Creating Positive Lasting Changes
WITH UTAH FARMERS MARKETS

USDA Farmers Market Promotion Program Impact Report 2018-2022

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GOAL
Connect low-income and ethnic-minority populations to Utah direct marketing farmers and farmers markets.

EVIDENCE OF NEED
Ten percent (340,000 people) of Utahns experience food insecurity. As seen in Figure 1, poverty in Utah falls primarily on the shoulders of American Indians and Alaska Natives, Hispanic or Latino, and African American populations. In addition, a staggering 50% of all single mothers (with no partner present) with children under 5 years of age are living in poverty in our state (Community Action Partnership of Utah, 2016). The Supplemental Nutrition Assistance Program (SNAP) is considered the greatest underused federal program that could generate revenue for vendors at farmers markets (Young et al., 2011). In 2015, Savoie-Roskos and Hall (collaborators on this project) published a study examining patron visits to SNAP-Education (SNAP-Ed or Create Better Health) tables at Utah farmers markets (Savoie-Roskos et al., 2015). They found only 8% (n = 32) of respondents participated in SNAP, and of that percentage, only 53% (n = 17) reported using their Electronic Benefit Transfer (EBT) card to make purchases at the farmers market (Savoie-Roskos et al., 2015). In another study, SNAP participants reported that lack of awareness that SNAP benefits could be used at farmers markets was one of the main barriers preventing them from shopping at farmers markets, which is consistent with previous research (Savoie-Roskos et al., 2017). Before this grant, only 11 Utah farmers market managers publicly advertised accepting SNAP benefits.

OBJECTIVE #1
Provide SNAP training, outreach, and other capacity-building workshops to farmers market managers statewide, including planning support for the Utah Farmers Market Network.
During the pandemic, our team:

- Served as a liaison between market managers and state agencies during the pandemic to develop guidelines on safe market operations.
- Provided locally-made hand sanitizer and gloves, coordinated donations of thousands of volunteer-made face masks, and created, printed, and delivered market signage. Twenty-three markets received assistance.
- Hosted 15 problem-solving calls from April-September (attendance averaged 18).

"The network in itself has been a lifesaver over the last year. Our market would have looked very different and would have put a strain on our staff if it was not for the items given and discussions facilitated by the network." - Utah Farmers Market Network member, 2020

NEW FARMERS MARKET SHOPPING ETIQUETTE

1. Stay at home if you feel sick.
2. Don’t touch your face or phone.
3. Wear a face covering.
4. Keep 6 feet between you and others.
5. Observe traffic flow.
6. Don’t linger – enjoy your food at home.
7. Don’t touch food – let vendors serve you.
8. Be kind and patient.

Along with many other state partners, the network has contributed to the following successes:

- 75% of markets accepted SNAP in 2022 (a 25% increase since 2017).
- 211% more SNAP and Double Up Food Bucks dollars used since 2017.
- 36% more customers used SNAP benefits since 2017.
- 95% of Utah farmers markets chose to be listed in the 2021 directory.
- 97% of farmers market searches originated from people in Utah (broad representation across the state).
- 80% people subscribed to the network to receive updates and information consistently.
- 8,000 page views on utahfarmersmarketnetwork.org

After participating in the network, market managers reported the following:

- 80% enjoyed a sense of community.
- 70% experienced more confidence about running their market.
- “I think a group like this can be started anywhere, it just needs some brave leadership and guidance. I’m grateful for this opportunity and to have deepened my understanding of DEI in the farmers market context.” - DEI CoP participant, 2021
- “I felt like I had somewhere to go to with questions and felt like the other markets were a community instead of competition.” - Utah Farmers Market Network member, 2021

Impacts

Along with many other state partners, the network has contributed to the following successes:

- more customers used SNAP benefits since 2017.
- more SNAP and Double Up Food Bucks dollars used since 2017.
- 75% of markets accepted SNAP in 2022 (a 25% increase since 2017).

Right: Image of Cole Eisenhour’s “You Belong,” visible from the Ogden Farmers Market grounds. Photo credit: Jaclyn Pace.
The Eat Fresh, Buy Local campaign was a multi-pronged marketing campaign that provided outreach to SNAP participants about using SNAP and taking advantage of the Double Up Food Bucks program.

**OBJECTIVE #2**

Train direct market farmers regarding Community Supported Agriculture (CSA) programs, including how to accept SNAP benefits.

<table>
<thead>
<tr>
<th>3</th>
<th>in-person trainings at conferences</th>
<th>38 attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>online conference</td>
<td>46 attendees</td>
</tr>
<tr>
<td>4-PART</td>
<td>online workshop series</td>
<td>78 live attendees</td>
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Participants attended from all over the country in addition to Utah.

Created an additional curriculum module: Fostering Community Supported Agriculture in Utah → 323 downloads

**Impacts**

4 CSAs began taking SNAP in 2021.

1 direct marketing farmer began taking SNAP in 2021; more will be taking SNAP in 2022.

**OBJECTIVE #3**

The Eat Fresh, Buy Local campaign was a multi-pronged marketing campaign that provided outreach to SNAP participants about using SNAP and taking advantage of the Double Up Food Bucks program.

**The campaign included:**

- **MAILERS TO SNAP RECIPIENTS**
- **BUS ADS IN FIVE COUNTIES**
- **RADIO ADS**
- **FACEBOOK ADS AND VIDEOS**

Surveys of SNAP-Ed class participants indicate that the marketing efforts were memorable and reaching the key audience:

- 39% of 6-month follow-up survey recipients were able to identify the campaign.
- 60% of 1-year follow-up survey recipients were able to identify the campaign.

The campaign reached 2,639,810 people since May of 2019. (This number includes possible duplicates.)

The publication, Encouraging SNAP Shopper Participation at Utah Farmers Markets, A Best Practices Guide, was created.

One side of two-sided signage created for markets participating in the DEI CoP shows the most frequently spoken languages in Utah.