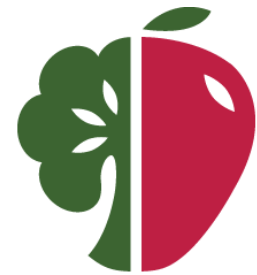


DOUBLE VALUE PRODUCE PERKS

2013 Snapshot



What are the objectives of Double Value Produce Perks?

- **IMPROVE ACCESS AND AFFORDABILITY OF FRESH LOCAL PRODUCE** for low-income residents utilizing the federal Supplemental Nutrition Assistance Program (SNAP).
- **PROVIDE FIRST-TIME SNAP CUSTOMERS WITH THE POSITIVE EXPERIENCES** necessary to ensure changes in shopping and consumption patterns related to fresh produce.
- **CONTRIBUTE TO THE GROWTH OF OUR REGIONAL FOOD SYSTEM** by supporting small- and mid-size farms by increasing their direct sales.
- **INFLUENCE POLICY AT ALL LEVELS** (local, regional, state and national) that will improve federally supported nutrition programs that can contribute to a more sustainable food system.

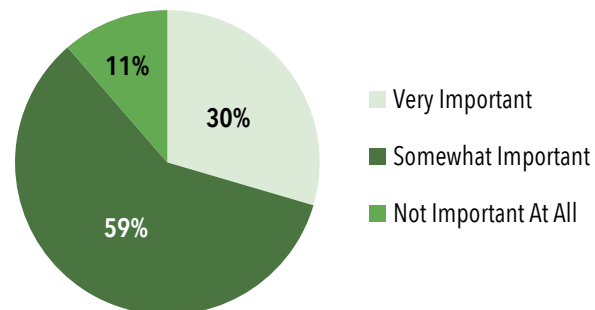
Regional Opportunities

If only .01% of the SNAP dollars allocated in the 17 NEO counties were spent at farmers' markets, over **\$11 MILLION WOULD HAVE BEEN FUNNELED INTO THE REGIONAL ECONOMY IN 2013.**

In 2013, 23 farmers' markets in Summit and Cuyahoga County recorded **OVER \$49,000 IN SNAP SALES.** During fiscal year 2012, the USDA (United States Department of Agriculture) reported a total of \$201,013 in SNAP sales at Ohio farmers' markets – based on these numbers **SUMMIT AND CUYAHOGA COUNTY ACCOUNT FOR OVER 24% OF THE STATE'S SNAP SALES AT OHIO FARMERS' MARKETS.**

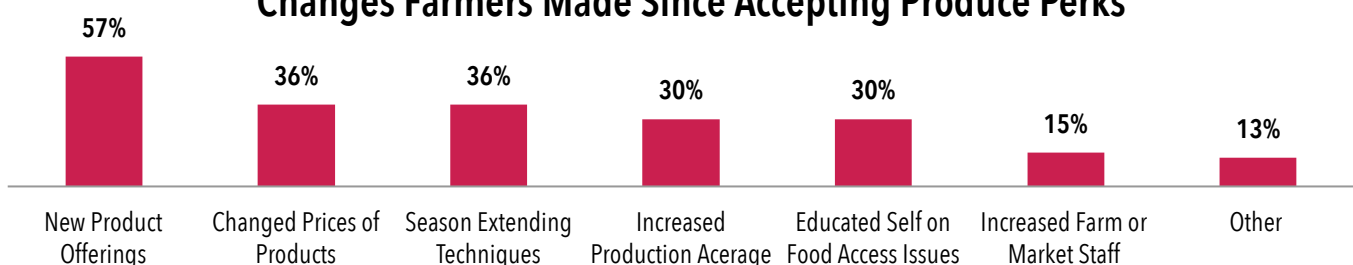
Supporting small and mid-size farms

Importance of Produce Perks to Total Sales at Participating Farmers' Market



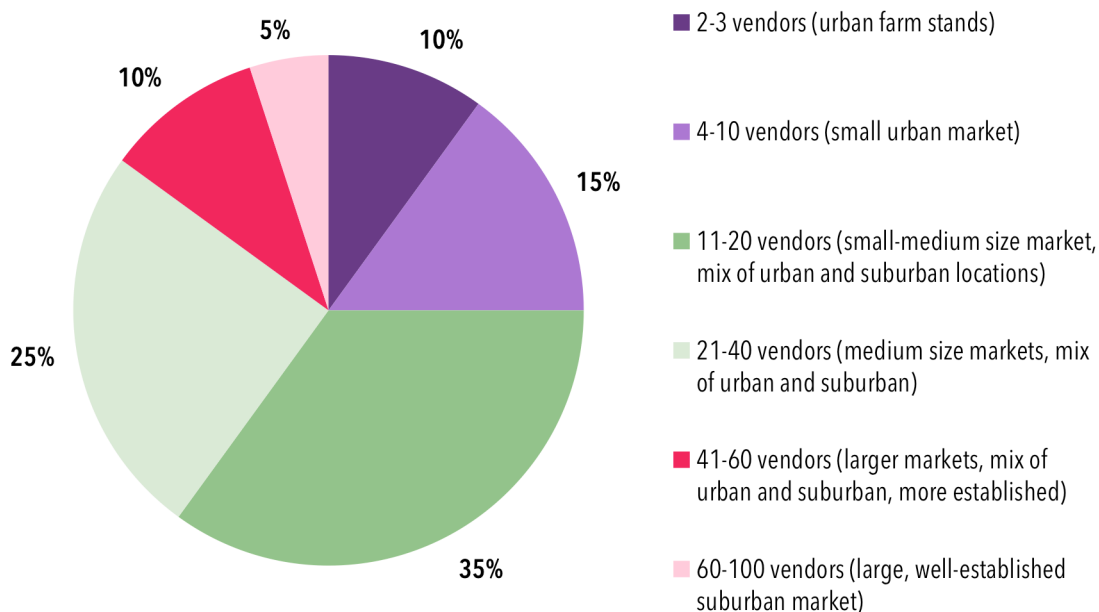
71% OF FARMERS REPORTED THAT PARTICIPATING IN PRODUCE PERKS HAS INCREASED THEIR AWARENESS AND INTEREST ON ISSUES OF FRESH FOOD ACCESS FOR LOW-INCOME SHOPPERS

Changes Farmers Made Since Accepting Produce Perks



Typology of participating farmers' markets in Cuyahoga County

**Farmers' Markets by size and type
(Total participating locations, 20)**



CHANGES TO SNAP SALES SINCE 2011

BROADWAY: +36%
COIT ROAD: +147%
DOWNTOWN: +67%
GORDON SQUARE: -27%
KAMM'S: +81%
CHAGRIN FALLS: +241%
CLEVELAND CLINIC: +366%
CROCKER PARK: +71%
CLEVELAND STATE UNIVERSITY: -75%
SHAKER SQUARE: +383%
TREMONT: +544%

91% of customers feel that the incentives are "Very Important" in bringing them to the market.

Some Recommendations

1. POLICY AND PROGRAM ROLLOUT

Support for farmers' markets in accepting SNAP and incentives is included in the most recent federal Farm Bill. Local, state and federal agencies administering SNAP and coordinating grant opportunities to support SNAP at farmers' markets should work closely with local food policy councils, Extension offices, farmers' market management networks and agriculture departments and agencies to communicate information well in advance of the peak season (before April/May) to ensure market managers and vendors can be prepared and take advantage of programs while they are offered. This may take working with

2. SUPPORT FOR FARMERS' MARKETS REGIONALLY AND STATEWIDE

An understanding of the capacity and interest of farmers' markets both regionally and statewide in accepting SNAP and incentives is needed to provide the necessary resources (technical assistance, funding, partnerships, etc.) to expand these programs. A statewide network with at least one allocated staff person could provide these services.

3. PROMOTION AND ADVOCACY

If your local farmers' markets does not accept SNAP and/or provide an incentive, reach out to your public officials, market sponsors, local businesses, food policy councils, and chambers of commerce to share potential impacts of these programs and advocate for some action!

4. PARTNER WITH HEALTHCARE ORGANIZATIONS

Healthcare organizations are encouraged to partner and support existing farmers' markets. Healthcare organizations could provide funding for incentive programming or operations while helping their patients and employees connect with fresh, local sources of produce at a farmers' market. Some Cuyahoga County markets have established relationships with hospital systems and health clinics already. But working closely to link healthcare programs covering nutrition education and diet-related diseases to farmers' market is a great way to provide tangible resources to