

Tokens Redeemed

\$1 SNAP/EBT: 1,868

\$5 Debit: 327

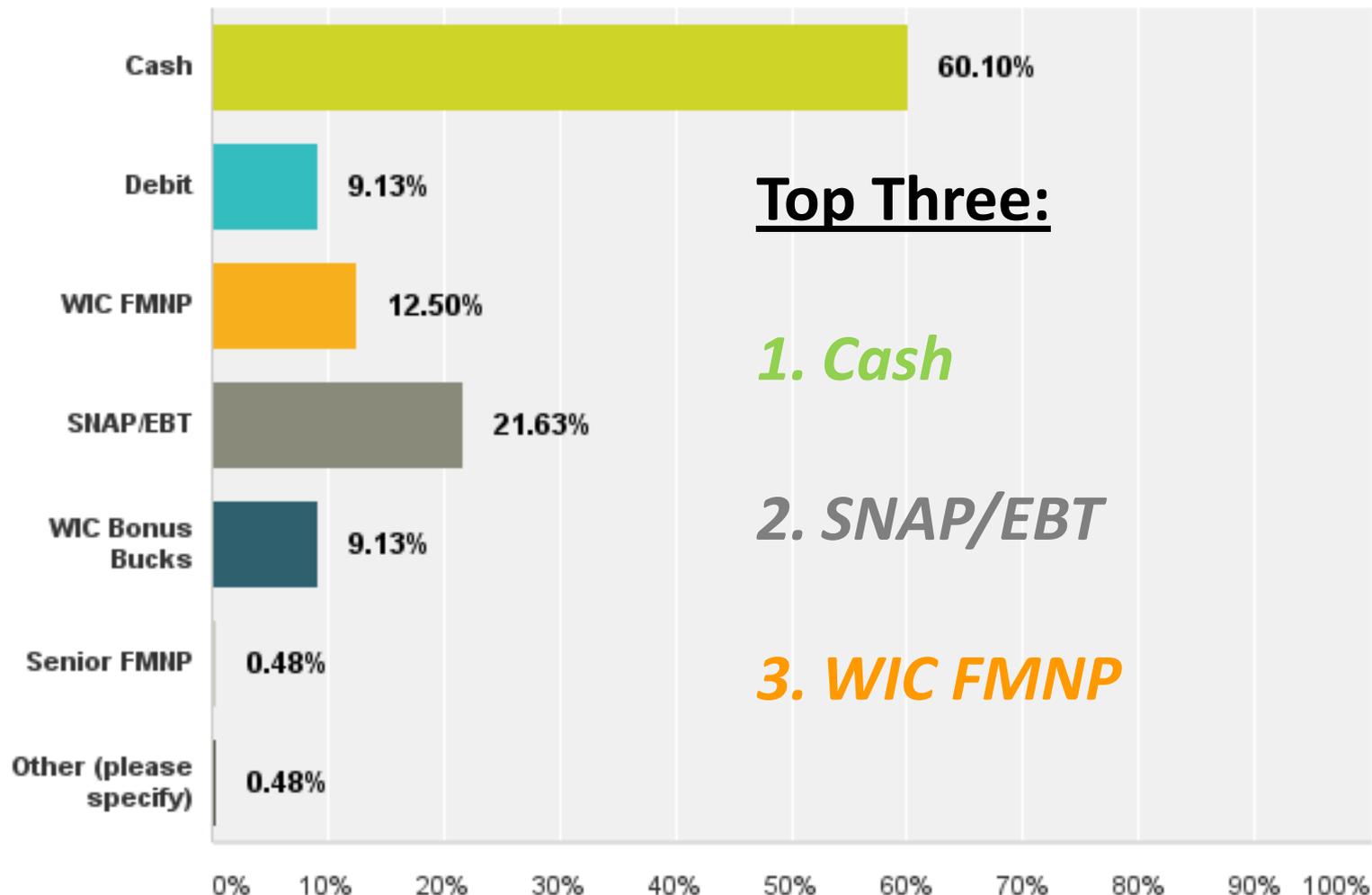
Value

SNAP/EBT: \$1,868.00

Debit: \$1,635



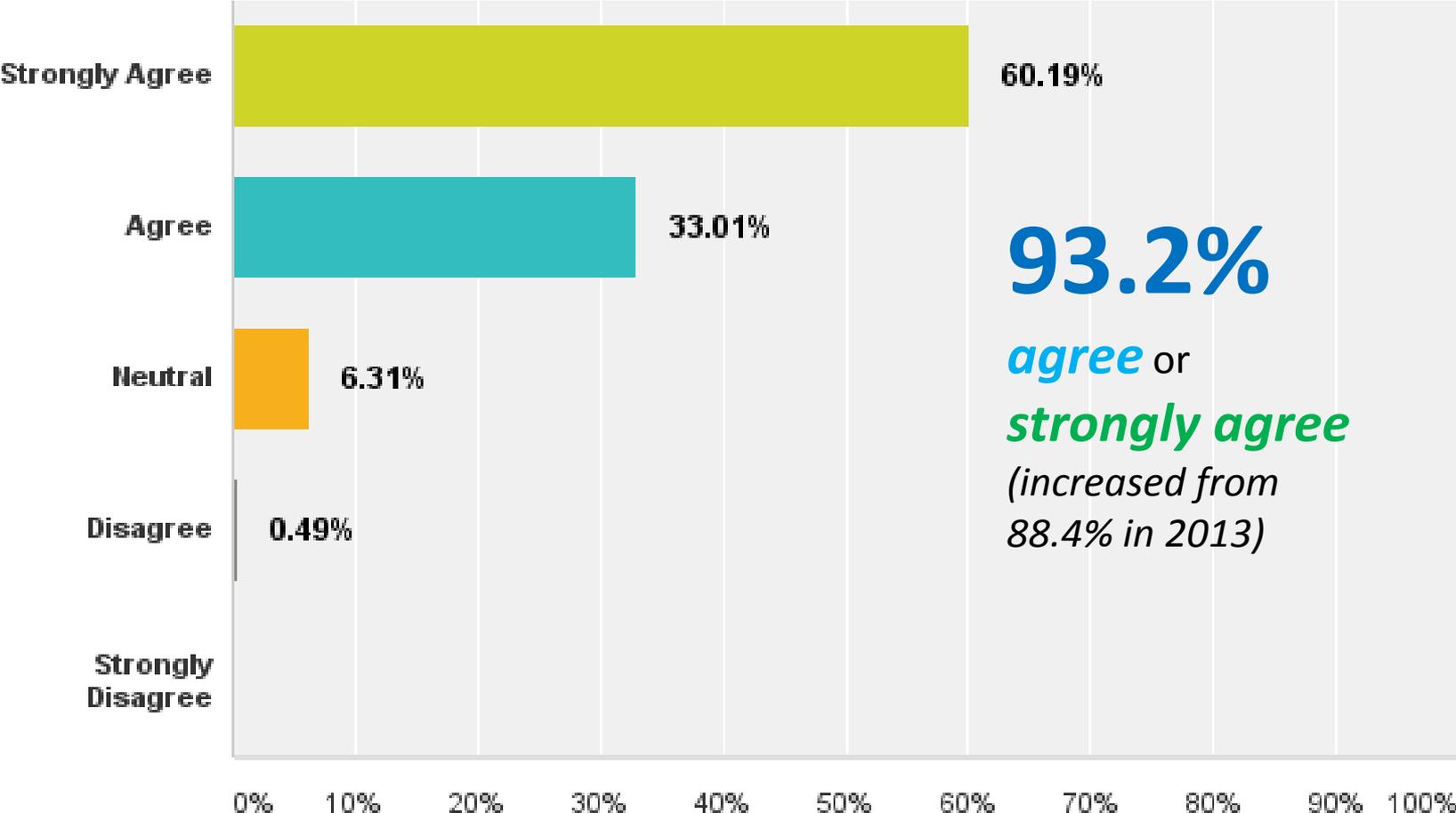
**Q5 How did you pay for fruits and vegetables at the farmers' market today?
(You may check more than one answer)**



MARKET IMPACT

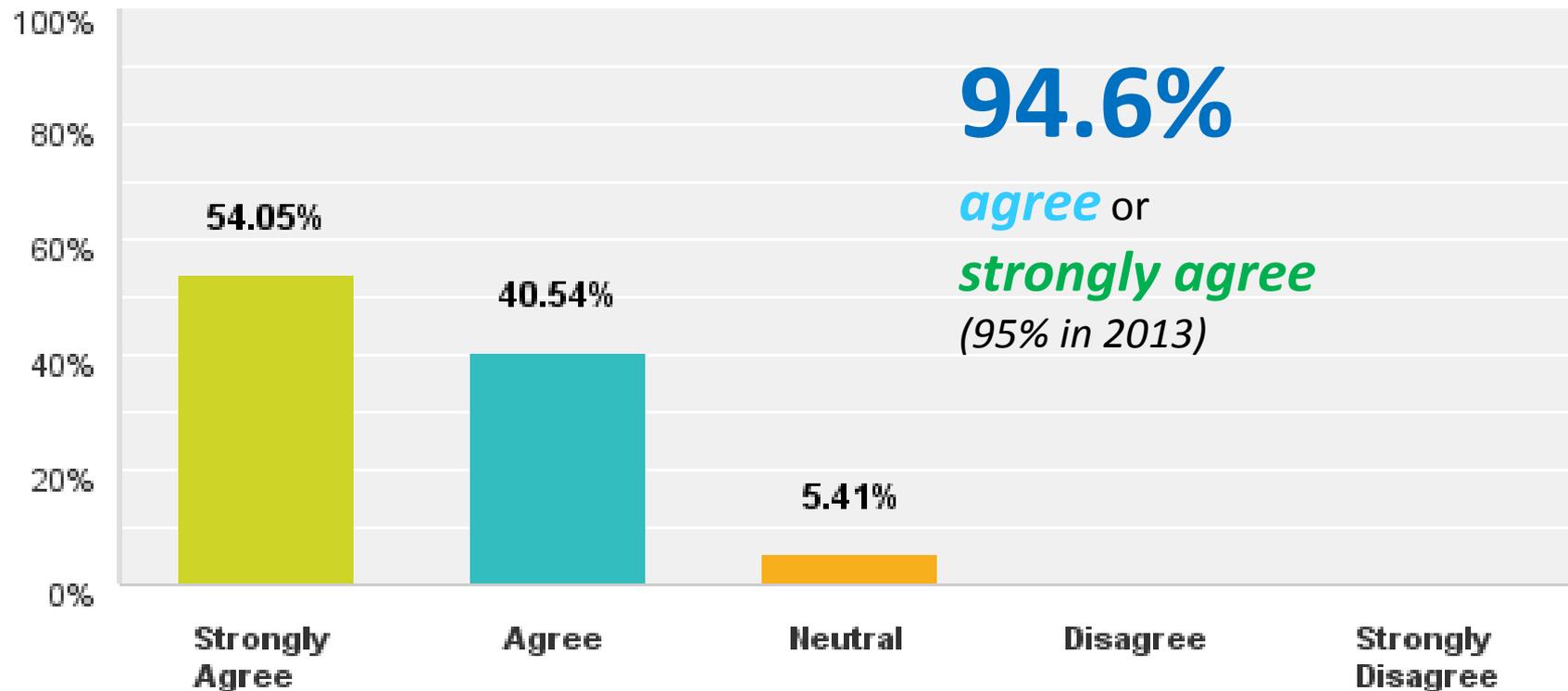


Q6 This farmers' market helps me to increase the amount of fresh fruits and vegetables my family eats.



*WIC FMNP Participants

Q6 This farmers' market helps me to increase the amount of fresh fruits and vegetables my family eats.

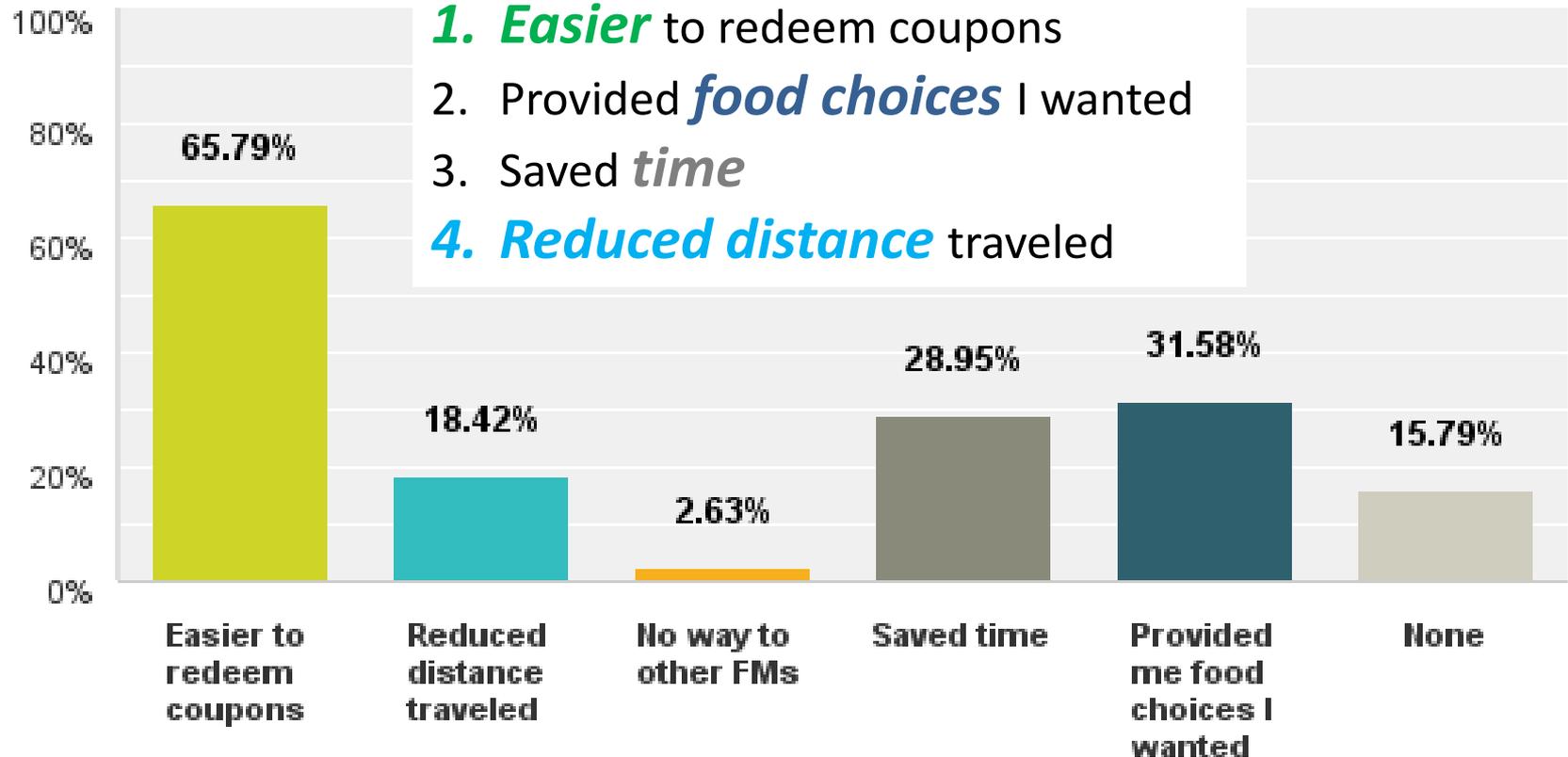


*WIC FMNP Participants

Q16 How has this farmers' market helped you use your FMNP coupons? (Check all that apply)

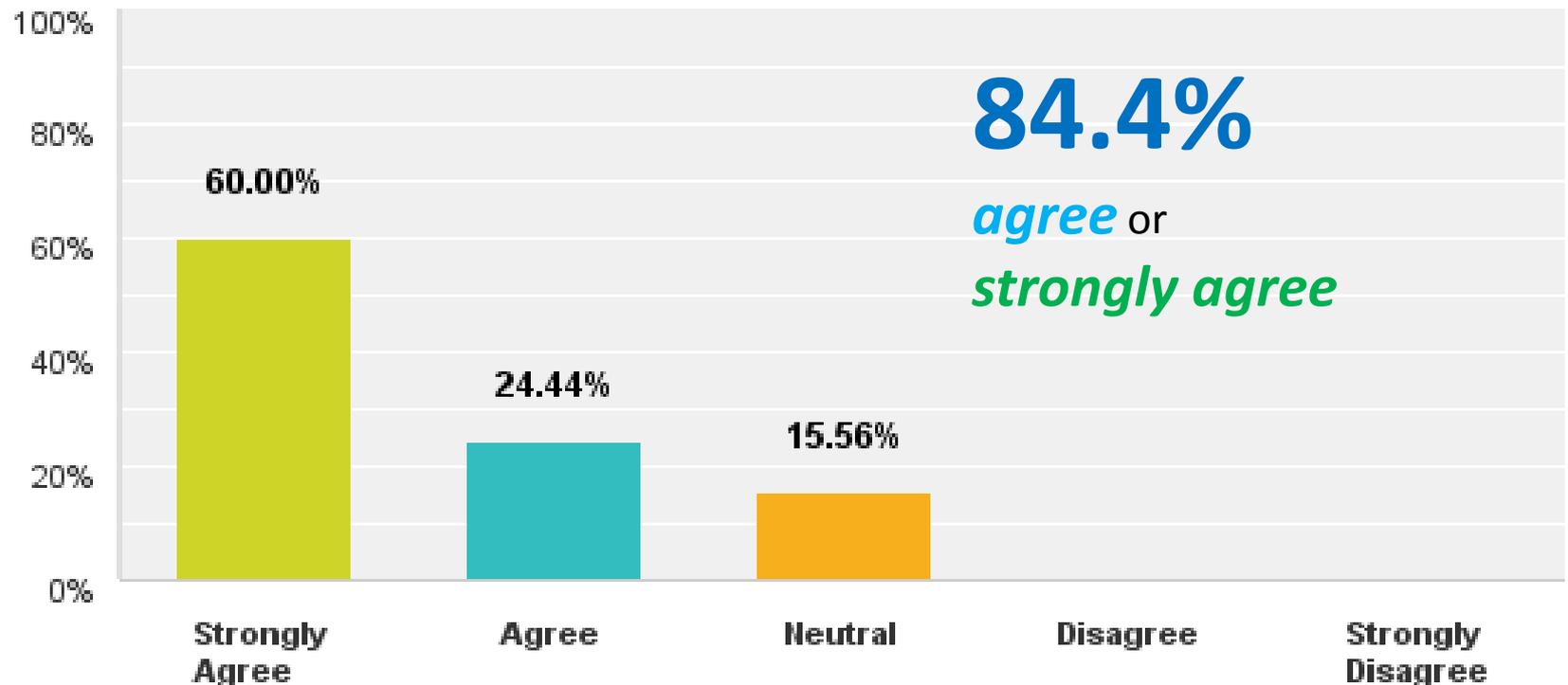
Top Reasons:

1. *Easier* to redeem coupons
2. Provided *food choices* I wanted
3. Saved *time*
4. *Reduced distance* traveled



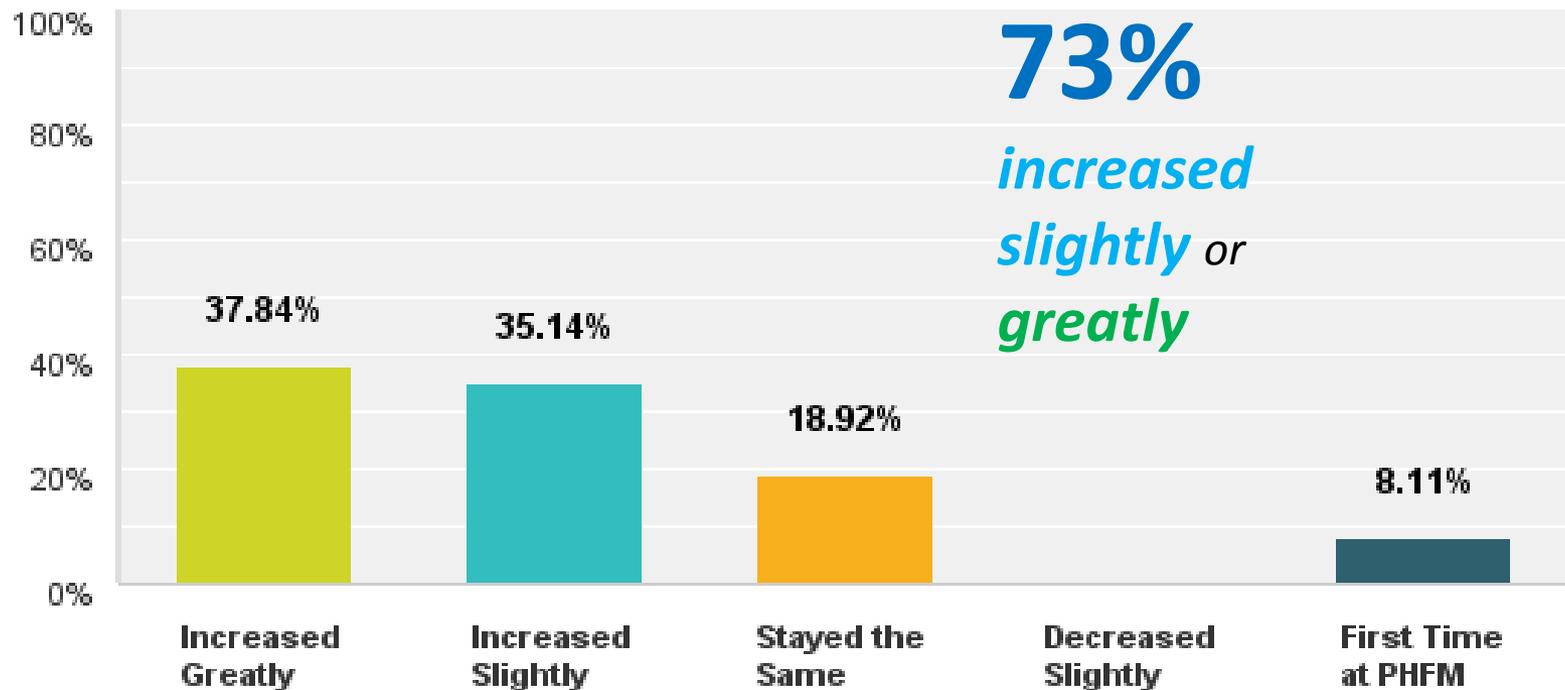
*SNAP/EBT Participants

Q6 This farmers' market helps me to increase the amount of fresh fruits and vegetables my family eats.



*SNAP/EBT Participants

Q14 Would you say that because you can use your SNAP/EBT benefits at the Public Health Farmers Market, the amount of fruits and vegetables in general that you eat has...



ECONOMIC IMPACT



FARMER INCOME

2013

WIC FMNP Vouchers = \$4,888.00

Bonus Bucks = \$936.00

Total = \$5,824.00

2014

WIC FMNP Vouchers = \$6,148.00

Bonus Bucks = \$1,056.00

SNAP/EBT = \$1,868.00

Debit = \$1,635

Total = \$10,707

Nearly all income earned in a local food supply chain is retained in the local economy. (U.S. Department of Agriculture)

AWARDS & INVITATIONS

2013 Catawba County Team Award

**2014 Outstanding Program Award from
*National Association of Counties (NaCo)***

**2014 Community Leadership Award from
*President's Council on Fitness, Sports and
Nutrition***

2015 ICMA Local Food Systems Case Study

**2015 Alliance for Innovation's "Transforming
Local Government" Conference**

NEXT STEPS

- ***Public Health Farmers Market returns June 2015***
- ***In the meantime, we are continuing work toward increasing local access to healthy foods:***
 - ***Adding SNAP/EBT at other farmers markets***
 - ***Claremont Farmers Market, Downtown Hickory Farmers Market***
 - ***Healthy Corner Stores***
 - ***Piloting locations in Ridgeview and Newton food deserts***
 - ***Healthy Food Donations: ‘Give Healthy’ Campaign***
 - ***In partnership with food collection programs & soup kitchens***
 - ***Healthy Cooking Demonstrations: ‘Dine on a Dime’ Events***
 - ***In partnership with Hickory Soup Kitchen & Lenoir-Rhyne***

A close-up photograph of a large quantity of fresh blueberries. The berries are piled together in a bright red plastic bowl. Many of the berries have a small stem or stem remnant at the top. The lighting is bright, highlighting the natural blue and purple hues of the fruit. The word "QUESTIONS?" is printed in a large, bold, red, sans-serif font across the center of the image, partially overlapping the berries.

QUESTIONS?