

Food Systems Resiliency Spotlight Series Webinar #7

Please review the details about how everything will work today until we begin at 10:00 AM.

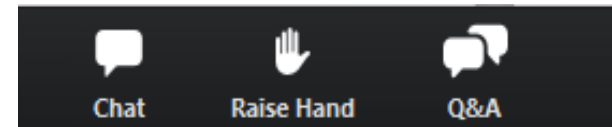
- This event will be recorded for educational or promotional use by the University of California.
- You will be muted throughout to prevent background noise.
- Use the “Chat” for non-question conversations or comments.** Be sure to change the “To” if needed to ensure your Chat is sent to those who you want to send it to.

Options:

“All Panelists” if want to send a Chat only to the speakers

“All Panelists and Attendees” if you’d like everyone to see your Chat message

- Please post your questions** in the **“Q&A.”** Questions will be addressed at the end of the program.



Food Systems Resiliency Webinar Series

UC ANR Strategic Initiatives
joint effort to **reimagine** our
food system



Processing

Production

Accessibility

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Food Systems Resiliency Series objectives:

Tour different parts of the Food System to:

- Improve knowledge and understanding
- Identify and share available existing electronic information (resource kits)
- Identify information gaps



Miguel Diaz
Community Education Specialist, CalFresh

Emily Dimond

Community Education Specialist, CalFresh



Shannon Klisch

Community Education Supervisor, CalFresh



Shelby Wild

Founder & Manager of Route One
Farmers Market in Lompoc, CA



How UCCE Supports Farmers' Market Electronic Benefits Transfer (EBT) & Market Match Programs in San Luis Obispo and Santa Barbara Counties

Emily Dimond, Community Education Specialist



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Agenda



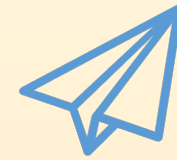
Overview of
Farmers' Market
EBT & Market
Match Programs



2019 Efforts in SLO
County



Impact



2020 Efforts



Farmers' Market EBT Program

- SNAP: Supplemental Nutrition Assistance Program
- CalFresh: California's Supplemental Nutrition Assistance Program
- EBT: Electronic Benefits Transfer
- EBT system allows customers to use CalFresh benefits from a government-issued debit card at farmers' markets
- Farmers' markets must be licensed by the USDA Food and Nutrition Service (FNS) to accept CalFresh (EBT) benefits
- How it works: POS System and Scrip

*Image from the SLO FoodBank

Polling question

Is EBT accepted at a farmers' market in your community?

(Yes/No/Don't Know)

1



market match

Look for the Market Match sign at the market's information booth

2



Use your CalFresh EBT card to get tokens

3



Have your benefits doubled with Market Match tokens

4



Buy more fresh, locally-grown fruits and vegetables

Market Match Program



ecology center

*Images modified from the Ecology Center

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EBT at Farmers' Markets in San Luis Obispo (SLO) County Workgroup



Workgroup Members: Market Managers, Farmers, County Staff: Public Health & DSS, Public housing, SLO Foodbank, SLO Food System Coalition, UC Cooperative Extension



PURPOSE: To increase the usage of CalFresh (EBT) benefits at farmers' markets in SLO County in order to increase...



1) equitable access to healthy foods



2) support for local farmers

FARMERS' MARKET FINDER

san luis obispo



MARKET MATCH



EBT



NO BENEFITS

Market Filters

Accepts CalFresh EBT



Offers Market Match



In-Season



Weekday Filters

All



Monday



Tuesday



Wednesday



Thursday



Friday



Saturday



Sunday



Map Overlays

Congressional Districts



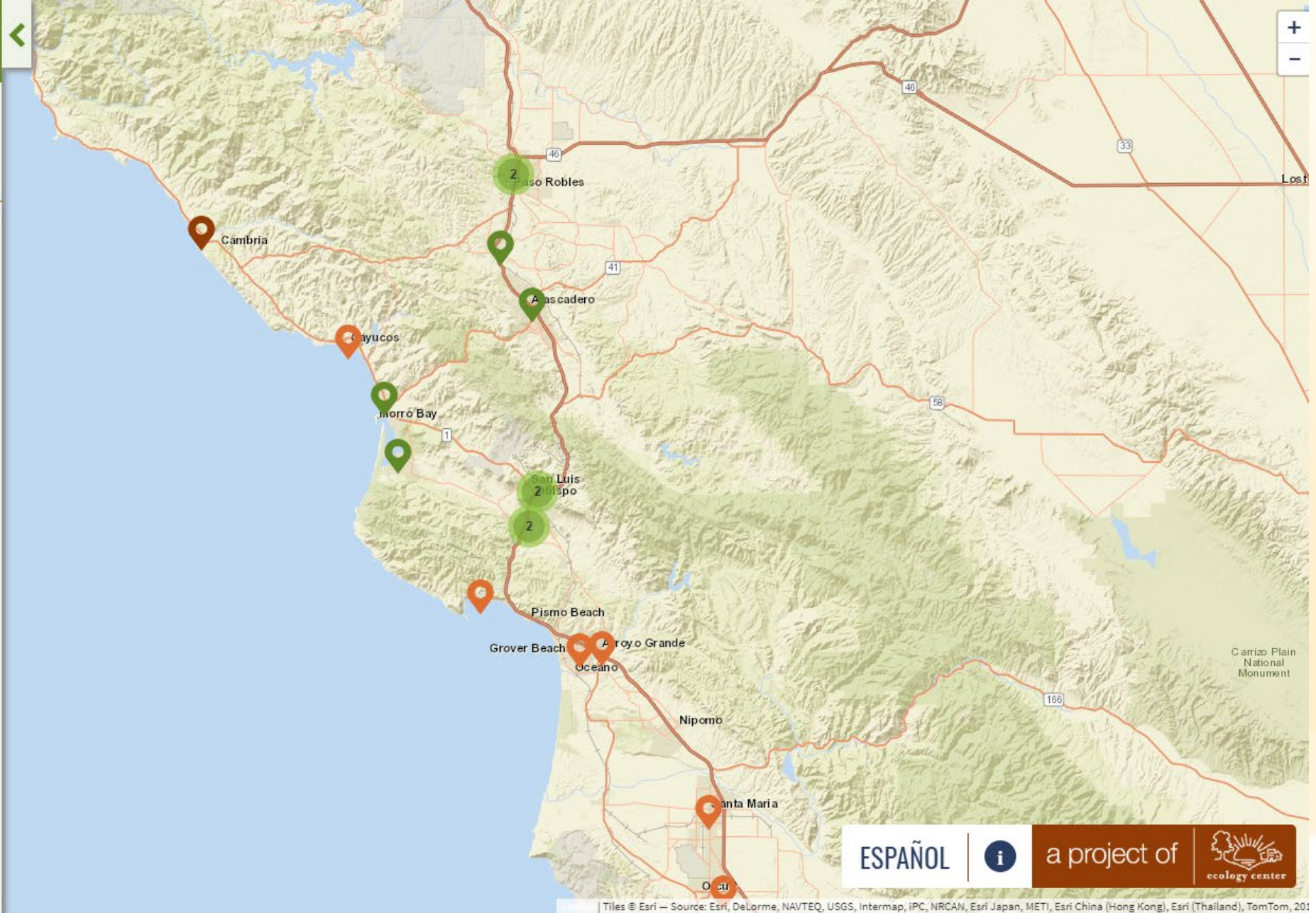
County Lines



State Senate



State Assembly



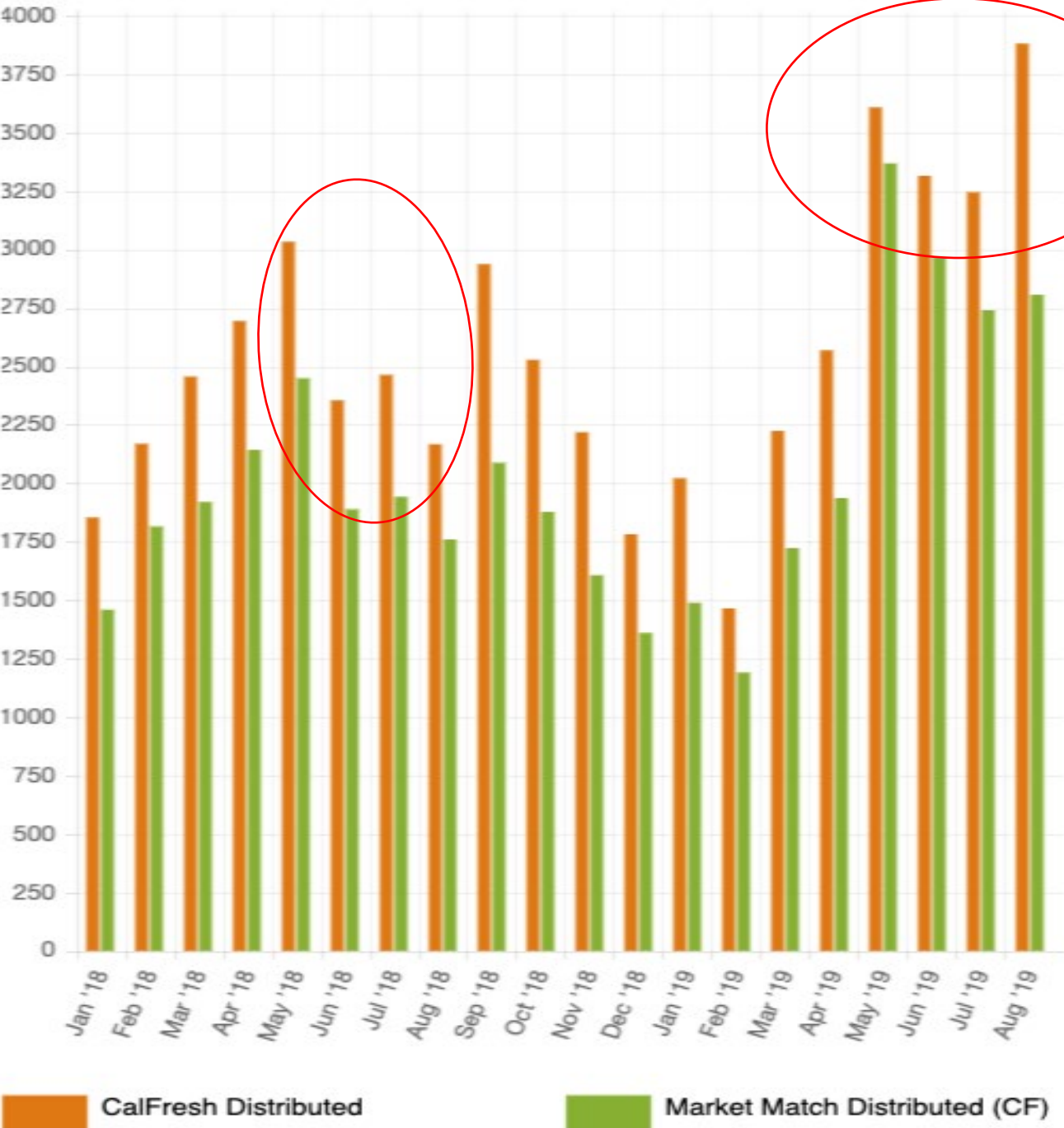
2019 Efforts



*Images from CalFresh Healthy Living, UCCE SLO & SB Counties

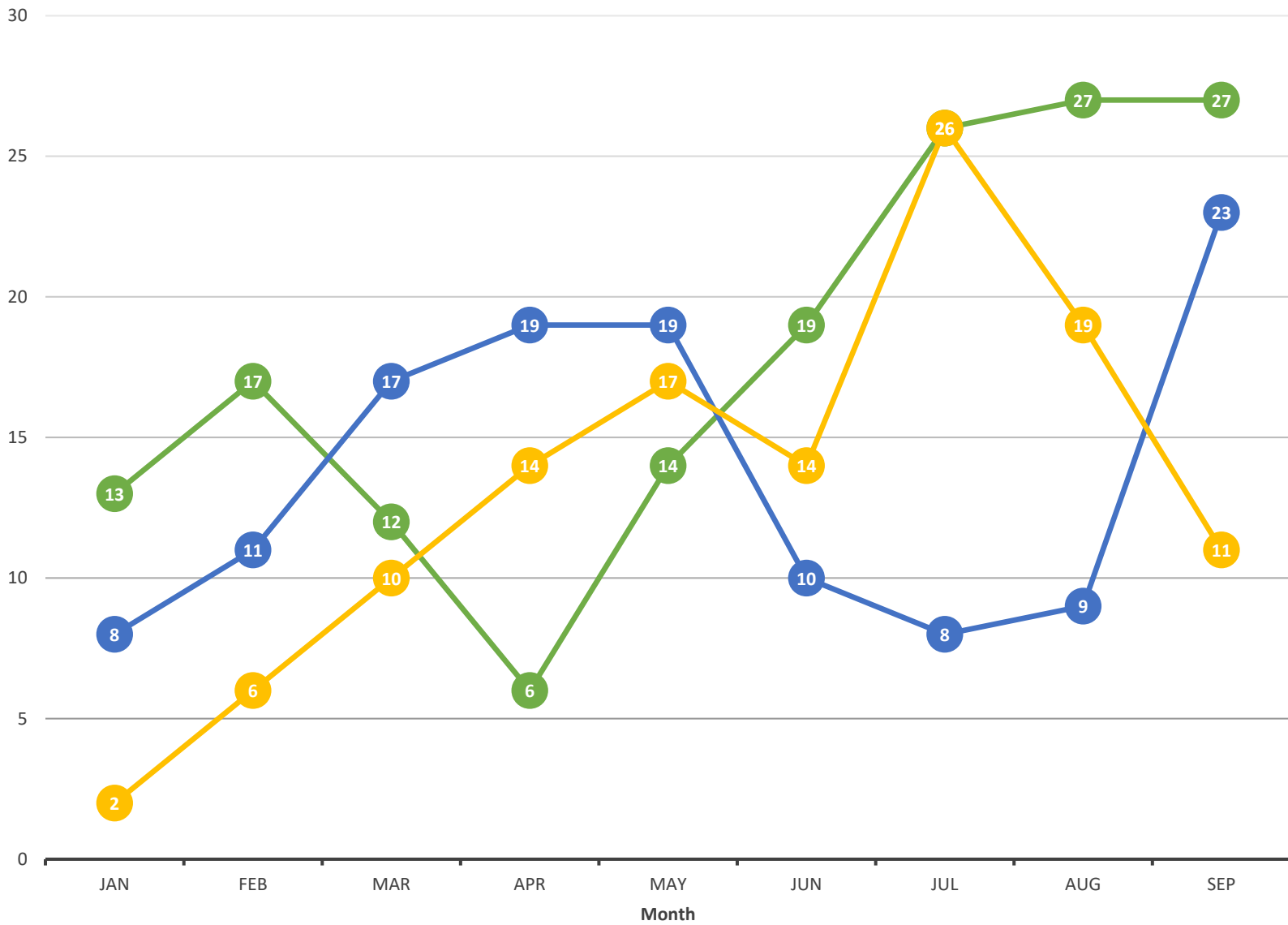
Klisch, S., & Soule, K. (2020, January 10). UCCE promotes CalFresh to increase access to healthy, local food. *UC Delivers (blog)*. <https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=39159>

IMPACT



*Graph from the Ecology Center

New EBT Customers Jan-Sept - All Markets

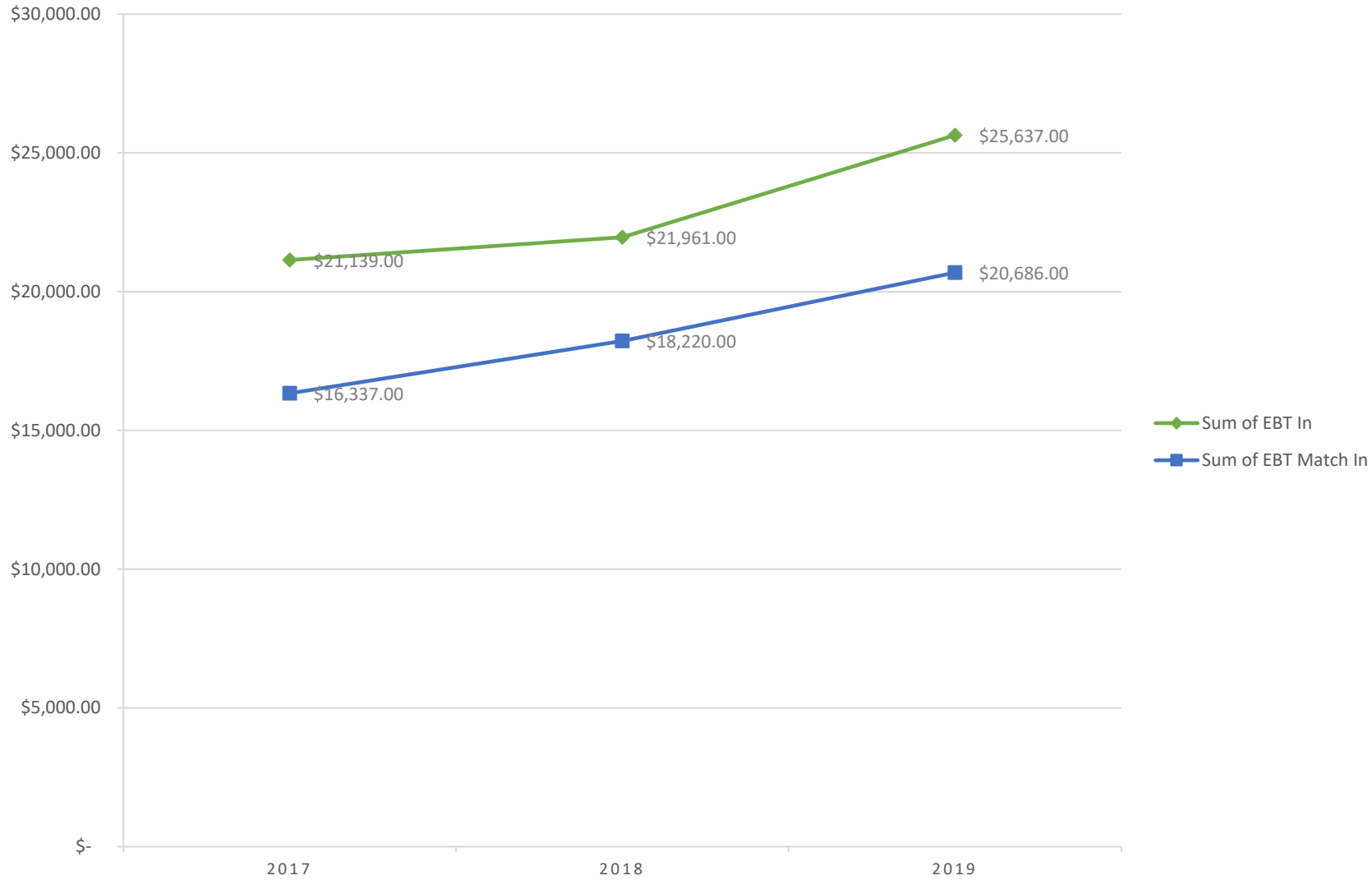


IMPACT



IMPACT

ANNUAL \$ TO LOCAL MARKETS - EBT & MATCH



2020 Efforts: How to Support Farmers' Market EBT & Market Match Programs Now



SUPPORT FOR EFFORTS IN SANTA
BARBARA COUNTY



FUNDING SOURCES FOR NEW PROJECTS
& PROGRAM SUSTAINABILITY



COVID-19 RESPONSE: INNOVATIVE
OUTREACH EFFORTS & MARKET
SUPPORT

Klisch, S., & Soule, K. (2020, April 21). CalFresh Healthy Living, UC supports safe, healthy food access during the COVID-19 pandemic. *UC Delivers (blog)*. <http://www.ucanr.org/blogs/blogcore/postdetail.cfm?postnum=41215>

Barriers to Accessing Farmers' Market EBT & Market Match Focus Groups

Miguel Diaz, Community Education Specialist



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Data Gathering: EBT at FMs/ Market Match Focus Groups



Goal: “To identify barriers and facilitators for low income individuals to access farmers markets.”



Target Population



Strategy

Put your answer in the chat:

What would you say are the biggest barriers that keeps low income shoppers from accessing farmers' markets?



Focus Group Findings: Barriers



Lack of awareness



Cost



Limited variety of produce, culturally relevant foods limited



Inconvenient schedules, transportation



Past experiences

Klisch, S., & Soule, K. (2019, July 12). UCCE Support for farmers markets is growing, but barriers to equitable access remain. *UC Delivers (blog)*

<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=30792>

Focus Group Positive Findings

“When I go to the store to buy produce, I tend to purchase cookies, sodas, etc. and I spend more money. When I go to the farmer's market, I leave with my basket full of fruits and vegetables and I spend 20 to 30 dollars at the most, everything is healthy.”

– Focus Group Participant



**Focus
Group
Findings:
Suggestions**

Outreach to welcome the Spanish speaking community

- EBT/Market Match staff – speaks Spanish, act as a guide
- Signage visible in their language
- Events for families
- Cooking demonstrations using unfamiliar ingredients

Resources to make EBT at farmers markets visible

- What benefits can be used to buy
- Spending limits

EBT at more farmers markets across the county

Modifications to Outreach Material

- **Explain CalFresh and the Market Match symbol**

“Aquí no dice nada que es Market Match. Usar el símbolo y explicar qué es. ”

- **Visual of steps**
- **Include image of the EBT Advantage card**
- **Explain terms like “Double your dollar”**
- **Clearly list details:**
 - FMs that accept Market Match
 - Market Match amount at each market
 - How often benefits can be used
- **Encourage questions!**

¡APROVECHE!

¿CÓMO RECIBO MÁS FRUTAS Y VERDURAS USANDO MI TARJETA EBT DE CalFresh?
(anteriormente conocido como estampillas de comida)

¡Recibía más dinero para comprar frutas y verduras con **Market Match!** Por ejemplo, si usted gasta \$10 de su tarjeta EBT de CalFresh en los mercados agrícolas entonces Market Match le dará \$10 adicionales en monedas para comprar **MÁS** frutas y verduras frescas.

¿CÓMO RECIBO MONEDAS PARA COMPRAR MÁS FRUTAS Y VERDURAS?



1 Busque la mesa de información con el logo de Market Match
2 Use su tarjeta de EBT de CalFresh ...
3 ...y reciba monedas
4 Compre sus frutas y verduras favoritas

VISITE UNO DE LOS SIGUIENTES MERCADOS AGRÍCOLAS Y USE SU TARJETA EBT PARA RECIBIR MONEDAS. POR FAMILIA, USE SU TARJETA UNA SOLA VEZ EN CADA MERCADO AGRÍCOLA POR SEMANA.

ATASCADERO	TEMPLETON	PASO ROBLES	
Atascadero Sunken Gardens East Mall Ave Miércoles, 3pm - 6pm Si Ud. gasta \$15, recibirá \$30 en total	City Park - 6th St Sábado, 9am - 12:30pm Si Ud. gasta \$15, recibirá \$30 en total	11th St. y Spring St. Martes, 9am - 11:30am Si Ud. gasta \$15, recibirá \$30 en total	11th St. y Spring St. Sábado, 9am - 1pm Si Ud. gasta \$10, recibirá \$20 en total
SAN LUIS OBISPO	LOS OSOS/BAYWOOD	MORRO BAY	
Higuera St. y Chorro St. Jueves, 6pm - 9pm Si Ud. gasta \$15, recibirá \$30 en total	Santa María St. con 2nd y 3rd St. Lunes, 2pm - 4:30 pm Si Ud. gasta \$15, recibirá \$30 en total	Spencer's Fresh Market, 2650 Main St. Jueves, 2 pm - 4:30 pm Si Ud. gasta \$15, recibirá \$30 en total	

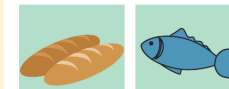
¿TIENE PREGUNTAS O NECESITA AYUDA? ¡FAVOR DE PREGUNTARNOS EN LA MESA DE INFORMACIÓN DEL MERCADO AGRÍCOLA!

¿QUÉ PUEDE COMPRAR CON LA TARJETA EBT?

MARKET MATCH TOKEN



SOLAMENTE frutas y verduras

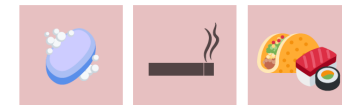
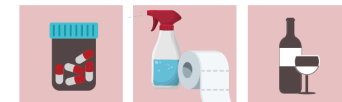


MONEDAS DE EBT

frutas, verduras, cereales, algunos productos de panadería (como pan o tortillas), carne, pollo, pescado, huevos, leche, queso, mermeladas, mieles, semillas y plantas que produzcan alimentos

NO PUEDE COMPRAR...

comida preparada (como sopas, tamales o pan dulce), jabón, cosas que no pueda comer, alcohol, tabaco, vitaminas o medicamentos



market match CalFresh

http://cesanluisobispo.ucanr.edu/uccalfreshslosb/For_Farmers_Markets/

All clients are currently receiving the maximum allowable benefits (due to COVID)

Clients can now submit documents by email and DSS can communicate to clients over email

Our local DSS is working to make changes to increase customer satisfaction and improve our county's participation rates.

Planning to have texting capability in the future

DSS staff can take a "signature" over the phone they do not need to submit a hard copy or e-copy

Farmers Markets & COVID-19

Shannon Klisch, Community Education Supervisor



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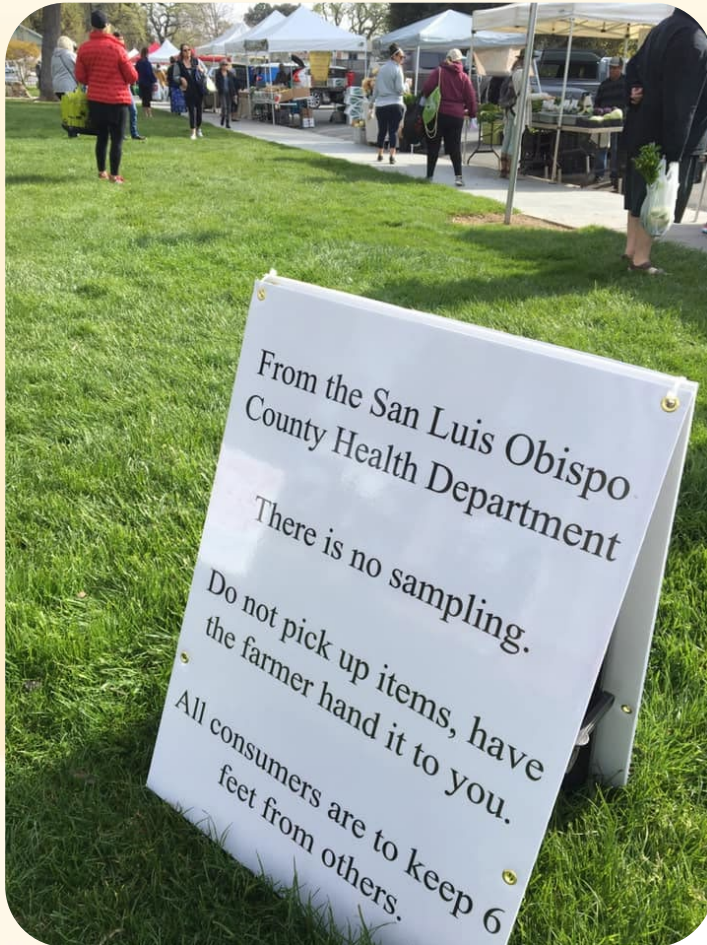
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Polling question

Have you shopped at a farmers' market during the COVID-19 pandemic?

Yes – I feel safer there, Yes, No – it seems unsafe, No – I don't usually shop at farmers' markets

Farmers Markets & COVID-19



“I will do whatever it takes to keep it open.”
– Farmers Market Manager

Klisch, S., & Soule, K. (2020). Farmers Markets: Working with Community Partners to Provide Essential Services During COVID-19. *Journal of Agriculture, Food Systems, and Community Development*, 9(4), 175–179. <https://doi.org/10.5304/jafscd.2020.094.035>



Increasing Community Food Access with Route One Farmers Market

Shelby Wild, Founder & Executive Director

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Question:

What do you think is the number one reason why people don't shop at farmers markets more?

Please answer in the chat

Consider Farmers Markets-

How they can align with your outreach efforts and how you can become involved and support



Safe Physical Distancing Outdoors

<https://farmersmarketcoalition.org/seen-but-not-heard-farmers-markets-frontline-coronavirus/>

- Farmers Markets are essential
- Access to the community
- Nutrition advocacy
- POP



<https://farmersmarketcoalition.org/programs/power-of-produce-pop/>

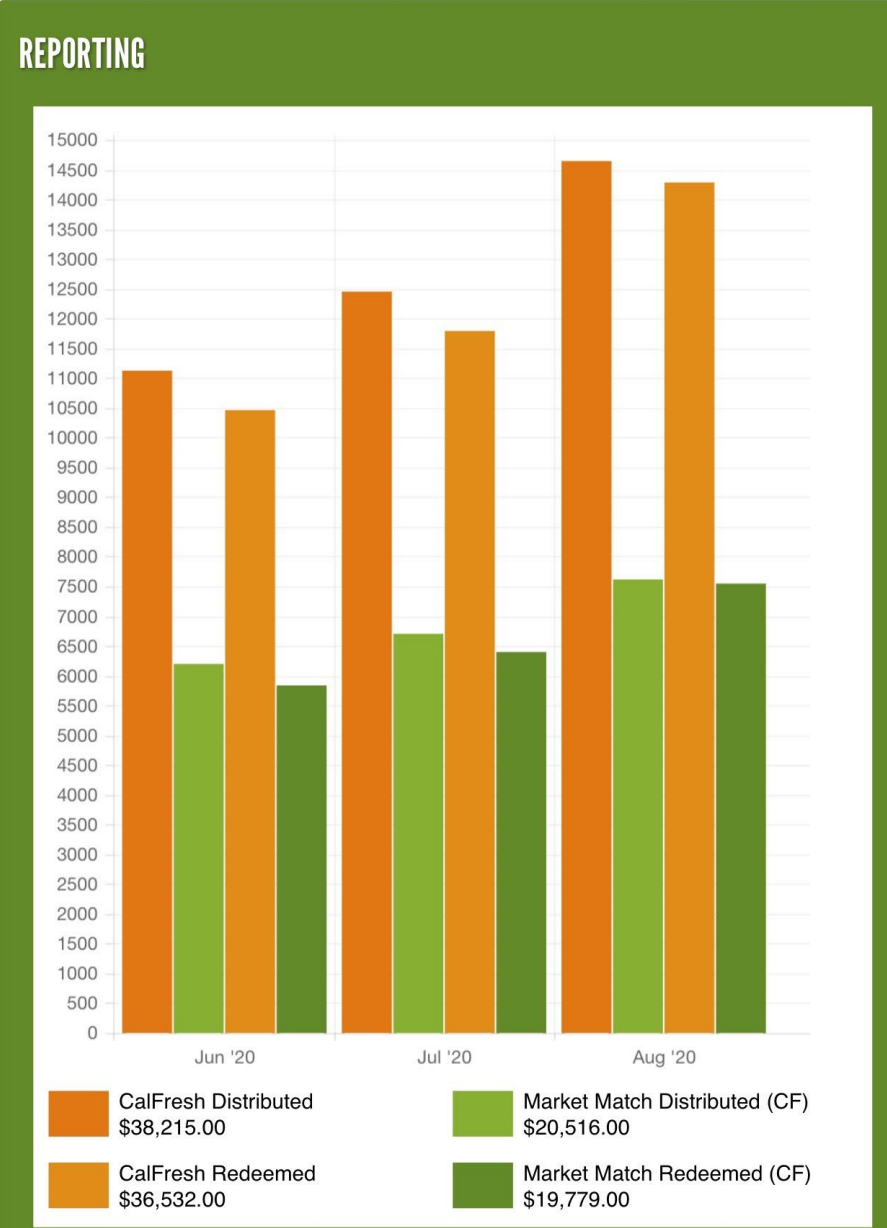
Cultural Awareness Opportunities

Name that Veg!



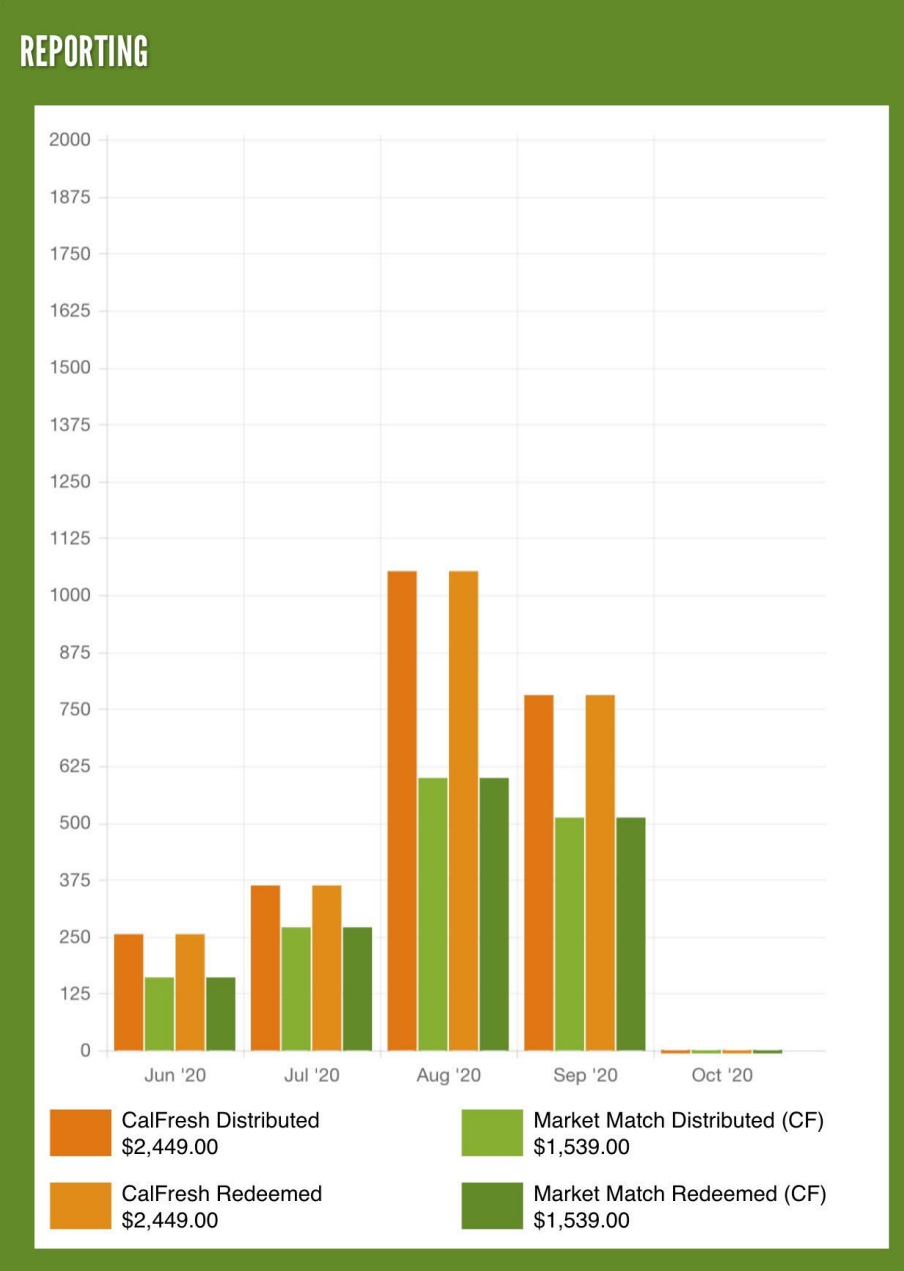
SimplyRecipes

EBT and MM in Santa Barbara County



In 2020, Santa Barbara County farmers markets funded over \$120,000 in CalFresh/EBT and Market Match incentives to purchase locally grown fruits and vegetables.

EBT and MM Lompoc



NATIONAL FARMERS MARKET WEEK

August 5-11, 2018

PUT YOUR MONEY WHERE YOUR FARMER IS

Shop Local: Stimulate Your Local Economy

Growers selling locally create **13 full-time jobs** per \$1 million in revenue earned.



Source: Feenstra, G., Lewis, C., Hinrichs, C., Gillespie, G., & Hilchey, D., 2003.

According to the U.S. Department of Agriculture Economic Research Service, in 2016,



But, last year, **farmers markets** redeemed over **22.4 million dollars** in SNAP benefits providing additional revenue for farmers and fresh food access for low-income families.

Source: USDA, Food & Nutrition Service SNAP Analysis 2017

Shake the Hand that Feeds You

Find us online to learn more about farmers markets and find one near you!

farmersmarketcoalition.org | fmc.org | fmcORG | farmersmarketcoalition | fmcORG



2018 Farmers Market Coalition | farmersmarketcoalition.org

Farmers and ranchers receive only 15 cents of every food dollar that consumers spend at traditional food outlets. At a farmers market, 100% of your food dollar goes to your local farmer.





Partners
have made
the
difference!



Mobile Market- Taking the market to those who need it most



<https://thefarmerstruck.com/>

Polling question

Did the information provided improve your knowledge and understanding of the value of local partnerships to improve access to local, fresh produce for low-income partners?

Yes definitely, somewhat, not much, does not apply

Polling question

Were the electronic resources new to you?

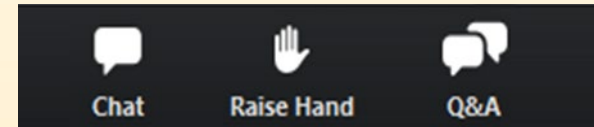
Yes definitely, somewhat, not much, does not apply

Polling question

Will you use information from today's webinar with your clientele?

Yes definitely, somewhat, not much, does not apply

Please raise your participant hand –



**What do you think should be different
in our food system to improve
availability and accessibility of food to
all...**

The logo features the number '27' in a large, bold, white font with a red outline and a 3D effect. Below it, the word 'OCT' is written in a smaller, bold, white font with a red outline and a 3D effect.

Food Systems Resiliency Webinar Series #8
10 to 11 am

Resilience in Diversity: Adaptation Strategies in Local and Regional Food Systems

Registration at: <https://ucanr.edu/survey/survey.cfm?surveynumber=31798>

Food chain disruptions have highlighted the critical role of diversified supply chains in a resilient food system. Local and regional producers, supply chain actors, and community organizations across the country responded rapidly to changing conditions and emerging needs, and continue to adapt with great creativity and commitment to serving their communities.

Participants will learn about UC SAREP's collaboration with Michigan State University's Center for Regional Food Systems to help identify and share successful adaptation strategies emerging within local and regional food systems. Community Alliance with Family Farms (CAFF) and Mandela Partners will share response strategies, with a special focus on small farmers and farmers of color. Panelists will share unmet needs, gaps and barriers to accessing support, and discuss ways extension professionals can help strengthen local and regional supply chains during this crisis

A conversation with: Shosha Capps and Gail Feenstra, UC Sustainable Agriculture Research and Education Program, Collaborator Mandela Partners and Ben Thomas, Farm to Market Program Director, Community Alliance with Family Farms