



Creating Policy, Systems, Environmental Change: Success Story and Lessons Learned

Title

Piloting Market Money for SNAP-Ed at our Farmers' Markets

Intervention Summary

Most Cal-Fresh applicants in Nevada County report that they don't regularly shop at a farmers' market. We implemented a pilot project at farmers' markets to see if "Market Money" would encourage SNAP-Ed recipients to purchase fruits and vegetables at local markets. The timeline for this pilot was quite condensed, and working with the Health and Human Services Agency of Nevada County (HSSA), our NEOP team, and the local resource and call center, 2-1-1 Nevada County, the pilot was rolled out in three markets, for all SNAP-Ed recipients in Western Nevada County. As demonstrated from the photo above of SNAP-Ed recipients waiting in line in downtown Grass Valley to receive their Market Money tokens, the pilot year was a success.

Description of Barriers Encountered and Identified or Proposed Solutions

The pilot program is still in progress, as our farmers' market season for most markets ends in November, we have not yet analyzed spending data or token redemption rates. However, as a pilot project, our greatest challenge this year was efficient planning and partnerships. As is often the nature of a pilot, the timing of the funds becoming available and the actual roll-out of the program required a very condensed planning process. In addition, the 2-1-1 / HSSA/ NEOP collaboration was a new one, and laying the foundation for that collaboration would have benefited from additional planning time. For instance, because the project was implemented after the markets had already started, and one market was about to end, the pressure to get program rolled out was intense. However, all partners were extremely committed to the success of the Market Match program, and the program was implemented successfully within the short planning timeline required.

These challenges will be greatly diminished in future years because the foundation is in place, allowing for a more gradual roll-out and marketing campaign to occur .

Future Directions/Sustainable Success

This year was a pilot project. It is our plan to again partner with local agencies to provide a Market Match next year. Depending on funds available, and our analysis of token spending data, it would be a long-term goal to include all local markets that accept EBT. In addition, we are working next year on the Truckee market accepting EBT, which would allow the Market Match to extend to Eastern Nevada County. At this time, we anticipate funding for the Market Match for at least one more year. We will continue to work toward securing additional funding and/or collaborating on prioritizing funding for Market Money programs.

Contact information about this Narrative

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