

Double Value Produce Perks Farmers' Market Application 2015



Program Description

Ohio State University Extension (OSUE) and Cleveland-Cuyahoga County Food Policy Coalition (FPC) are accepting applications from farmers' markets in Cuyahoga County to participate in Double Value Produce Perks for the 2015 market season (May 1, 2015 - April 30, 2016). The program provides a dollar-for-dollar match (up to \$10) for every dollar spent at the market with an Ohio Direction Card/EBT (Electronic Benefits Transfer). EBT is the ability to electronically accept "food stamps" funded through the federal SNAP (Supplemental Nutrition Assistance Program). In Ohio, SNAP is also known as the Ohio Direction Card/EBT. SNAP is accepted at farmers' markets through use of a point-of-sale machine. Several markets have acquired free machines through grants or purchased machines to accept SNAP at their farmers' market.

Produce Perks can be redeemed to purchase fruits, vegetables, seeds and edible plants only. (Edible plants include: potted herbs, seedlings, and vegetable or fruit plants to be used in a home garden). This program will provide financial incentives to SNAP customers at participating markets and a promotional campaign to encourage more SNAP customers to spend their food benefits at local farmers' markets.

Why farmers' markets should apply:

- **Produce Perks changes behaviors and brings new customers.** While the program offers incentives to increase SNAP sales at farmers' markets (50% increase in SNAP sales since 2012 between all markets that participate), Perks incentivizes positive first time experiences at farmers' markets and results in many new and repeat customers.
- **Produce Perks has been impactful on the federal level.** The recent federal Farm Bill includes funding for SNAP incentives at farmers' markets modeled after programs like Produce Perks that are offered across the country.
- **Participating brings additional promotion and marketing resources to your market and city.** FPC has invested in billboards, bus ads, and other printed materials to support the markets that participate. In addition, Produce Perks has been covered in local media such as the Cleveland Plain Dealer, WCPN Idea Stream, and Freshwater (among many others).
- **Produce Perks builds partnerships and local economy.** Many community organizations and public agencies delight in having their local farmers' market participate to leverage the assistance provided to residents while also promoting public health and economic development. According to Moody's Analytics, every dollar increase in SNAP benefits generates about \$1.70 in economic activity. Furthermore, every dollar spent locally generates two to four times the economic development impact of a dollar spent at non-local businesses, according to the New Economics Foundation. Farmers' markets are great local businesses!

A full report on outcomes of the program to date is provided on our website at www.cccfoodpolicy.org

Application Requirements

- All participating sites must be recognized as a farmers' market in the state of Ohio and sell Ohio grown produce. A farmers' market, as defined by the Ohio Revised Code (Sec.3717.221), is "... a location where producers congregate to offer fruits, vegetables, and other items for sale." FPC would like to extend this definition for the incentive program and set **a minimum requirement of TWO produce vendors (vendor-produced fruits and vegetables) per market interested in applying. Produce Perks cannot be used to purchase produce grown outside of Ohio. Your market must be registered with Ohio Department of Agriculture by April 1, 2015.**
- To participate, markets must be able to accept SNAP. This involves certification from United States Department of Agriculture (USDA) Food and Nutrition Service Agency (FNS) and a corresponding certification number. Markets must have their USDA FNS certification number by **April 1, 2015** to participate in the program and should secure a machine to process payment by market start date. FPC and OSUE can provide technical assistance in meeting these requirements.
- Markets must have a point-person responsible for the program that has the capacity to:
 - Maintain communication with OSUE and be point-of-contact for the program
 - Attend 2 meetings a year with OSUE for planning and updating purposes (late winter & early spring)
 - Carry out basic reporting and accounting procedures between the market and OSUE on a monthly basis
 - Coordinate vendor/farmer education about the program including differentiation between EBT and Produce Perks eligible items
 - Ensure staffing at a central booth at the market to help customers with the program

How the program works

1. A customer swipes their Ohio Direction Card at the participating farmers' market and purchases a dollar amount in **market specific tokens or scrips to spend at that market on EBT eligible items.**
 2. The customer using their Ohio Direction Card then receives additional incentive dollars (a dollar-for-dollar match up to \$10) in **Produce Perks tokens to spend at the market on fruits, vegetables, seeds, and edible plants.** (Edible plants include: potted herbs, seedlings, and vegetable or fruit plants to be used in a home garden).
 3. The customer is eligible to receive Produce Perks incentive tokens each day they visit the market. **Incentives can be given for only one transaction per market per day.**
 4. The market manager or volunteer records each EBT transaction, amount of Produce Perks distributed and customer survey responses. Markets then submit their transaction logs to OSUE every month for reimbursement of any Produce Perks incentives **redeemed.**
 5. **REMEMBER: EBT, Ohio Direction Card, SNAP and food stamps are all synonymous. They mean the same thing!**
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Participating markets in the program will receive the following support from FPC/OSUE:

1. Promotion and Marketing

Each participating market will receive:

- Produce Perks tokens
- Large vinyl banner for customer service booth/table where EBT transactions take place
- Flyers/Postcards
 - Each market will receive postcards to distribute. FPC will distribute postcards countywide through a targeted promotional campaign with local community agencies.
- Program and market promotion through media releases and advertising campaigns to the extent FPC can budget

2. Financial incentives for EBT customers (reimbursement for Produce Perks **redeemed**).

3. Limited funds are available for:

- Tokens for EBT sales
- Replacement promotional materials for already participating markets (granted on a case by case basis)
- Other promotional materials and program administration resources as they are developed by FPC

How to apply

If your market is interested in participating in the 2015 season, please complete the following application and guideline sheet and submit it by **Friday, March 20, 2015 at 4:30pm.**

Applications can be sent via email, US Mail, fax, or delivered in person to:

OSU Extension-Cuyahoga County
Attn: Cleveland-Cuyahoga County Food Policy Coalition
5320 Stanard Avenue
Cleveland, OH 44103
Fax: 216-429-3146
Email: boyd.406@osu.edu

Applications will be reviewed by OSUE and notification of participation in the program will be sent out the first week of April. OSUE will be hosting an introductory kick-off meeting for the 2015 season in late April to acquaint market managers with the program. It is anticipated the program will begin on May 1, 2015.

For more information about this program or the application, please contact FPC via email at boyd.406@osu.edu or by phone at 216.429.8200 ext. 212.

Produce Perks EBT Incentive Program Application – Unless stated otherwise, each question must be answered.

Name of Farmers' Market:

Primary Contact (**Please remember to notify FPC if this information changes**):

Name:

Organization (if applicable):

Address:

City/State/Zip:

Phone:

Email:

Secondary Contact:

Name:

Organization (if applicable):

Address:

City/State/Zip:

Phone:

Email:

Location of Market:

Address/Intersection _____

City/Zip _____

1. How long has the market been in operation? _____
 2. Is this farmers' market registered with the Ohio Department of Agriculture?* YES NO
*The farmers' market must be registered with the Ohio Department of Agriculture by April 1, 2015 to participate.
 3. Days of week and times of operation:
 4. Market Season (months of operation):
 5. Winter Market (months of operation, days, times, and location):
 6. Does the market currently accept:
 - a. EBT? YES NO * If no, skip question #7.
 - b. Credit Cards? YES NO
 - c. Debit Cards? YES NO
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7. If your market currently accepts EBT:
 - a. Do you use a phone line or wireless connection (Wi-Fi)?:
 - b. What were your total EBT sales in 2014?:
 - c. What was the percentage of the markets sales from EBT in 2014?:
8. What were your TOTAL sales for 2014 (this includes EBT, cash, credit/debit):
9. Do any of your vendors or farmers accept:
 - a. WIC Farmers' Market Nutrition Program Coupons? YES NO
 - i. How many vendors or farmers will accept in 2015? _____
 - b. Senior Farmers' Market Nutrition Program Coupons? YES NO
 - i. How many vendors or farmers will accept in 2015? _____
10. Number of vendors at your market: _____
11. Number of vendors/farmers that sell produce at your market: _____
12. Number of vendors that sell seeds or edible plants (edible plants include potted herbs, seedlings, and vegetable/fruit plants to be used in a home garden) at your market: _____
13. Number of vendors/farmers that sell EBT eligible products at your market: _____

*Households **CAN** use Ohio Direction Card benefits to buy:

Food for the household to eat, such as:

- a. Breads and cereals
- b. Fruit and vegetables
- c. Meats, fish, and poultry
- d. Dairy products
- e. Seeds and plants which produce food for the household to eat

*Households **CANNOT** use their Ohio Direction Card benefits to buy:

Any nonfood items such as:

- f. Beer, wine, liquor, cigarettes, or tobacco
 - g. Pet foods
 - h. Soaps and paper products
 - i. Household supplies
 - j. Cut flowers
 - k. Vitamins and medicines
 - l. Processed/Prepared food that will be eaten at the market
 - m. Hot foods
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14. How do you currently promote EBT at the market? If you have not had EBT at the market in the past, please describe how you plan to market the EBT program this upcoming market season.
- Please list any neighborhood partnerships you have developed in the immediate community to help promote the market to residents. ***Please attach a copy of your market's promotional materials.**
15. Please list any challenges you have confronted or anticipate in accepting SNAP at your market(s) this season.
16. Who is the person responsible for day-to-day operation of the market (setup, cleanup, collecting vendor fees, etc.)?
- Is this person a *paid* staff member/contractor?:
 - Is this person also responsible for Ohio Direction Card acceptance at the market? If not, who is responsible?:
 - What other staff support does your market have? *Include individuals who perform supporting tasks, such as bookkeeping/accounting and volunteers.*
17. There may be some limited funds available for other promotional and administrative items related to EBT at your market. Please let us know if you would be interested in the following:
- A wireless/mobile machine? YES NO
 - iPad or tablet for recording transactions at the market, book keeping, and reporting YES NO
 - Replacement market banner (for already participating markets)? YES NO
 - Produce Perks Tokens? YES NO
 - Other items to be considered by FPC_____
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Guidelines for Farmers' Markets to Participate in the Produce Perks EBT Incentive Program

In order to properly promote Produce Perks, all participating farmers' markets must commit to the following:

- Prominently display the provided *Customer Service* banner and locate the EBT Point of Service machine near the main entrance to the farmers' market or a highly visible location.
- Add a tagline to all marketing materials, 'We proudly accept EBT/Produce Perks.' All markets will have access to current logos and images to incorporate Produce Perks into their materials.
- Distribute postcards/brochures provided by the program to the immediate community at multiple sites, such as social service organizations, community development corporations, libraries, multi-service centers, ward offices, etc.
- Coordinate with OSUE/FPC on additional opportunities for data collection through surveys and other evaluation methods beyond customer transaction surveys. FPC and OSUE staff and partners will assist as needed.
- Promote Produce Perks in print (newspaper, magazine, etc.) and other media that cover your market. Please send links and/or information about any press coverage to OSUE /FPC as you receive it.
- Complete monthly reports using the provided template and submit for reimbursement **by the 5th of each month. Any reports submitted after the 5th of the month will not be processed for reimbursement until the following month.** Please note the prompt submission of market logs by all partners allows FPC to reimburse markets in a timely manner, aggregate data to guide the program throughout the season, and to share results with markets and partners during the season as opposed to the end.
- Provide training and/or technical assistance to farmers and vendors about the EBT and EBT Incentive program as often as necessary.
- Attend a minimum of two meetings during the year to discuss outcomes and updates of the program.

READ THOROUGHLY: By signing this agreement, participants acknowledge that they have received and read a copy of the Produce Perks EBT Incentive Program guidelines and agree to abide by these guidelines in their entirety. If an organization or market is found to be out of compliance with these guidelines, the market will respect any decision or action of the Cleveland-Cuyahoga County Food Policy Coalition including dismissal from the Produce Perks EBT Incentive Program.

Printed Name: _____

Signature: _____

Date: _____
