

Demonstrating Impact: Packaging Your Results for Stakeholders and Media

Erika Meschkat, Program Coordinator
Double Value Produce Perks
Cuyahoga County (Cleveland, OH)



CLEVELAND-CUYAHOGA COUNTY
FOOD POLICY COALITION

Who we are

- ❁ City and County focused Food Policy Coalition housed in Cleveland, OH
- ❁ In partnership between state extension (OSUE) and Case Western University's Prevention Research Center
- ❁ Produce Perks EBT Incentive Program
 - ❁ Administered through the Coalition
 - ❁ Report program to our funders, partners and Coalition Health and Nutrition working group
 - ❁ Piloted with 4 markets in 2009 to 20 markets and two farm stands in 2013
 - ❁ Over \$27,000 in sales in 2012 season
 - ❁ Typical market size is about 17 vendors (smallest market 1-2 vendors (farm stand) to largest market with 70.) Vendors only include those that sell EBT eligible items.



How we reported

- Kept broad audience of stakeholders in mind
- Showcased:
 - Wholesome Wave survey results
 - Opportunities for expansion
 - Loss of revenue for last hanging markets
 - Sales, redemption, and growth
 - Customer survey data
 - Highlighted promotion and advertising campaigns
 - Feedback (from market partners and the Coalition to market partners)



Purpose

- ✿ Get more markets in the mix & serve more of the County
 - ✿ Several non-EBT markets in the outer-ring suburbs
- ✿ Tell the FPC story
- ✿ Highlight our work to current partners and attract new
- ✿ Establish the program's presence and impact in the county
- ✿ Educate vendors, farmers' and markets-make them the advocates. Their sales depend on it!
 - ✿ Reinforces the message that public markets are should be more central in placemaking considerations due to their ties to community and adjoining ancillary local businesses.



Impacts

- Added 4 new markets this season and two farm stands
- Garnished additional funding/philanthropic support
- Media interest based on clear, brief messaging and reporting
 - Hard to keep up with requests
 - Easy for partners to circulate within their networks
- Allowed us to communicate trends with regional partners
- Provided insight in the value of efficient, accurate and normalized data. Gives farmers' markets the incentives they need to report better and more timely given limited capacity.



CONTACT US!

Erika Meschkat, Program Coordinator

meschkat.1@osu.edu

Morgan Taggart, Program Specialist

taggart.32@osu.edu

216-429-8200 x212

www.cccfoodpolicy.org

[@cccfoodpolicy](https://twitter.com/cccfoodpolicy)



CLEVELAND-CUYAHOGA COUNTY
FOOD POLICY COALITION