

DEPARTMENT OF SOCIAL SERVICES

744 P Street, Sacramento, California 95814



March 29, 2004

ALL COUNTY INFORMATION NOTICE NO. I-15-04

TO: ALL COUNTY WELFARE DIRECTORS
ALL EBT COORDINATORS
ALL FOOD STAMP COORDINATORS

REASON FOR THIS TRANSMITTAL

- State Law Change
 Federal Law or Regulation Change
 Court Order
 Clarification Requested by One or More Counties
 Initiated by CDSS

SUBJECT: CLIENT OUTREACH TO PROMOTE USE OF ELECTRONIC BENEFIT TRANSFER (EBT) CARDS USE AT AUTHORIZED FARMERS' MARKETS

The purpose of this notice is to encourage counties to inform recipients about local participating farmers markets that accept EBT cards. Attached is a brochure that was developed by the California Department of Health Services (DHS) that promotes the consumption of fresh fruits and vegetables, which can be customized to identify local farmers' markets that accept EBT cards. As you may know, farmers' markets provide a wide array of fresh fruits and vegetables at reasonable prices. By shopping at farmers' markets, clients can maximize their limited budgets and eat nutritious foods. Attached is a current list of the farmers' markets that accept EBT cards.

A soft copy of the customizable brochure is available on CD-ROM in English and Spanish. The attached hard copy was customized and translated into three additional languages by Alameda County. The county distributed it through a direct mailing to its Food Stamp clients. Although the CD-ROM does not include the additional languages, counties may copy the translated text from the attached brochure. In lieu of the brochures, counties may develop their own informational materials for distribution to clients.

With the elimination of food stamp coupons, clients were unable to use their EBT cards to purchase food at farmers' markets, in large part due to the lack of essential telephone service and electrical power needed to operate point-of-sale (POS) terminals for EBT. New wireless technology is now available that allows farmers' markets to accept EBT cards. California is piloting the wireless POS terminals at participating farmers' markets and produce stands authorized by the U.S.D.A. Food and Nutrition Service (FNS).

The wireless POS terminals are being tested under two situations. The first is deployment of a wireless POS device to individual farmers for use in a marketplace setting or produce stand. The second situation is deployment of a wireless POS device to farmers' market managers for shared use by a group of farmers at a single marketplace. In the latter instance, clients will go to a central location in the market and use their EBT card to pre-purchase scrip that is unique to that market. Clients will use the scrip to pay for purchases at individual farmers' stalls. At the end of the day,

the farmers redeem the scrip for cash with their market manager. At the conclusion of the pilot, the State will evaluate the findings and develop policies on the deployment of the wireless POS devices and the criteria for continued farmers' markets participation.

The success of the pilot is largely dependent on the volume of recipients shopping at the markets with their EBT cards. It should be noted that New York State has had very good success with FNS-authorized farmers' markets participating in EBT. An important lesson learned from the experiences of other states is that client outreach is critical in getting food stamp recipients to shop at participating farmers markets. For EBT to be successful at participating farmers' markets, clients need to know which markets accept EBT. The attached listing identifies the farmers' markets and produce stands that are participating in the EBT pilot.

The California Department of Social Services has produced colorful signage that can be prominently displayed at the farmers' markets to show they accept EBT cards. Counties are encouraged to work with their local farmers' markets to conduct client outreach.

The following outreach efforts are currently underway in the state:

1. The City and County of San Francisco has designated a single point of contact, Ms. Ylonda Calloway, Food Stamp Program Support Analyst, to actively work with farmers to help them through the paperwork needed for participation in the EBT pilot. Ms. Calloway is also overseeing client outreach efforts in her county. She is available as a resource to other counties that are interested in modeling San Francisco County's efforts. She can be reached by telephone at (415) 558-4153 or by electronic mail at Ylonda.Calloway@sfgov.org.
2. Ms. Penny Leff, market manager for the Berkeley Ecology Center Farmers' Market, received a grant to conduct workshops with farmers' market associations around the state to increase the number of farmers' markets participating in the EBT pilot project. She previously received a grant from DHS to develop and distribute the attached brochure in Alameda County.
3. Ms. Carolyn Nordstrom, EBT Project Benefit Access Manager for the State EBT Project, maintains a statewide listing of all the FNS-authorized farmers' markets that are participating in the EBT pilot project. She can provide counties with periodic updated information on newly-authorized markets that are participating in EBT. Ms. Nordstrom can be reached by telephone at (916) 263-4135 or by email at Carolyn.Nordstrom@sid.hhsdc.ca.gov.

If you have any questions regarding this letter, please contact Stan Cagle, Manager, EBT and Welfare Technology Unit, at (916) 654-1529. To receive a free CD-ROM of the customizable brochure, please contact Ms. Dianne Padilla-Bates at (916) 653-4390.

***Original Document Signed by
Yvonne Lee for***

DEBORAH MCFADDEN, CHIEF
Program Integrity Branch

Attachments

California Farmers' Markets Currently Accepting EBT Using Scrip Model

| County | Market |
|--------------------|---|
| Alameda | Berkeley Ecology Center 2530 San Pablo Ave, Berkeley, CA 94702 <u>Market Location:</u> Derby/Martin Luther King and Center/Martin Luther King TUESDAYS 2-7p.m. Contact: Penny Leff, (510) 548-3333 |
| Alameda | Mandela Farmers' Market 3158 Davis St., Oakland, CA 94610 <u>Market Location(s):</u> West Oakland Rainy season: 1357 5 th Street Outdoors: 5 th – 7 th Streets @ Mandela Parkway SATURDAYS 10 a.m. – 4 p.m. Contact: Dana Harvey (510) 534-7657 |
| Alameda | Pacific Coast Farmers' Market Association 5056 Commercial Circle, Suite E, Concord CA 94520 <u>Market Location:</u> Main & W. Angela, Pleasanton; SATURDAYS 9 a.m. – 1 p.m. Contact: John Silveira or Kim: 800-949-3276 |
| Los Angeles | Adams Vermont Farmers' Market- 1866 W. 94th Place, Los Angeles, Ca 90047 <u>Market Location:</u> 1432 W. Adams @St. Agnes Catholic Church WEDNESDAYS: 1-6 p.m. (June to Aug), 2 -5 p.m. (Sept. to May) Contact: Ida Edwards. (323) 777 -1755 |
| Los Angeles | Burbank Farmers' Market 717 N. Cornada, Alhambra, CA 91801 <u>Market Location:</u> Olive & Glen Oaks SATURDAYS, 8 a.m. -12:30 p.m. Contact: Carolyn Hill, (626)308-0457 |
| Los Angeles | City of Alhambra Farmers' Market 111 S. First St., Alhambra, CA 91801 <u>Market Location:</u> Monterey & E. Bay State Street SUNDAYS, 8:30 a.m. -1 p.m. Contact: Harry Wong, (626)308-0457 |
| Los Angeles | West Hollywood Farmers' Market 8300 Santa Monica Blvd., W. Hollywood, CA 90069 <u>Market Location:</u> Plummer Park – N. Vista and Fountain Ave. MONDAYS, 9 a.m. – 2 p.m. Contact: Shirley Berry (323) 848-6502 |

California Farmers' Markets Currently Accepting EBT Using Scrip Model

| County | Market |
|--------------------|--|
| Los Angeles | <p>Harbor Farmers' Market 759 Linden Ave, Long Beach, CA 90813</p> <p><u>Market Locations:</u> Huntington Park FM @ Bissell/E.Florence on WEDNESDAYS 9:30 a.m. to 1:30 p.m.</p> <p>Signal Hill FM @ 27th and Walnut on THURSDAYS 9:30 a.m. to 1:30 p.m.</p> <p>Downtown Long Beach Farmer's Market @ Promenade N. between 3rd St. & Broadway on FRIDAYS 10 am-4 pm</p> <p>Cerritos FM Towne Center @ Towne Center Drive & Park Plaza Drive on SATURDAYS 8 am-noon</p> <p>Alamitos Bay Marina Farmers' Market @ Alamitos Bay Marina Marina Dr. south of 2nd St., on SUNDAYS 9 am-1 pm Contact: Dale Whitney, (562) 301-3202</p> |
| Los Angeles | <p>La Cienega Farmers' Market 1801 S. La Cienega Blvd, Los Angeles, CA 90035 <u>Market Location:</u> La Cienega Boulevard & 18th Street THURSDAYS, 3 -7 p.m. Contact: Monica Hill, (310) 398-1786</p> |
| Los Angeles | <p>Pasadena Certified Farmers' Market 363 E. Villa, Pasadena, CA, 91101 <u>Market Location:</u> E. Villa & Garfield Ave on TUESDAYS, 8:30 a.m. -12:30 p.m. Contact: Gretchen Sterling, (626) 449-0179</p> |
| Los Angeles | <p>Pasadena Victory Park Farmers' Market 363 E. Villa, Pasadena, CA 91101 <u>Market Location:</u> Sierra Madre & Paloma SATURDAYS, 8:30 a.m. - 12:30 p.m. Contact: Gretchen Sterling, (626) 449-0179</p> |
| Los Angeles | <p>Sustainable Economic Enterprises/Hollywood Farmers' Market 6541 Hollywood Blvd., Hollywood, CA 90028 <u>Market Location:</u> Hollywood-Sears Farmers' Market@ Santa Monica Boulevard & Wilton in Sears parking lot WEDNESDAYS, 12 p.m.-5 p.m. Contact: Kate Murphy, (323) 4363171</p> |

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|--------------------|--|
| Los Angeles | Hollywood Farmers' Market 6541 Hollywood Blvd., 2 nd floor, Hollywood, CA 90028 <u>Market Location:</u> Ivar & Selma SUNDAYS, 8 a.m. – 1 p.m. Contact: Pompea Smith (323) 463-3171 |
| Los Angeles | L.A. Central Ave. Farmers' Market 6541 Hollywood Blvd., 2 nd floor, Hollywood, CA 90028 <u>Market Location:</u> 43 rd Street and Central Ave. SATURDAYS, 9 a.m.-1 p.m. Contact: Pompea Smith (323) 463-3171 |
| Los Angeles | Whittier Uptown Farmers' Market 7028 Greenleaf St, Whittier, CA 90602 <u>Market Location:</u> Bailey & Greenleaf FRIDAYS, 8 am – 1 pm Contact: Kay Thomas (714) 526-5814 |
| Los Angeles | Venice Farmers' Market 804 Main St, Venice, CA 90291 <u>Market Location:</u> Venice Way & Venice Blvd FRIDAYS, 7 a.m. – 11 a.m. Contact: Jim Murez (310) 399-6690 |
| Los Angeles | Santa Monica Farmers' Market 200 Santa Monica Pier, Santa Monica, Ca 90401 <u>Market Location:</u> 3 rd Street at Arizona Ave SATURDAYS, 8:30 a.m. – 1 p.m. Contact: Laura Avery (310) 458-8712 |
| Los Angeles | Santa Monica Farmers' Market 200 Santa Monica Pier, Santa Monica, Ca 90401 <u>Market Location:</u> Arizona & 2 nd Street WEDNESDAYS, 9 a.m. – 2 p.m. Contact: Laura Avery (310) 458-8712 |
| Los Angeles | Santa Monica Farmers' Market 200 Santa Monica Pier, Santa Monica, Ca 90401 <u>Market Location:</u> Main Street & Ocean Park Blvd. SUNDAYS, 9:30 a.m. – 1 p.m. Contact: Laura Avery (310) 458-8712 |
| Los Angeles | Gardenia Farmers' Market 1866 W 94 th Place, Los Angeles, CA 90047 <u>Market Location:</u> 13000 Van Ness, Holly Park Church parking lot SATURDAYS, 6:30 a.m.-noon Contact: Leroy/Ida Edwards (323) 777-1755 |

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| County | Market |
|----------------------|---|
| Los Angeles | Gardenia Farmers' Market 1866 W. 94 th Place, Los Angeles, CA 90047 <u>Market Location:</u> 1670 W. 162 at La Salle WEDNESDAYS, 7:30 a.m.-12:00 p.m. Contact: Leroy/Ida Edwards (323) 777-1755 |
| Monterey | Everyone's Harvest P.O. Box 1423, Marina, CA 93933 <u>Market Location:</u> 280 Reservation Road & De Forest (across from P.O.) SUNDAYS, 10 a.m. to 3 p.m. (March to November) Contact: Iris Peppard, (831) 384-6961 |
| Orange | Fullerton Certified Farmers' Market 450 Orangethorpe Avenue, Fullerton, CA 92832 <u>Market Location:</u> Woodcrest Park, 450 W. Orangethorpe Ave WEDNESDAYS, 8 a.m. – 2 p.m. (Jan – Dec) Contact: Kay Thomas, (714) 871-5304 |
| San Francisco | Pacific Coast FM Association 5056 Commercial Circle, Suite E, Concord CA <u>Market Location:</u> Kaiser Hospital –San Francisco Farmers' Market on Geary St. between Baker and Divisidero FRIDAYS, 11 a.m. – 4 p.m. Contact: John Silviera or Kim: 800-949-3276 |
| Santa Cruz | Watsonville Farmers' Market 23 E Beach #213, Watsonville, CA 95076 <u>Market Location:</u> Peck & Main FRIDAYS, 3 -7 p.m., (April –Nov.) Contact: Nancy Gammons 831-768-1165 |
| Solano | Pacific Coast Farmers' Market Association 5056 Commercial Circle, Suite E, Concord, CA 94520 <u>Market Location:</u> Vallejo Farmers' Market, Georgia & Marin WEDNESDAYS, 11; 4-8 p.m., (June 5 th -Sept.) SATURDAYS, 9 a.m. -1 p.m., (year round) Contact: John Silviera or Kim: 800-949-3276 |

**California Farmers' Markets Where One Of More FNS Authorized Farmers' Are
Currently Accepting EBT Using A Wireless POS**

| County | Market |
|----------------------|---|
| Alameda | <u>Old Oakland Farmers' Market</u> 9 th and Broadway Downtown, Oakland FRIDAYS, 8 a.m. – 2 p.m. |
| Humbolt | <u>Wildberries Marketplace</u> , 13 th & G St. Arcata, TUESDAYS, 3 – 6 pm (June – Oct) <u>Old Town Gazebo</u> , 2 nd & F St. Eureka THURSDAYS, 10 am – 1 pm (June – Oct) <u>Henderson Center</u> , Henderson & F St., Eureka, THURSDAYS, 10 am – 1 pm (June – Oct) <u>Safeway, Central Ave</u> McKinleyville, 3 – 6 pm THURSDAYS, 3 – 6 pm (June – Oct) <u>Arcata Plaza</u> The Plaza-G & 8th St, Arcata SATURDAYS, 9 am – 2 pm (April – Nov) |
| Placer | <u>Denio's Farmers' Market</u> 1551 Vineyard Road, Roseville, CA FRIDAYS, 8 am-2 pm. SATURDAYS & SUNDAYS, 7 a.m. – 5 p.m. |
| Sacramento | <u>Sacramento Certified Farmers' Market</u> W-X Bridge Market, Sacramento SUNDAYS, 8 a.m. – noon |
| Sacramento | <u>Sacramento Certified Farmers' Market</u> Florin Mall, Sacramento THURSDAYS, 8 a.m. – noon |
| San Francisco | <u>Heart of City Farmers' Market</u> Near City Hall/Market Street San Francisco SUNDAYS 7 a.m. – 5 p.m. |
| San Joaquin | <u>Stockton Farmers' Market</u> Washington & El Dorado, Stockton SATURDAYS 7 – 11 a.m. |

