City Green's

Garden State Good Food Network

2020 Program Guide

New Jersey's only statewide SNAP-Doubling program

for farmers' markets, farm stands, mobile markets, and CSAs

www.GoodFoodBucks.com

The Garden State Good Food Network is brought to you by City Green, and is supported in part by Partners for Health Foundation and New Jersey Health Initiatives

City Green, Inc.
171 Grove St., Clifton, NJ 07013
www.citygreenonline.org
973-869-4086
info@city-green.org

Welcome to the Garden State Good Food Network…

In 2011, City Green partnered with the Wholesome Wave Foundation to implement Wholesome Wave's "Double Value Coupon Program" DVCP at the City Green Farm Stands, known as "Eat Better Tonight" at the City Green Farm Stands. From 2011 to 2014, the program resulted in the redemption of over $17,000 in incentive dollars. As word of the program's success spread, more farmers' markets in the area expressed their interest in participating, and thus the program grew from a farm stand operation to a network of over 18 farmers' markets and farm stands spanning the state of New Jersey, now known as the Garden State Good Food Network program.

Now self-funded and operated, City Green has diligently collected data from partner markets to show how much impact we can have on our communities when we collaborate! As a result of the program's success, City Green is expanding the reach of the program by providing direct incentive funding to over 20 community farmers markets and farm stands throughout New Jersey.

In 2020, City Green will support the expansion of the Garden State Good Food Network, which benefits SNAP customers, small & mid-sized farm businesses, and local economies. 2020 network partners will also benefit from specially designed marketing collateral made possible through a Farmers Market Promotion Program (FMPP) grant from the USDA, and a Good Food Bucks professionaly produced commercial.

In this program guide, you will find all you need to know about Good Food Bucks, program implementation, and reporting requirements.

We are excited to continue our work through our ever-increasing network of farmers' market partners so that all New Jerseyans can Eat Better Tonight!

GARDEN STATE GOOD FOOD NETWORK
2020 PROGRAM GUIDE

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1. Our Mission

The mission of the Garden State Good Food Network is to support New Jersey Farmers' Markets in their efforts to increase affordability of Jersey-fresh produce for low-income families at their markets, while also creating greater economic opportunities for farmers. City Green provides funding, training and technical assistance to partner markets to run a SNAP-doulbing program (also known as DVCP, or Double Value Coupon Program) that incentivizes families to spend their federal food benefit dollars at their local farmers' market. SNAP-Doubling programs like the Garden State Good Food Network are part of a nationwide effort by thousands of farmers' markets to improve access to locally grown produce for nutritionally at-risk communities

2. Federal Nutrition Benefits and Incentives: An Overview

There are several types of federal nutrition assistance benefits that the government issues to eligible applicants, and each of those benefits is summarized below. Please keep in mind that while the farmers at your market may be authorized to accept any of the below benefits, **the Garden State Good Food Program allows your market to provide incentives only for SNAP** (Supplemental Nutrition Assistance Program - formerly known as the Food Stamp Program). Other benefit types include WIC Farmers Market Nutrition Program Vouchers (**WIC FMNP**), Senior Farmers Market Nutrition Program Vouchers (**Senior FMNP**), and WIC Cash Value Vouchers (WIC CVV).

SNAP – *can be incentivized with Good Food Bucks*

SNAP stands for "Supplemental Nutrition Assistance Program, also sometimes referred to as "EBT" (Electronic Benefits Transfer), and formerly known as the Food Stamp Program. SNAP/EBT is a debit card given to low-income families to purchase food at farmers' markets and grocery stores. With 876,000 New Jersey residents, SNAP is the most important anti-hunger program in the state.

In the State of New Jersey, the SNAP/EBT card is called "Families First". The terms "SNAP", "EBT", "Food Stamps" and "Families First" can all be used interchangeably to describe the electronic benefit card. The USDA is the only agency that can authorize a farmers' market to accept SNAP benefits.

WIC and Senior Farmers Market Nutrition Program (WFMNP or SFMNP) – *cannot be incentivized with Good Food Bucks*

Authorized by Congress in 1992, the WIC Farmers Market Nutrition Program provides WIC participants with vouchers that can be used to purchase fresh, locally grown fruits and vegetables at state- authorized farmers market vendors. WIC FMNP benefits in New Jersey are $20 per recipient, per year and are issued to participants once a year in the form of two $10 checks that must be redeemed between the months of June to November.

Similarly, the Senior Farmers Market Nutrition Program provides low-income seniors with vouchers for the purchase of locally-grown, fresh fruits and vegetables at authorized farmers market vendors. Participating seniors receive $20 - $25 per year (depending on the county), in the form of four or five $5 checks that must be redeemed between the months of June and November. Farmers accept FMNP checks directly and must be authorized by the USDA.

WIC Cash Value Vouchers (WIC CVV) – *cannot be incentivized with Good Food Bucks*

In 2005, the Institute of Medicine recommended that the WIC food basket be revised with a greater focus on fruits and vegetables in order to better meet the dietary guidelines for Americans. This report led to the creation of the WIC Cash Value Voucher (CVV) program in 2007. CVV checks are issued monthly, to be used only for purchasing fruits and vegetables, whether fresh, frozen, canned, or dried. These vouchers grant participants more flexibility in the fruits and vegetables they purchase, and are issued in amounts of $8, $11, or $16. Participants do not receive cash back if their purchase comes in at less than the voucher's amount.

ADDITIONAL RESOURCES:

If any of your customers have questions about how to sign up for these federal benefits or want check if they are eligible for federal food assistance, you can direct them to the following resources. We also recommend being aware of the contact information specific to your county to provide to your customers; a full list of contact information for your local offices will be available in the Partner Resources Folder or can be accessed using the links below.

For SNAP Information:

- **NJ SNAP Hotline:** 1-800-687-9512
- **Application is available online at:** https://oneapp.dhs.state.nj.us/default.aspx

For WIC and Senior FMNP information:

- For information or enrollment in the WIC program, contact your local WIC office, or contact the 24 hour referral line: (800) 328-3838
- For information on enrollment in the Senior FMNP program, contact your county's Office on Aging: http://www.state.nj.us/humanservices/doas/home/saaaa.html

3. Program Implementation

FOR COMMUNITY FARMERS' MARKETS: 1 to 1 MATCH METHOD

The customer first visits the Market Manager's table (where the EBT terminal is located), swipes his/her EBT card for the amount s/he would like to spend in SNAP, and receives tokens or coupons for that amount, plus "Good Food Bucks" for the incentive amount, and then shops with vendors at the market.

The Good Food Buck Program operates as a **one-for-one** incentive program, doubling your market's guests spending power, with a daily incentive cap of **$10 or $20 max**, per customer, per day. This cap is to ensure that your market has sufficient dollars to double for the entirety of your market season.

RECOMMENDED PROGRAM MODEL: SWIPE-FIRST

If the customer is using SNAP/ EBT, the customer must visit the Market Manager Table FIRST. As the market manager, follow the below steps:

1. **SWIPE** - The customer swipes their EBT card for the amount they would like to spend. The card should be swiped in multiples of your market's SNAP currency denominations, which is typically in multiples of $1 or $5 ($5, $10, $15, $20).

2. **SNAP DOLLARS AND GOOD FOOD BUCKS** - The customer receives SNAP tokens/scrip for the amount of their EBT swipe, plus additional "Good Food Bucks" for the incentive amount, up to $10 or $20 per day, depending on your market's pre-determined cap.

3. **LOG TRANSACTION** - The market manager enters the transaction information into the Daily Transaction Log.

4. **SPEND** - The customer spends the SNAP tokens/scrip on SNAP-eligible items at the market, and spends the Good Food Bucks for fresh produce.

5. **REIMBURSE** - At the end of the market day, vendors return any SNAP scrip/tokens and Good Food Bucks that they have received as payment to the market manager for collection. At that time, or the following week, the market manager gives the vendor a check equating to the dollar amount of the SNAP tokens and Good Food Bucks. Reimbursement schedules should be established with vendors on an individual basis at the beginning of the season.

6. **SUBMIT DATA** - The data collection is an ongoing process that happens throughout the market hours of operation, and is submitted electronically to City Green a minimum of twice per season. Data collection can happen with pen and paper at the market, or on a mobile device.

FOR FARM STANDS AND MOBILE MARKETS: 50% DISCOUNT METHOD

If you are a farm stand or mobile market and are acting as the sole vendor at your market site, we recommend that you operate the Good Food Buck Program as a **50% discount** incentive program, doubling your market shoppers' spending power. Operating as a discount program means that incentives are immediately redeemed and encourages more sales. Customers can receive up to **$10 or $20 max off their purchase**, per customer, per day – depending on the cap pre-determined by your market.

RECOMMENDED PROGRAM MODEL: 50% DISCOUNT

If the customer is using SNAP/ EBT with your farm stand where you are the sole vendor and the authorized SNAP-retailer, the customer's incentive is built into the transaction during checkout by offering a 50% discount. This model guarantees a 100% redemption rate. As the market manager, follow the below steps:

SHOP – The customer will shop at the farm stand and pick out the produce that they want, and then come to the register with their purchase to check out.

SWIPE – Swipe the customer's EBT card for HALF of the purchase value – round their purchase total to the nearest $0.10 cent if needed. HOWEVER, if the customer's total purchase value is above $20, subtract $10 from the total, and swipe for that amount instead of for half. This ensures the $10 daily incentive cap per customer. ***(Use your SNAP incentive cheat sheet to make sure you are swiping for the right amount!)***

LOG TRANSACTION - The market manager enters the transaction information into the Daily Transaction Log. When using the 50% Discount Model described here, the Good Food Buck Distribution amount and the Good Food Buck Redemption amount should be the same (except for purchases over $20).

Example: Customer's produce purchase totals $13.50. Swipe their SNAP card for half that amount ($6.75). In this scenario, the remaining $6.75 is "covered" by Good Food Bucks. You would record $6.75 in the Good Food Bucks Distributed column, AND $6.75 in the Good Food Bucks Redeemed column.

SUBMIT DATA - The data collection is an ongoing process that happens throughout the market hours of operation. Data collection can happen with pen and paper at the market, and then is submitted electronically to City Green a minimum of twice per season.

PROGRAM MODELS:

The above recommended models are not the mandatory models. Your market may also choose to use a different program model, such as "Shop-First" instead of "Swipe-First." If you are interested in other program models that might be a better fit for your market set-up, let City Green know and we can help get you set up with that system!

REQUIRED DATA POINTS

City Green will provide you with all of the tools needed to collect and organize your data. The following is a list of the data points that all partner markets are required to collect submit to City Green.

Collect the Following Data Points Each Market Day:	
Market Information	• **Date** • **Name of Market** • ***Optional:*** general information about the day (i.e. weather, special events, foot traffic, etc.)
Vendor Counts	• **# of Total Vendors** • **# of Vendors selling SNAP-eligible items** • **# of Vendors selling fresh produce** (fruits and vegetables)
SNAP Data	• **# of SNAP Transactions** • **$ Dollar value of SNAP dollars distributed** (total amount swiped from EBT cards/tokens given out. This number can be obtained from end of day receipts printed from your EBT terminal) • **$ Dollar value of SNAP dollars redeemed** (total amount of tokens redeemed with vendors)
Good Food Buck (Incentive) Data	• **# of Good Food Buck Incentive Transactions** • **$ Dollar value of Good Food Buck incentives distributed** • **$ Dollar value of Good Food Buck incentives redeemed with vendors**

TOKENS AND ALTERNATIVE CURRENCIES:

SNAP Tokens can be purchased online or with your local printer as a “Wooden Nickel”

Wooden-Nickel.com Other online retailers include anickelsite.com, wrapwithus.com, 4imprint.com

As a cost-effective and quicker alternative to wooden nickels, we recommend printing embossed, metallic, or raised image business cards as SNAP tokens. All of these methods of printing are not replicable on standard printers. vistaprint.com offers specialty printed and papered business cards starting at $30.00 for a quantity of 500.

Good Food Buck incentive dollars can be printed with your local print shop, or using printing services at places like Staples or Office Depot.

IMPORTANT NOTES FOR PROGRAM IMPLEMENTATION

Please note that while the Garden State Good Food Network only provides funding to incentivize SNAP purchases, some markets and farm stands receive external funding to incentivize other federal benefits such as WIC FMNP and Senior FMNP. **If your market incentivizes benefits other than SNAP, it is important to record distribution and redemption data for those benefits and their respective incentives as well.** Make sure to keep this data clear and separate. You may use the manual data entry forms provided or any other effective data collection system to record this information.

SNAP Dollars vs. Good Food Bucks

SNAP dollars come from a customer's EBT Families First card, and are always "spent" before incentive dollars, called "Good Food Bucks." Think of Good Food Bucks as coupons that are given out when a customer uses their SNAP card. SNAP dollars and Good Food Bucks have different regulations, and should be differentiated at market by using a different currency for each (such as paper vs. wooden tokens, or two different colored tokens).

GOOD FOOD BUCKS

- For fresh fruits, vegetables, and herbs only
- Given in amount to match SNAP dollars swiped
- $10 or $20 limit per customer, per day
- Must have "Good Food Bucks" logo to be valid – usually paper currency
- CANNOT GIVE CASH OR SNAP DOLLAR CHANGE FOR GOOD FOOD BUCKS

SNAP DOLLARS

- Can be used for any SNAP-eligible foods at the market
- Withdrawn from a customer's EBT Families First Card, which holds benefits issued monthly from the state
- No daily limit – customer can use as many SNAP dollars from their account as they like.
- Must be able to issue refunds to customer's card if requested
- CANNOT GIVE CASH OR GOOD FOOD BUCK CHANGE FOR SNAP DOLLARS

4. Outreach and Education

Outreach activities associated with the Garden State Good Food Network Program will look differently for every market. Each community has its own set of assets, and your outreach strategy should take advantage of the existing communication structure that exists throughout your community. A well-developed and implemented outreach plan will strengthen relationships and create new ones while serving as a basis for upcoming market seasons.

Be sure to track outreach activities and expenses associated with the Garden State Good Food Network, as this will be required as part of the grant's reporting.

Allowable Outreach Expenses:

- Printed materials specifically referring to the incentive program (flyers, posters, etc.)
- Printing of incentive dollars ("Good Food Bucks")
- Printing of data collection sheets, reimbursement logs, or other printable tools needed to meet the data requirements of the program
- Cost of newspaper ads or direct mailing campaigns

Consider some potential outreach partners and sites:

- Social Services: where clients receive SNAP benefits
- Local WIC office: where clients receive WIC benefits
- Local Senior Services: where clients receive Senior FMNP checks
- Municipal health offices
- Health clinics
- Low - income residences
- Senior residences
- Places where mothers are founds: Boys and Girls Club, YMCA's, Preschools, Early Childhood Learning Centers, Head Start, Department of Recreation, Elementary Schools
- Supermarkets and corner stores
- Faith-based institutions
- After-school programs
- Summer Camps, especially those serving low-income children
- Food pantries and other feeding programs
- Local hospitals, physicians, health counselors and dietitians

City Green's approach to outreach relies heavily on an educational component that serves to introduce customers to new recipes and farm to table cooking. Look to your local hospitals, health nutritionists, educators, chefs and other non-profits like SNAP-Ed to team up with your market to provide complimentary educational services.

5. External Communications

LOGO USE AND CO-BRANDING FOR LOCAL MEDIA AND OUTREACH

Displaying the Garden State Good Food Network logo helps your market by showcasing your collaboration with a recognized leader in New Jersey's healthy food access movement, and helps City Green show key lawmakers and stakeholders that our collaborative efforts are making a difference.

Example templates for posters and flyers, as well as PNG and JPEG files of the required logos, will be made available for you to view and download through the Garden State Good Food Network online "Partner Resources" folder, through email communication, or through the www.GoodFoodBucks.com Member Resources page.

It is required to use the Garden State Good Food logo in these cases:

- **When describing the program(s)** you operate as part of the GSGFN. For example, on your website or a flyer, if you have a page or section where you describe your Farmers' Market Incentive Programs, please include our logos.
- **When describing organizations**, including City Green, that help to fund, support or provide technical assistance for your organization.
- **Somewhere prominent at the market** – on a banner, on a poster near the EBT booth etc.
- **If you are unable to use a logo, please include a sentence** somewhere that indicates your participation in the the Garden State Good Food Network and/or City Green.
    - *For example: "SNAP dollars are doubled thanks to support from City Green"*
    - *For example: "A member of City Green's Garden State Good Food Network"*

It is optional to use the logo in these situations:
-On your market's SNAP currency or tokens
-On materials that *do not* advertise, promote, or refer to the Good Food Buck SNAP-doubling program

Garden State Good Food Network Logo:

City Green Logo:

Please do NOT use the logo in these situations:

- **When advertising your programming on other issues.** (For example if you run a school garden or recycling initiative.) We don't want to mislead anyone about the exact purpose of the Garden State Good Food Network program.

- **Engaging in controversies.** (Such as local protests, struggles over land use, etc.) We are always happy to discuss whether it's appropriate to include us in controversial issues – sometimes yes, sometimes no – but please don't do it without asking us.

- **On items that you are selling** (Such as tote bags or t-shirts)

City Green sees our relationship with partners as mutually beneficial – the successes of our programs are driven by our local partners, and that should be demonstrated by the way the logos are displayed. Co-branding helps both your local market and City Green's statewide network raise awareness, which helps with everything from fundraising, to credibility in political advocacy work, to increasing participation in programs.

Keep in mind:

- Generally, make the City Green logo and Garden State Good Food Network logo the same size as your logo or the logos of other supporters.

  In the template documents in the Partner Toolkit, you'll see examples of how to do this. We give examples for Press Releases and similar documents. Other places where you might want to use co-branding:
  -Banners at the market or at special events
  -Flyers
  -Your website, especially if you have a page or section describing the programs you run in partnership with City Green.

Graphic Design Resources

There are free online resources available that you can use to make customized and eye-catching flyers, posters, postcards, and more. You can add your own text and upload your own pictures, in addition to using the free resources available on these websites. If you don't have a member of your team who is graphic design savvy, we encourage you to use these websites to create promotional materials for your market:

www.canva.com
www.piktochart.com

In addition, City Green will be providing digital GSGFN flyer, poster, and currency downloads. These materials were professionaly developed through a Farmers' Market Promotion Program (FMPP) grant from the USDA, and using them will help to create cohesive statewide branding for all partner markets, making the program easily recognizable for customers.

ONLINE GOOD FOOD BUCK RESOURCE HUB: www.GoodFoodBucks.com

Program information and resources for the Good Food Buck program will be housed on the website GoodFoodBucks.com. Here you will find downloadable digital poster and flyer templates, data tracking tools, SNAP and Farmers Market news, and more.

We also recommend searching national Farmers Market online resources, such as the Farmers Market Coalition, the Fair Food Network, and Wholesome Wave.

PROMOTIONAL FLYERS AND HANDOUTS

A compelling, informative handout is one of the most basic ways to get the word out about your incentive program. A good handout can supplement other methods of outreach, acting as a visual reminder of your program for customers. Sample flyers can be found in the attachments.

Some important components of a handout include:

- **Your organization's name**
- **A brief, clear explanation of your incentive program, including:**
  - Federal benefits matched (SNAP, WIC)
  - The matching scheme ($1-$1)
  - The cap ($10 Max per day per customer)
  - The length of your program
  - What market products the incentives can be used on
- **Where and when the incentives are offered:**
- Opening and closing dates for the markets
  - Date and time of markets
  - Address/location
  - A short sentence to help customers locate the market (e.g. "at x street, between y and z," or "opposite the x bus stop")
- **Other forms of federal benefits or payment** (e.g. credit/debit) accepted at the markets (if applicable)
- **Contact Information:** Phone number and/or website where customers (and potential donors!) can get more information
- **A mention of your partners and/or funders!**

PROMOTIONAL FLYERS AND HANDOUTS

Visual cues are very helpful for explaining the mechanics of your program. Knowing what to expect at the market, even roughly, will help new customers feel more comfortable during their visit. This kind of program material could be printed as handouts and enlarged for use as signage at your markets.

This example from IINH outlines the doubling process in four easy steps:

When you don't know the exact end date of the market, a rough timeline is still helpful for customers

All partners and funders' logos are prominently displayed

The step-by-step visual guide to how your program works helps customers understand what to expect.

A disclaimer like this is useful to set expectations for customers, and may convince them to take advantage of your program early on

PROGRAM LANGUAGE AND HISTORY

Standard description of The Garden State Good Food Network:

City Green's Garden State Good Food Network, a Farmers' Market Incentive Program, doubles the value of SNAP (Supplemental Nutrition Assistance Program) benefits that customers can spend at partner farmers' markets and mobile markets across New Jersey. For every SNAP dollar that a shopper spends at the market or farm stand, GSGFN provides a matching "Good Food Buck" incentive dollar to spend on locally grown fruits and vegetables.

The first Double Value Coupon Program (Farmers' Market Incentive Program) was launched in 2008 by the Wholesome Wave Foundation at farmers' markets in Connecticut, California, New York and Massachusetts. In just a short period of time, the program experienced tremendous growth. Between 2010 and 2011, Double Value Coupon Programs nearly doubled their reach among consumers, from 20,000 families to nearly 40,000. In 2011, participating farmers' markets saw almost $2 million in federal benefit and incentive purchases. In 2014, the Wholesome Wave Foundation invited partner markets to expand their Farmers' Market Incentive operations into regional or statewide networks. As New Jersey's largest Farmers' Market Incentive Program operator, City Green created the Garden State Good Food Network through a partnership with the Wholesome Wave Foundation in 2015. Now self-funded and operated by City Green with support from the Partners for Health Foundation, the Garden State Good Food Network consists of over 20 partners throughout the state.

The GSGFN represents an innovative approach to solving issues surrounding food insecurity, diet-related diseases including obesity and type-2 diabetes, and the economic viability of small and midsize farms.

When shopping at a participating farm-to-retail venue such as a farmers' market or mobile market, GSGFN participants receive an incentive, called a "Good Food Buck," that matches the amount spent in SNAP benefits, which they can use towards the purchase of locally grown, healthy food. Implementing an incentive program such as the GSGFN has the potential to increase the consumption of healthy produce by participating community members, and to support the viability of small and midsize New Jersey farms by creating new revenue streams. All Farmers Market Incentive Programs serve as an economic stimulus in communities by keeping federal funds circulating locally. In 2008, a study by Moody's Economy showed that an increase of SNAP/Food Stamp benefits by $1 creates a "ripple effect" through the economy," resulting in $1.73 in economic stimulus.

Through a vast national movement of Farmers' Market Incentive programs, we are building a national voice that is advocating for investment in and support of nutrition incentive programs. Consistent data collection is at the core of of the program; program partners track market sales and incentive usage, and participating

consumers, market managers and vendors are surveyed in order to study program impact. The aggregate results make a powerful case for Farmers' Market Incentive program impacts on consumers, communities, and local farms and businesses.

OTHER STANDARD LANGUAGE

Language to use when discussing:

- **Partners** - We request that you *do not* refer to City Green "sponsoring" or "funding" or "making grants to" our partner organizations. Instead, we ask that you refer to City Green as "partners with" the market "to offer" the programs. Your market is a "Garden State Good Food Network partner market" or "part of City Green's statewide Garden State Good Food Network".

- **People who participate in the GSGFN** - Participants, shoppers, customers, consumers, or benefit recipients.

- **Federal Nutrition Assistance Programs:**
  - **SNAP** – Supplemental Nutrition Assistance Program, formerly called the Food Stamp program
  - **EBT** – Electronic Benefits Transfer (refers to the electronic debit card system to which SNAP benefits are loaded; in New Jersey, these cards are called "Families First" cards)
  - **WIC** – Women, Infants, and Children
  - **FMNP** – Farmers Market Nutrition Program
  - **Senior FMNP** – Senior Farmers Market Nutrition Program

- **Farmers** who accept benefits payments from partner markets - Participating farmers or participating vendors

- **Farmers' Market Incentive Program (FMIP)** – the Farmers' Market Incentive Program is designed to increase the value of Supplemental Nutrition Assistance Program (SNAP) at farmers' markets.

  ***(Note**: if your market has external funding to operate an incentive program for WIC FMNP or Senior FMNP, this should be included in your standard language.)*

CITY GREEN MEDIA TALKING POINTS AND STATISTICS

This section includes statistics and background information on the importance and impact of SNAP and incentive programs at farmers' markets throughout the country.

SNAP-Doubling (DVCP, or Double Value Coupon Program)

- The SNAP-doubling program is designed to increase the value of federal benefits, including Supplemental Nutrition Assistance Program (SNAP, formerly the Food Stamp Program), Farmers Market Nutrition Program (FMNP) checks issued by the USDA to low-income seniors and participants of the Women, Infant and Children Program (WIC), and/or Cash Value Voucher checks, also part of the WIC program.

- Garden State Good Food Network SNAP shoppers receive "Good Food Buck" incentives that increase the value of their SNAP benefits when they are used at participating sites so that they can double their purchasing power for fresh, local produce.

- By empowering recipients of federal benefits to support our farmers, we're keeping federal dollars local and creating economic viability in our area.

- Driving additional revenue to farm-to-retail venues helps make them viable in communities that may not otherwise be able to support them.

Key findings from Wholesome Wave's 2015 market level data collection from a sample of more than 225 farmers markets, CSA's and other farm-to-retail venues:

- SNAP redemption generally sees a 100% increase after an incentive program is implemented. Some markets experience much larger increases.

- 93% of SNAP-doubling consumers say that the quality of food was very important in their decision to visit the market. 88%, said the same about the fact that the market "accepts food stamps" and 87% said supporting local farmers and businesses was very important.

- 92% of SNAP-doubling shoppers said the fresh fruits and vegetables "made a big difference" in their family's diet.

- 74% and 94% of incentive program participants reported an increase in either their consumption or purchase of fruits and vegetables as a result of the program, and food security status was improved.

- 80% of farmers' market managers said SNAP-doubling program was important to overall market sales.

- On average, 1⁄4 of total market sales were from SNAP-doubling consumers. 30% percent of SNAP-doubling consumers said they planned to spend an average of $28 at nearby businesses on market day.

- In 2010, nearly 55 percent of farmers reported that they experienced increased sales as a result of implementing the SNAP-doubling program at their market.

- In response to increased sales, many farmers reported making changes to their operations by increasing acreage/production, diversifying products and adding additional hoop houses or greenhouses.
    - 15% reported increasing acreage/production
    - 12% diversified products and
    - Nearly 10% added hoop houses or greenhouses

Economic Impact Statistics

- The USDA reports that for every $1 spent in SNAP, $1.80 is generated in economic growth. In fact, a study by Moody's Analytics found that "expanding Food Stamps... is the most effective way to prime the economy's pump" (Zandi 2008). The argument is clear that the program creates positive economic impact.

- According to the USDA's Economic Research Service, **each $1 billion** of retail generated by SNAP **creates $340 million in farm production, $110 million in farm value-added, and 3,300 farm jobs.**

- Every $1 billion of SNAP benefits also **creates 9,000-18,000 full-time jobs.** An additional **$5 of SNAP benefits generates $9** in total economic activity.

- 83% of SNAP benefits, equal to $53.4 billion, were spent at 36,500 supermarkets around the U.S.; the remaining 17% was spent at 180,000 small retail stores (including grocery stores, farmers' markets, wholesalers, and meal services), for a total of $11 billion.

- SNAP beneficiaries spend more dollars on food in local stores than eligible non-participants. **An increase in SNAP participation by 5%** would result in 2.1 million low-income Americans receiving $973 million in SNAP benefits, **generating $1.8 billion in new economic activity.**

- While over 80 percent of SNAP benefits are used at larger stores, including superstores (like Wal-Mart, Target, and Costco) and supermarkets (like Safeway), the vast majority of SNAP authorized retailers — about 80 percent — are smaller stores. These include many locally owned businesses, such as private groceries, convenience stores, dairies, butchers, bakeries, and farm stands. For these small businesses, SNAP is an

important revenue source — particularly in high-poverty areas, where SNAP purchases can account for a significant share of a retailer's total sales.

Sources:
http://www.snaptohealth.org/snap/the-real-benefits-of-the-snap-program/
https://www.theatlantic.com/health/archive/2012/07/the-economic-case-for-food-stamps/260015/
https://www.ers.usda.gov/topics/food-nutrition-assistance/supplemental-nutrition-assistance-program-snap/economic-linkages/
https://www.cbpp.org/research/food-assistance/snap-boosts-retailers-and-local-economies

SNAP Statistics

- More than 42 million Americans participate in the food stamp program each month.
- SNAP benefits cost **$70.9 billion** in fiscal year 2016 and supplied roughly 44.2 million Americans (14% of the population) with an average of **$125.51** for each person per month in food assistance.

- An average of 760,000 New Jersey residents receive SNAP benefits each month, with an average of $84.4 million per month being issued in the state. In fiscal year 2018, just over $1 billion were issued to NJ SNAP recipients

- SNAP benefits can be used to purchase food products, but cannot be used to purchase the following: beer, wine, liquor, cigarettes, or tobacco; vitamins and medicines; foods intented to be eaten on-site; or hot prepared foods.

- While the overall trafficking rate (the number of benefits illegally exchanged for cash) has remained relatively steady at approximately one cent on the dollar, the report attributes the change in the rate to 1.3 percent. (Primarily due to the growth in small retailers authorized to accept SNAP that may not provide sufficient healthful offerings to recipients According to a USDA analysis, SNAP reached a payment accuracy of 96.19% in 2012 (the highest that the program has ever seen).

- More than half of SNAP recipients are children or the elderly. For the remaining working-age individuals, many of them are currently employed. At least forty percent of all SNAP beneficiaries live in a household with earnings.

Sources:
http://www.cbo.gov/publication/43175
https://www.cbpp.org/research/policy-basics-the-supplemental-nutrition-assistance-program-snap

http://www.snaptohealth.org/snap/snap-frequently-asked-questions/

https://www.fns.usda.gov/pressrelease/2013/fns-001213

Farmers Markets and SNAP

- According to the USDA Food and Nutrition Service, as of 2017 there were 7,377 Farmers Markets and Direct Marketing Farmers authorized to accept SNAP in the United States. In New Jersey, there are 44 authorized farmers' markets and 52 direct marketing farmers who are authorized to accept SNAP, and over $267,000 were redeemed with them in 2018.

- Since 2008, SNAP expenditures at farmers markets have risen by 400 percent.The USDA says about 1,500 farmers markets use Electronic Benefit Transfer (EBT) technology.

- In 2013 the USDA made $4 million dollars in funds available to equip farmers markets with wireless point-of-sale equipment. The funding is expected to increase the number of farmers markets with EBT machines by 4,000.

- According to the Farmers Market Coalition, data shows more than $18,837,390 in SNAP benefits were redeemed at farmers markets in 2014.

Sources:
http://farmersmarketcoalition.org/snap-redemptions-at-farmers-markets-exceed-11m-in-2011
http://blogs.usda.gov/2012/05/09/funding-helps-farmers'-markets-that-want-to-participate-in-snap/
https://farmersmarketcoalition.org/education/snap/

6. COVID-19

SNAP/EBT UPDATES

- **Pandemic-EBT (P-EBT) is eligible to be doubled with Good Food Buck incentives at GSGFN partner markets.** P-EBT has been issued to families with children who would normally receive free-or-reduced price school meals.
- **SNAP payments cannot currently be accepted online by farmers markets or individual vendors.** As many vendors and food retailers move to online ordering systems, please bear this in mind. SNAP payments are now being accepted online in NJ only at certain large retailers, including ShopRite, Amazon, and Walmart.
- **SNAP benefits have increased by an estimated 40%, according to the USDA.** This means more people than ever can benefit from stretching their food dollars further through the Good Food Buck program.

SOCIAL DISTANCING AT FARMERS MARKETS AND FARM STANDS

Farmers Markets have been deemed an essential service in New Jersey, and supporting our local farmers who provide safe food for our consumers is extremely important. FMC has made a list of operational recommendations for farmers markets to ensure everyone's health and safety. Consider implementing some of these tactics at your local market:

- Prohibit demos and samples to decrease opportunities for cross contamination
- Suspend penalties for last minute vendor cancellations
- Invite local health departments to attend market days for educational opportunities.
- Add additional hand washing facilities and have signs posted as a reminder.
- Make sanitary gloves required for market staff who handle money, tokens, or vouchers and remind staff about hand washing procedures.
- Be proactive on social media, with signs at market, etc. about new protocols
- Create an outline to show what 6-foot social distancing space is.
- Redesign layout to increase social space, such as creating an “L” shape or single row, rather than parallel rows; space vendors further apart.
- Move the welcome booth to front; add fences and ropes with signs that state you are allowing 50 or fewer people in at any one time.
- Consider temporarily redesigning market locations to allow for pre-ordered items to be picked up or other alternative distribution methods.
- Discourage people who are sick from attending.
-

COVID-19 RESPONSE EFFORT FUNDS

Garden State Good Food Network partners that have submitted information about their market’s COVID-19 response efforts are eligible for micro-grants from City Green, made possible by the NJ Pandemic Relief Fund. Please review the guidelines detailed in this funding agreement for more details, or contact City Green with questions.

7. Attachments

1. **SNAP Eligible Items List**
   Most food items are SNAP-eligible, except for hot prepared foods and single-serve items. Non-food items are not SNAP eligible. Only fresh fruits, vegetables, and herbs are Good Food Buck eligible. If you are unsure about an item, reach out to City Green for help!

2. **Vendor Signs – "SNAP Welcome Here!"**
   Vendors at your market who sell SNAP-eligible items should be given a laminated sign to display at their tent. Displaying proper signage is essential to making SNAP customers feel welcome, and helps customers understand how to use the program. A statement indicating that "SNAP/EBT is Accepted Here" should be prominent on the vendor signs, and including pictures of market currency and an EBT card can be useful in getting customer's attention. The below sign is available for download in the shared Partner Resource Folder.

3. **Sample Flyers and Promotional Materials**
   Eye-catching and clear promotional materials can make a big difference in attracting customers and explaining the program. All of the examples included in this packet are wonderful examples from some of our Good Food Buck partners that can be used as a model when developing your marketing materials. Good Food Buck flyer and poster templates from City Green are also available for download for all partners at www.GoodFoodBucks.com/MemberResources. These templates can have text or images added to them by saving the files as .PNG or .JPG and inserting them into a Microsoft Word document or a Canva file.

SNAP-Eligible Items

- Breads and Cereals
- Fruits and Vegetables
- Meats, Fish, and Poultry
- Dairy Products
- Seeds and food-producing plants
- Soft drinks, candy, cookies, baked goods, snack crackers, and ice cream that are **NOT** single-servings

Ineligible SNAP Items

- Beer, wine, liquor, cigarettes, or tobacco
- Any non-food items
- Pet foods
- Soaps, lotions, or paper products
- Household supplies
- Vitamins or Medicines
- Single serve foods
- Hot and prepared foods

Good Food Buck Items

- Fresh Fruits, Vegetables, and Herbs **Only**!

SNAP/ EBT WELCOME HERE!

Paying with EBT?

Swipe your Families First card at the Market Manager's Table

Get SNAP tokens to use at the market like cash

Use your tokens to shop with any vendor that has this sign posted. Enjoy!

Get FREE fruits and veggies when you use your EBT Card!

Garden State Good Food Bucks are brought to you by City Green and Partners for Health Foundation

City Green, Inc 171 Grove St. Clifton, NJ 07013 info@city-green.org 973-869-4086

Sample Market Promotional Materials.

DOUBLE YOUR SNAP EBT AT

Blairstown Farmers' Market

Bring Home More Fruits and Vegetables!

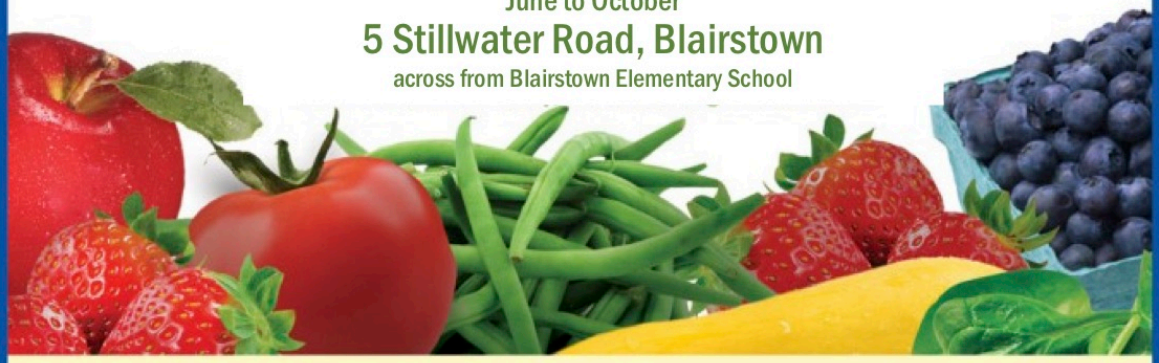
Blairstown Farmers' Market

Saturdays, 10 a.m. to 2 p.m.

June to October

5 Stillwater Road, Blairstown

across from Blairstown Elementary School



SNAP

Putting Healthy Food Within Reach

How SNAP/Good Food Bucks work at the market:

1. Visit the Foodshed Alliance Tent, swipe your SNAP EBT card to get tokens to spend on SNAP-eligible market foods
2. We'll match your tokens with GOOD FOOD BUCKS, up to $10 each week, which you can use to purchase fruits and vegetables.

BlairstownFarmersMarket.com/SNAPEBT

908-362-7967

The Garden State GOOD FOOD network

LOCALSHARE GLEANING & MORE

wholesome wave

Blairstown Farmers' Market