

Get More at the Farmers Market



Campaign Guide



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Campaign Overview

Healthy CalFresh Initiative

We all share the same vision of supporting low- and under-resourced Californians. Joining CalFresh Healthy Living programs with CalFresh benefits can promote a healthy lifestyle and help CalFresh recipients stretch their food dollars. By connecting clients to additional resources in the community—like cooking classes and food banks—CalFresh recipients may have better health outcomes, which will ensure communities are healthier overall.

You play an important role in making this vision a reality. As the client's first experience with CalFresh, you have the power to facilitate change and make the connection to nutrition and health.

How can we drive healthy lifestyle changes among participants and extend the nutrition messages? An easy first step is to participate in the Healthy CalFresh Initiative called *Get More at the Farmers Market* campaign.

'Get More at the Farmers Market' Campaign

CalFresh Healthy Living has joined with other statewide partners to help low-income shoppers use their food and nutrition program benefits at local farmers markets. The Market Match program helps CalFresh families stretch their food dollars when using CalFresh benefits at farmers markets. The group is also promoting markets that accept other food and nutrition benefits, including vouchers for

the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and Senior Farmers Market Nutrition Program (FMNP) coupons. This partnership helps low-income Californians discover, purchase and enjoy more California-grown produce, which creates healthier meals for their families, while generating sales for farmers throughout the state.

As a participating CalFresh agency, we will provide you with an integrated campaign that will run from May 2019 through August 31. The objective of the campaign is to help CalFresh participants purchase healthy seasonal fruits and vegetables at their local farmers market. The campaign focuses on increasing awareness about food and nutrition benefits that can be used at local farmers markets. The campaign can be leveraged at community events, during one-on-one interactions, in email communications and on-site at your local markets.



Campaign Tools and Technical Assistance

- *Get More at the Farmers Market Campaign Guide*
- Brochures outlining how to use benefits at the farmers market
- Posters
- Customizable flyers (to include local markets, specific activities, etc.)
- Postcards
- Pre-printed recipe cards that feature seasonal fruits and vegetables (from EatFresh.org)
- Reusable tote bags
- Sample social media posts
- Recorded webinar to review all materials, as well as how to use them effectively
- Technical assistance, upon request

Food and Nutrition Benefit Overview

Federal and state matched dollars provide nutrition incentives for CalFresh participants at certified farmers markets across California. You can identify markets in your area and confirm which of the benefits are accepted there by going to FMfinder.org to locate the participating farmers markets in your area.

CalFresh and EBT

CalFresh monthly benefits can be used to buy any SNAP eligible foods (i.e., fruits, vegetables, nuts, eggs, honey) at farmers markets that accept EBT. Shoppers have to check in at the farmers market information booth to swipe their EBT card and receive EBT scrip (tokens or vouchers, depending on the market). They then use the EBT scrip to purchase items directly from the farmers market vendors.

1. <http://calwic.org/focus-areas/engaging-wic-families/farm2wic>

Market Match

Market Match is California's healthy food incentive program, which matches customers' federal nutrition assistance benefits, like CalFresh and WIC, at farmers markets.

Shoppers can use CalFresh benefits at participating farmers markets and receive a matching dollar amount (up to \$10) to spend on fruits and vegetables at the same market (and up to \$20 at mobile market sites). These benefits go by two different names in California: Market Match and Bonus Bucks.

WIC

WIC families can use their benefits at many California markets to buy locally grown fruits and vegetables. California WIC Association's Farm2WIC Campaign promotes the option of redeeming the monthly WIC Fruit and Vegetable Check (FVC or cash value voucher (CVV) benefit) at authorized farmers markets throughout California. This is in addition to the Farmers Market Nutrition Program (FMNP) seasonal checks.¹ For more information, visit the WIC Connects Farms & Families webpage at: <http://calwic.org/focus-areas/engaging-wic-families/farm2wic>.

Senior FMNP

The Senior Farmers Market Nutrition Program (SFMNP) is a 100 percent federally funded program that provides low-income seniors with check booklets that can be used to purchase fresh fruits, vegetables, cut herbs and honey at Certified Farmers Markets (CFM). SFMNP is supported through partnership with multiple state agencies, including CDFA, WIC and CDA, to provide seniors with these additional nutritional benefits. For more information, visit the CDFA webpage at: <https://www.cdfa.ca.gov/SeniorFarmersMrktNutritionPrgrm>.



Campaign Implementation

There are a variety of ways to be involved in the promotion, outreach and activities of the *Get More at the Farmers Market* campaign, that will run from May 2019 through August 31. The campaign is not one size fits all and can be customized to meet your agency and community needs. Based on different factors within your agency such as size, staffing, funding and partner relationships, there are a variety of ways to get involved with the campaign. Activities requiring varying amounts of time and effort are listed below.

Promotion and Outreach

In order to have a successful campaign, you'll want to generate awareness and enthusiasm through effective promotion and outreach. The items available to use are

trifold brochures, posters, flyers, postcards, recipe cards and social media posts. All participating counties will receive these items electronically for ease in copying and customization. Hard copies of the posters, postcards and brochures will be distributed with this guide, as well as a sample of the one-page flyer, which is customizable. Additionally, each participating county will receive a designated number of reusable tote bags that can be distributed, along with the recipe cards, during the farmers market season to generate excitement and participation. Social media posts can be used before, during and after the campaign to build awareness and connect community members to local resources.

	LEVEL 1	LEVEL 2	LEVEL 3
Distributing promotional materials in your offices	✓	✓	✓
Displaying posters, brochures in county offices	✓	✓	✓
Posting promotions on county social media sites		✓	✓
Distributing resources to partners and community groups		✓	✓
Sending direct mailings, such as postcards, to clients' addresses on file		✓	✓
Conducting educational activities at farmers markets			✓



Brochures

The trifold brochures contain information about how to use the benefits at the farmers market in both English and Spanish. These brochures can be distributed directly to your partners and eligible participants at the implementing agency offices and local sites, CalFresh enrollment and other public aid offices, nutrition education classes, food banks, food pantries, soup kitchens, schools, child care centers, libraries, public housing, senior citizen housing, public transportation stations and the information booth at the farmers market, and can be included in CalFresh enrollment packets.



Posters

The full-color posters reinforce campaign messages and direct farmers market shoppers on where to access benefits in both English and Spanish. These are meant to be displayed at the farmers markets in various locations. They can also be displayed in your lobby and at other community sites.

Flyers

The one-page flyers contain information about how to use the benefits at the farmers market in English and Spanish. The flyers can be customized by county to include the participating farmers market locations, dates and times where CalFresh shoppers can use their benefits, as well as information about any educational activities taking place, such as food demonstrations or kids' scavenger hunts. The flyers can be distributed directly to your partners and eligible participants at the implementing agency offices and local sites, CalFresh enrollment and other public aid offices, nutrition education classes, food banks, food pantries, soup kitchens, schools, child care centers, libraries, public housing, senior citizen housing, public transportation stations and the information booth at the farmers market, and can be included in CalFresh enrollment packets.



Postcards

Postcards can be used as a direct mailing to clients or as a handout to be distributed directly to partners and clients at community sites and events, agency offices, food banks, food pantries, soup kitchens, schools, child care centers, libraries, public housing communities, senior citizen housing sites, nutrition education classes and other outreach sites where people are likely to grab easy, take-home resources.



Recipe Cards

These can be given out at the farmers market information booth to eligible participants when they sign up for the market vouchers. Encourage participants to pick out a favorite recipe and commit to buying the ingredients that day at the market so they can make it when they get home. Recipe cards can be distributed with the reusable tote bags to promote repeat purchasing at the farmers markets throughout the campaign.



Social Media

Social media is a great way to share tips and to deliver health promotion. Social networking sites such as Twitter, Facebook, Pinterest and Instagram can be ways your clients can access healthy recipes, exercise tips and short healthy cooking videos. Depending on individual agency platform requirements and availability, the social media tools below can be used for promotion of the campaign.

The sample media posts can be customized to meet your agency and community needs, and to highlight specific markets in your area by including time, day and location of local markets. Be sure to include a call to action (e.g., “click for more information,” “go here to find answers,” “contact us,” etc.) in each of your posts to engage your audience with next steps.

PLATFORM	TIPS
Twitter	<ul style="list-style-type: none"> • Best traffic: Monday - Thursday, from 9 a.m. - 3 p.m. • Send messages under 280 characters • Supports web links, retweets, hashtags • Share reminders and quick tips • Twitter guide: https://bit.ly/2JEGxRy
Facebook	<ul style="list-style-type: none"> • Best traffic: 1-4 p.m. • Status updates with web links, images, text, video • Generate “groups” and engage members • Good for adults, ages 30+
Pinterest	<ul style="list-style-type: none"> • Create and share content using “boards” to organize “pins” • Share recipes, fitness tips and drive traffic to your website • Good for women of all ages
Instagram	<ul style="list-style-type: none"> • Share photos and videos • Doesn’t support direct sharing of links • Good for teens and young adults • Instagram guide: https://bit.ly/2dlxBKN

Sample Social Media Posts:

- Did you know you can use your CalFresh EBT benefits at the farmers market? Click here [include link to local resource] for more information.
- Can I use my CalFresh EBT benefits at my local farmers market? Yes! Go to FMfinder.org to locate one in your area and begin shopping today!
- Find out how you can stretch your CalFresh dollars by shopping at participating local farmers markets. Click here [include link to local resource] for more information.
- What is Market Match? It’s a program for CalFresh users to stretch their dollars by shopping at participating farmers markets. Click here [marketmatch.org] to learn more!
- Want to know which farmers market is closest to you? Go to FMfinder.org to locate the nearest one.
- Summer is a great time to try new produce. Click here [seasonalfoodguide.org] for a guide to the seasonal fruits and vegetables available at your local farmers market. Pick some up today!
- Join us today at [insert local market, date, time] to pick up fresh [insert seasonal produce] to make this recipe [insert link to EatFresh.org recipe] tonight with your family!
- Is there a farmers market today? Go to FMfinder.org to locate one in your area today!
- Which farmers markets accept CalFresh EBT and WIC, and offer Market Match incentives? Go to FMfinder.org to locate one in your area to begin shopping right away.
- We’re [insert link to local agency] partnering with CalFresh Healthy Living this summer to help CalFresh families stretch their food dollars by shopping at local farmers markets. Click here [insert local agency webpage] to learn more!
- Did you know your CalFresh benefits can go further by shopping at your local farmers market? Click here [insert local agency webpage] to find out how!



Engaging Partners

Working together with public health agencies and organizations to share resources and combine expertise can help your clients eat healthy and be active. You can invite other organizations to help promote CalFresh benefits that can be used at local farmers markets and support the community activities.

You can leverage partner resources, such as nutrition classes and food demonstrations provided through the University of California (UC), CalFresh Nutrition Education Program, and parent and caregiver services provided by First 5 and WIC. Partners from public health, UC CalFresh cooperative extension offices (local offices that work in partnership with the University of California campus to provide program support) and organizations from the local county nutrition action partnership (CNAP) group may be invited to deliver nutrition programs at the local farmers markets.

CalFresh Healthy Living partner agencies that you might consider contacting locally include:

- Local Department of Public Health
- University of California, CalFresh Nutrition Education Program
- Catholic Charities of California
- Area Agencies on Aging

Farmers Market Activities

Conduct activities at the Farmers Market that promote the use of CalFresh benefits to get the best deals on fresh fruits and vegetables, and engage shoppers in learning about nutrition and the value of choosing locally grown fruits and vegetables.

Below is a list of suggested activities to engage adults and kids in fun and educational activities throughout the market. You are not limited to these options. Connect with the market manager for each of your local farmers market sites to coordinate these and any other activities you and your partners create.

Ideas for Engaging Adults:

- Set up an information table with nutrition pamphlets, tips for how to store and use fresh fruits and vegetables, and handouts on how to use benefits
- Provide a tour of the farmers market to talk about different fruits and vegetables
- Provide a taste test of sliced fruits and vegetables featuring items currently available at the market
- Conduct a healthy beverage taste test using Rethink Your Drink materials
- Provide a short nutrition education class to shoppers who visit the information table
- Provide take-home incentives like healthy recipes and shopping bags
- Conduct a cooking demonstration of a healthy recipe



Ideas for Engaging Children²:

- Have children pick out and weigh the fruits and vegetables to be purchased
- Ask children to pick out one of the recipe cards to make tonight
- Incorporate taste tests of the fruits and vegetables from the recipe cards
- Meet and interview a farmer
- Look for chef demos, seed planting or other learning opportunities at the market
- Take kids on a farmers market scavenger hunt. Resources and examples for how to easily conduct a scavenger hunt:
 - » City of Santa Monica: <https://bit.ly/2JAxnp0>
 - » Utah State University Extension SNAP-Ed: <https://bit.ly/2qpHCE8>
 - » Mountain Roots Healthy Living: <https://bit.ly/2qoFhtK>

Farmers Market Tours

A tour of the farmers market teaches individuals about the importance of fresh locally grown produce, how to add fruits and vegetables into everyday meals, and how to stretch their dollars to make delicious, healthy, affordable meals for the entire family.

SAMPLE TOUR OVERVIEW:

- Begin at the CalFresh/EBT booth. Introduce the EBT Coordinator who is responsible for processing SNAP. Explain this is where to go if planning to use an EBT card to purchase fruits and vegetables at the farmers market.
- If the market offers Market Match, explain how CalFresh benefits are matched dollar-for-dollar, up to \$10 per family, per market day.
- Take individuals around to various vendors. Point out interesting produce available. If a vendor is not busy serving customers, talk to him/her about the produce items for sale. Vendors can often advise on preparation and storage.
- Conclude the tour by asking if anyone has questions about the farmers market.

MATERIALS:

Farmers market flyers, shopping bags and recipe cards

2. <http://calwic.org/focus-areas/engaging-wic-families/farm2wic>



Food Demonstrations

Healthy food demonstrations are an effective way to introduce individuals to new types of fruits and vegetables or to highlight a healthy way to prepare food. A food demonstration at a farmers market promotes consumption of locally grown fruits and vegetables, and highlights the local market as a place to buy quality produce at a great deal when using CalFresh benefits.

A food demonstration is a “how to” presentation that involves instructing participants about ingredient selection, guiding them through each step of a recipe and tasting a finished product. An effective food demonstration will include:

- A recipe that meets nutrition standards such as those found on Eatfresh.org
- How to select and store the fruits and vegetables listed in the recipe
- How to prepare the recipe
- The health benefits of the recipe
- Ideas on how to fit the recipe into a family’s meal plan
- A tasting of the finished product

Recipes should be selected based on locally grown or produced foods that are available at the farmers market. A food demonstration should present one or two recipes over a time span of three to four hours. Plan for additional time for set up and clean up. Locating the food demonstration near or next to the market’s EBT and/or Market Match distribution area is one way to increase the likelihood that SNAP/CalFresh shoppers will be reached.

A three-hour demonstration may look like this:

TIME	DESCRIPTION
8:00 – 8:30 a.m.	Setup
8:30 – 9:30 a.m.	Food Demonstration of Recipe
9:30 – 10:00 a.m.	Recipe Tasting and Q&A (until samples run out)
10:00 – 11:00 a.m.	Second Demonstration of Recipe
11:00 – 11:30 a.m.	Recipe Tasting and Q&A (until samples run out)
11:30 – 12:00 p.m.	Cleanup

It is necessary to follow food safety and sanitation guidelines when preparing and serving food to the public. For this reason, we highly recommend that at least one of the food demonstration staff receives a certification in food safety from Servsafe or the local Department of Environmental Health. Servsafe is a nationally recognized food safety training and certification program administered by the National Restaurant Association. The program trains food service workers on how to select, store and prepare food in a manner that lowers the risk of spreading foodborne illness and communicable disease among the general public.

- ❑ Servsafe requirements vary from county to county. To find out about your county’s certification requirements, contact your county health department or check the Servsafe website at <https://bit.ly/2rwoxzm>.



FOOD DEMONSTRATION CHECKLIST

Planning:

- Secure a date and time at a local farmers market
- Identify recipes to be prepared and sampled. Visit Eatfresh.org for recipes.
- Calculate the recipe quantities to determine the amount of food needed and request donations
- Confirm produce donations with the market manager or market staff
- Remind the market manager or market staff of the upcoming date and time of the food demonstration

Logistics:

- Identify and obtain food demonstration equipment and giveaways (if applicable)
- Presentation supplies
 - » Plastic folding food demo table
 - » Plastic garbage can with lid
 - » Two serving platters
 - » Food demonstration sign and recipe card holder
 - » Recipe cards
- Cooking supplies
 - » Skillet with built-in heat element (for stovetop recipes)
 - » Blender (for smoothies and dips)
 - » Ice chest or cooler (to transport/store ingredients that should remain chilled)
 - » Storage containers (for items prepared before the demonstration)
 - » Cooking utensils (spoons and knives)
 - » Measuring cups and spoons
 - » Cutting board

- Sampling supplies
 - » Four-ounce condiment cups (e.g., Dixie® cups)
 - » Small paper plates
 - » Napkins
 - » Plastic forks
 - » Plastic spoons
 - » Toothpicks

Other supplies

- » Hand sanitizer
- » Chairs
- » Aprons
- » Plastic disposable gloves

Implementation and Follow Up:

- Prepare ingredients in advance (chopping, etc.), if applicable
- Set up food demonstration at least 30 minutes before the start time
- Ensure the area is left clean or cleaner than when you arrived
- Send a thank you letter to the market manager and farmers who provided donations



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For CalFresh information, call 1-877-847-3663.

