



Farm to Community

FSNE Program Models for Success

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We embody the University's land-grant mission with a commitment to eliminate hunger, preserve our natural resources, improve quality of life, and empower the next generation through world-class education.

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Presentation Overview

- 🥕 FSNE Initiatives
- 🥕 FSNE Program Model
- 🥕 FSNE Interventions
- 🥕 Market Access
- 🥕 Putting the Pieces Together
- 🥕 Questions...and answers!





FSNE Initiatives

- 🥕 Healthy School Community
- 🥕 **Farm to Family**
- 🥕 Healthy Tots Healthy Families
- 🥕 Healthy Out of School Time
- 🥕 Securing Food Resources for Families





Farm to Family Goals/Objectives

- 🥕 **Increase** access/affordability of local, fresh fruits and vegetables
- 🥕 **Improve** participants' efficacy to select, store, prepare and eat a variety of fruits and vegetables
- 🥕 **Increase** fruit and vegetable consumption
- 🥕 **Promote** the farmers' market across all program areas/initiatives



FSNE Program Model

- 🥕 Multi-layer Interventions
- 🥕 Policy, Systems, Environmental Change
- 🥕 Designed to Increase Program Impact and Foster Healthy Communities





Farm to Family Interventions





Farm to Family Intervention Sites

- 🥕 Schools
- 🥕 PreK/Headstart/Judy Centers
- 🥕 Farmers' Markets
- 🥕 Food Pantries
- 🥕 Summer Meal Sites
- 🥕 Department of Aging Statewide Partnership
 - 🥬 SFMNP distribution sites
- 🥕 WIC Statewide Partnership
 - 🥬 FMNP distribution sites and WIC clinics



 **MARKET TO MEALTIME!**



FY17 Farmers' Market Impacts

Maryland SNAP-Ed: Producing Changes through the Farm to Family Initiative

Farmers' Markets are community access points for fresh, healthy foods; however, low-income individuals tend to shop at farmers' markets less frequently than their higher income counterparts due to perceptions of both higher prices and limited accessibility. Research has found that farmers' market produce actually costs less than produce found at traditional food venues. Further, more than 5,000 markets nationwide, and 140 in Maryland, accept SNAP benefits in an effort to bring fresh, local produce to low-income communities. With the number of markets accepting EBT benefits increasing at an average rate of 40% per year, this site type is an ideal location for targeting SNAP market shoppers. Further, farmers' markets serve as the point of benefits redemption for several federal programs, including WIC and the Senior Farmers' Market Nutrition Program, which provide food assistance resources to low-income shoppers. As such, farmers' markets provide unique opportunities to deliver nutrition education interventions right at the point of purchase, and to encourage fruit and vegetable consumption among SNAP-eligible individuals and families.

Programs offered through the Farm to Family initiative:

Maryland SNAP-Ed, also referred to as the Food Supplement Nutrition Education (FSNE) program, delivers multi-level interventions that encourage healthy food choices, and that aim to facilitate sustained improvements in nutrition by targeting the policies, practices, and physical environments of farmers' markets. Comprehensive interventions at these sites include some or all of the following:

- ➊ In-person education, including educational displays, flyers, recipe cards, food demonstrations and food tastings that encourage market shoppers to purchase and prepare more fruits and vegetables at home
- ➋ Educational FSNE resource materials delivered in partnership with Maryland WIC to encourage selection, purchase, and increased consumption of fresh fruits and vegetables for WIC-eligible farmers' market shoppers
- ➌ Farmers' market promotion efforts, conducted in partnership with Maryland WIC and local schools/preschools, to increase attendance and purchasing at markets by low-income shoppers
- ➍ Educational resources that support market managers and market staff in the process of identifying policy, systems, and environmental (PSE) factors such as market location, days and hours of operation, access to public transportation, and signage and produce which supports the ethnic diversity of the community

Reach of Farm to Family programming in FY17:

FSNE educators delivered display-based nutrition education to shoppers at 33 farmers' markets

More than 15,000 farmers' market shoppers received education at the market through food demonstrations, food tastings, and educational resource materials, such as flyers and recipe cards, that promote shoppers' self-efficacy to purchase and prepare healthy foods at home

FSNE educators used educational resources encouraging PSE changes at 1/3 of the markets partnering with FSNE

In FY17:

36 farmers' markets throughout Maryland received multi-level SNAP-Ed interventions

28 farmers' markets (78%) offered FSNE-led tastings and food demonstrations



Health-Promoting Policies, Systems, and Physical Environments:





FY17 Farmers' Market Impacts

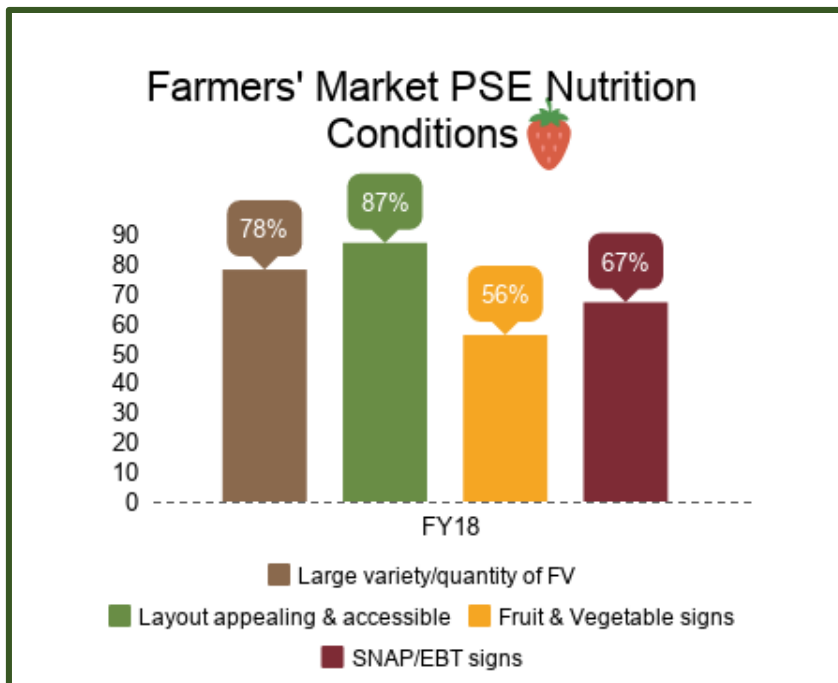
- 🥕 9 out of 10 participants (92%) receiving *Market to Mealttime education* plan to buy or choose the produce they learned about from FSNE educators
- 🥕 After participating in *Market to Mealttime*, 63% of participants take home more fruits and vegetables than they typically bring home from other food purchase or selection sites





FY18 Farmers' Market Data

- 🥕 55 farmers' markets partnered with FSNE in FY18
- 🥦 53% increase in collaborating markets from FY17





Market Education Matters

- 🥕 Increased self-efficacy to select, store, prepare produce at home
- 🥕 Value of tasting opportunities
- 🥕 Improved navigation of market
- 🥕 Increase in fruit and vegetable intake
- 🥕 Improved health outcomes



Farmer Training Matters

🥕 2018 *From Farm to Market* Pilot Training

🥦 Select markets in Frederick, Carroll, Baltimore, Harford, Anne Arundel, Prince George's

🥦 Farmers participated in training best practices

- Signage and Displays

🥦 Winter 2018-2019 Statewide Training Rollout

- Regional trainings across Maryland
- Includes 2 new content areas – Consumer Knowledge, Community Outreach

🥦 Tools to increase produce sales





Environmental Changes at Market





Promotion and Outreach

Shoppers

- Education at the market
- In the classroom

Market Managers

- Market Your Farmers' Market
- Increase access for shoppers

Farmers

- From Farm to Market Training
- Marketing practices - Sell more!
- Increased Sales=Increased Consumption



Visit the Farmers' Market

Shop for fresh fruits and vegetables grown by local farmers.

Use your SNAP/EBT, WIC, FMNP, and Senior Vouchers.

Market Your Farmers' Market

Attracting Diverse Shoppers

Market location is accessible through a variety of transportation methods: driving, walking, biking, or public transportation such as a subway or bus?

Is located in a "community center" or other community agencies (schools, clinics, health fairs, WIC or ODS offices)?

Is a community agency with promotion materials like flyers? Is listing the market location and hours of operation?

Are the farmers' market at or near public transportation hubs?

Are there farmers' market days and hours of operation to support working families?

Are farmers with suggestions to go and to sell produce which is the ethnic diversity of the city and market area?

Encourage farmers to display clear and simple signage using printed hand-drawn, even dollar amounts, unit pricing, and prices per piece. Encourage farmers to sell "bundles" and "bulk" produce for a set price.

Create and promote an incentive/reward program for shoppers using their food supplement participant IDSN benefits to increase their spending ability at the farmers' market.

Community Center Building

May - October

From Farm to Market

Tips and Tools for Promoting, Displaying and Selling Produce at Farmers' Markets

Let shoppers know who you are and display signs with your business name and location. Incorporate photos or videos about your farm or food system. Consider a personal touch such as a long sign or a small notebook by the produce.

Share information. The simple language in signs and labels. Display photos, recipes, and social tips and ways to prepare fruits and vegetables. Provide information on organic production or contact, or meals at the market. Shoppers are open to learning new ways to enjoy fresh produce. Visit your competitors, and ask them for feedback.

Make signage accessible. If the market serves a multicultural community, be sure that your signage is accessible to the customers who shop there. Ask the market manager or a bilingual customer for help with translation and make your market staff more welcoming for diverse shoppers.

Label your produce. Most people don't know a kohlrabi from a radish, and small signs can help customers understand what to ask for. Use small signs to help customers to try something new. Signs should include the produce item name, variety, and price for each item you are selling.

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Market Promotion through FSNE State Partnerships

- 🥕 Maryland Department of Agriculture
- 🥕 Maryland Department of Aging
- 🥕 Maryland WIC
- 🥕 Maryland State Department of Education
- 🥕 Maryland Department of Human Services



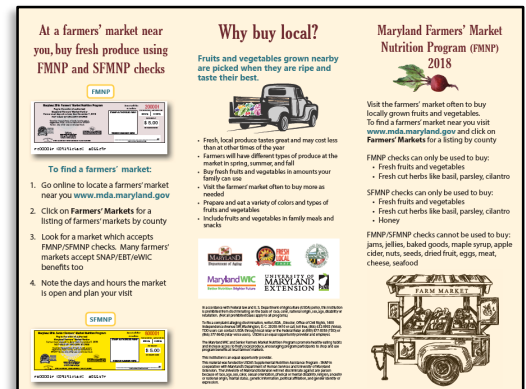
Benefits Promotion

-  FMNP/SFMNP
-  eWIC
-  SNAP/EBT
-  Incentive Programs



2018 WIC

Farmers Market Cookbook



2018 FMNP Brochure



Farmers' Market Incentive \$\$







Linking Farm to School – 3 C's

Cafeteria

-  Homegrown School Lunch
-  Farm to School
-  Smarter Lunchroom

Classroom

-  Farmer Visits
-  Gardening
-  Local food systems
-  Recipe demo and tasting

Community

-  Understanding Local Food
-  Market Field Trips – youth and adult
-  Healthy School Fundraisers





Cafeteria



Smarter Lunchroom



Classroom



Help us bring the farm to school

FSNE works with schools, early childhood centers, and out of school sites to provide nutrition education and build connections between nutrition and where our food comes from through gardening and farm to school.

In order to help tell the story of our food, we would like to invite you to speak to students at:

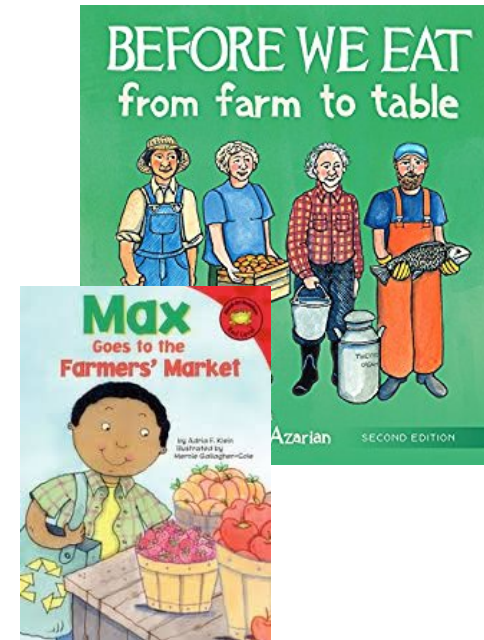
Site Name:

Address:

You will have the opportunity to discuss your own farming operation, the importance of farming, what crops are grown in this area, and explain why it is important to eat local, fresh food, when it is in season. You can also be reimbursed for your time by FSNE. Let's discuss the details of your visit.

Please contact at:

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Crunchy Kale Chips

Look for the icon in the recipe directions to know when your child can help with one of these steps.

Wash fresh produce
Mix and stir
Add recipe ingredients
Measure and pour
Spread and sprinkle toppings



Servings: 4
Serving size: 1 cup

Ingredients:

- 1 bunch or 18-ounce bag of fresh kale, washed and dried thoroughly
- Cooking oil spray
- Salt to taste

Directions:

- Wash fresh kale.
- Preheat oven to 300 degrees.
- Cut off the stems of the kale with a knife, at the bottom of each leaf.
- Tear kale leaves into large pieces.
- Spray a large baking sheet with cooking oil spray, then add kale to baking sheet.
- Lightly spray kale with cooking oil spray, and sprinkle with salt.
- Bake kale chips for 25 minutes.
- Let cool before serving.

Note: Add your favorite spices like garlic powder, paprika, or chili powder to kale before baking for a spicy, flavorful snack!

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Community



Market tours for kids and grown-ups too! Youth are the produce purchasers and consumers of the future!



FY17 Healthy Outcomes

Maryland SNAP-Ed: Promoting Lasting Changes in Health and Well-being

Maryland is ranked as the 16th healthiest state in the U.S. yet:



The Maryland SNAP-Ed Solution

Maryland's SNAP-Ed program uses a comprehensive multilevel approach to change the food and physical activity behaviors of participants, and to facilitate sustained improvements in health among Maryland families. The comprehensive interventions aim to: Introduce youth and adults to healthy options, while also providing them with the skills and knowledge needed to make healthy choices about food and physical activity.

FSNE accomplishes this by delivering:

- Nutrition education lessons with youth and adults
- Educational newsletters and other print resources
- Family engagement events
- Grocery store tours
- Text messaging
- Cafeteria interventions
- Garden programs
- Teacher-driven wellness policy changes
- Linkages to community food access points

Maryland SNAP-Ed Results



For more information on FSNE programs, contact 410-715-6903 or visit <http://extension.umd.edu/fsne>



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34,450 adults and youth were reached through face-to-face nutrition education lessons in FY17.

4 out of 5 Teachers report that their students are willing to try new fruits and vegetables.

4 out of 5 Youth are confident that they can prepare healthy foods at home and select them when dining out.



Increasing Market Access

🥕 Drive more consumers to the farmers' market

- 🥦 Outreach and promotion – print materials and text messages
- 🥦 Payment acceptance in all forms
 - Cash, credit, debit, EBT, eWIC, FMNP
- 🥦 Incentive programs (bonus bucks) attract SNAP shoppers and keep them coming back, week after week
- 🥦 Education – recipe demonstration, sampling, print materials, opportunity to try and purchase new foods

Visit the Farmers' Market

Shop for fresh fruits and vegetables grown by local farmers.

Visit the market manager to learn how to make the most of your market dollars.

Ask about shopping with SNAP/EBT, WIC, FMNP and Senior Vouchers.

Visit www.eatsmart.us for tasty fruit and vegetable recipes!

Nearest Farmers' Markets:

Open:

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Watermelon & Tomato Salad

Mushrooms
Tasty Potatoes
Free Samples!

Why buy local?

Fruits and vegetables grown nearby are fresher when they are ripe and taste their best.

Maryland Farmers' Market Nutrition Program (FMNP)

Visit the Farmers' Market to buy fresh produce that is available to you. A farmer market manager can help you understand your benefits and answer your questions.

SNAP/EBT checks can be used to buy:

- Fresh fruits and vegetables
- Fresh herbs
- Fresh cut flowers
- Fresh cut produce
- Fresh cut produce

SNAP/EBT checks cannot be used to buy:

- Alcohol
- Tobacco
- Prepared foods
- Pet supplies
- Medicines
- Household supplies
- Non-food items
- Energy

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Putting the Pieces Together

- 🥕 Multi-layer interventions create healthier communities
 - 🥦 Education at the market
 - 🥦 Farm to School – 3 C's
 - 🥦 Farmers' market promotion and outreach
 - 🥦 Farmer training
 - 🥦 Statewide partnerships
- 🥕 Welcoming market environment increases sales
 - 🥦 Produce sold at market meets community demand
 - 🥦 Multiple methods of payment accepted
 - 🥦 Incentive programs attract diverse shoppers and keep them coming back



What are your questions?



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