



Nevada SNAP/EBT Farmers' Market 2019 Update

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Governors Council on Food Security
March 20, 2019 Meeting

Overview

Background

History

Process

Challenges & Opportunities



Food Day 2011 Booth with chef/RD food demo and “Wheel of Health” game



Background and History

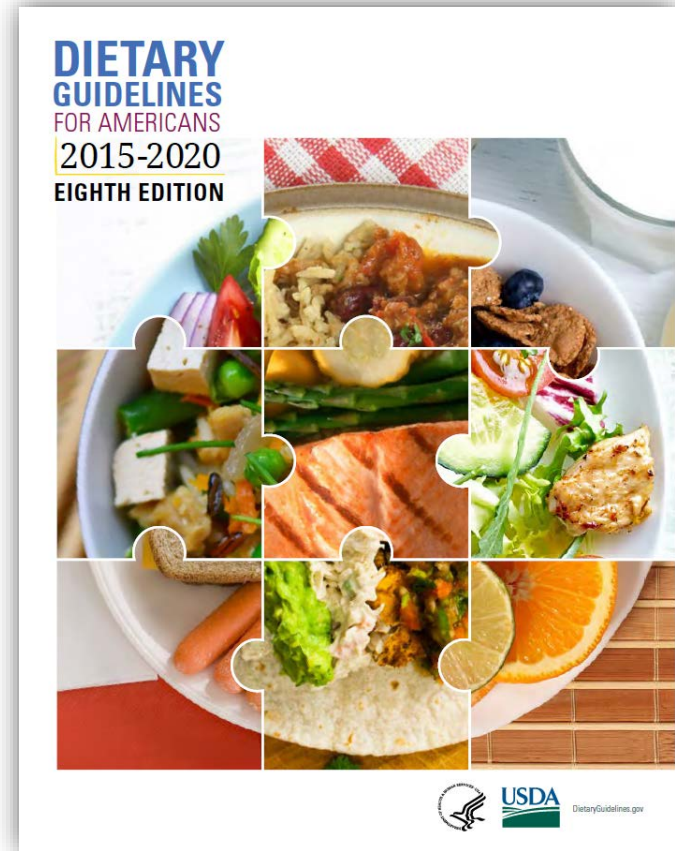
The SAD is harming US

Nutrition and Health are closely related

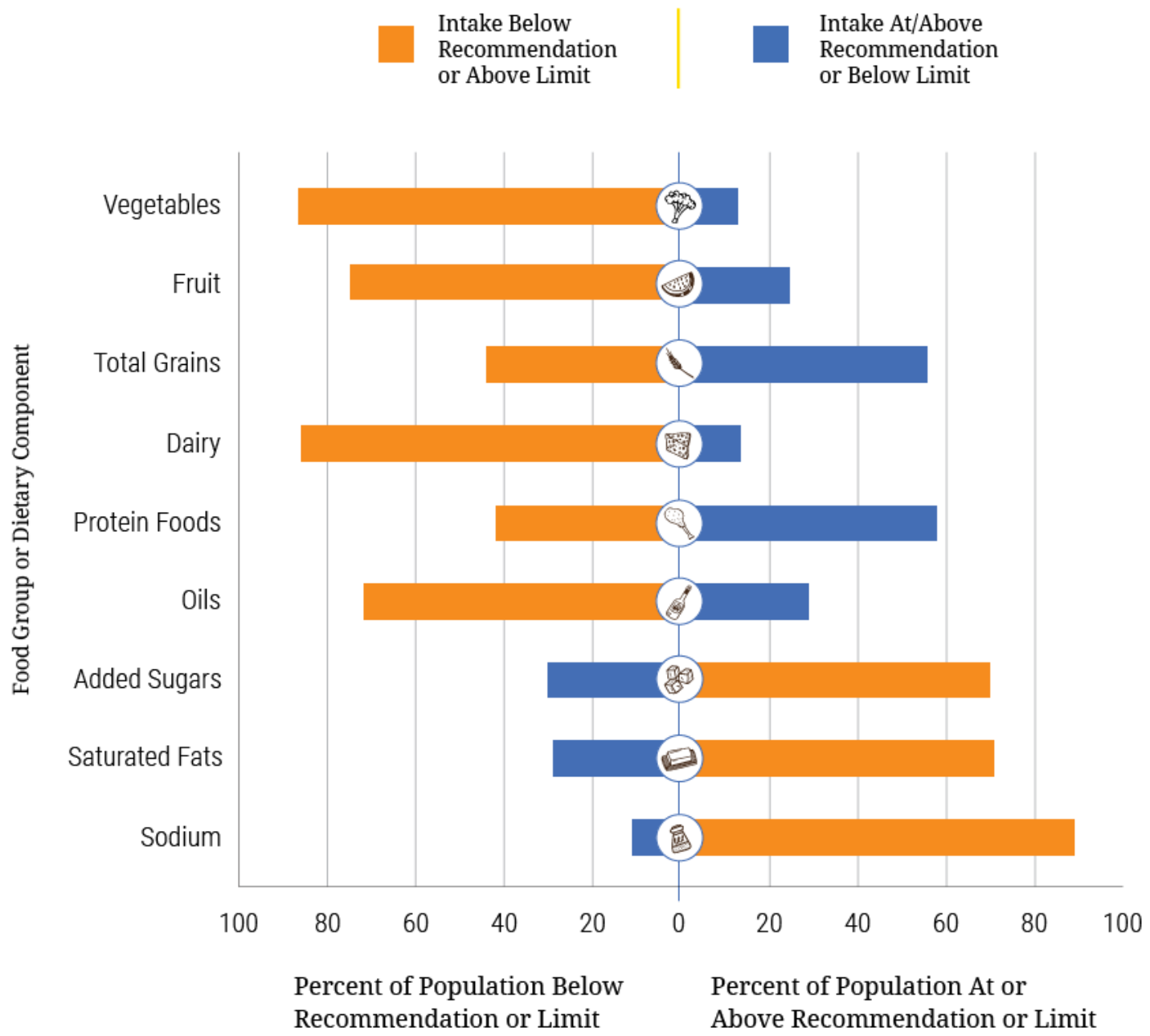
- Nearly half of all adults in US have ≥ 1 preventable chronic disease
- CVD, HTN, T2D, CA, poor bone health
- $\geq 2/3$ adults & almost $1/3$ youth are overweight or obese

Americans are not consuming healthy eating patterns

- Average Healthy Eating Index score is 58.9 out of 100
- Fruits and vegetables provide key nutrients

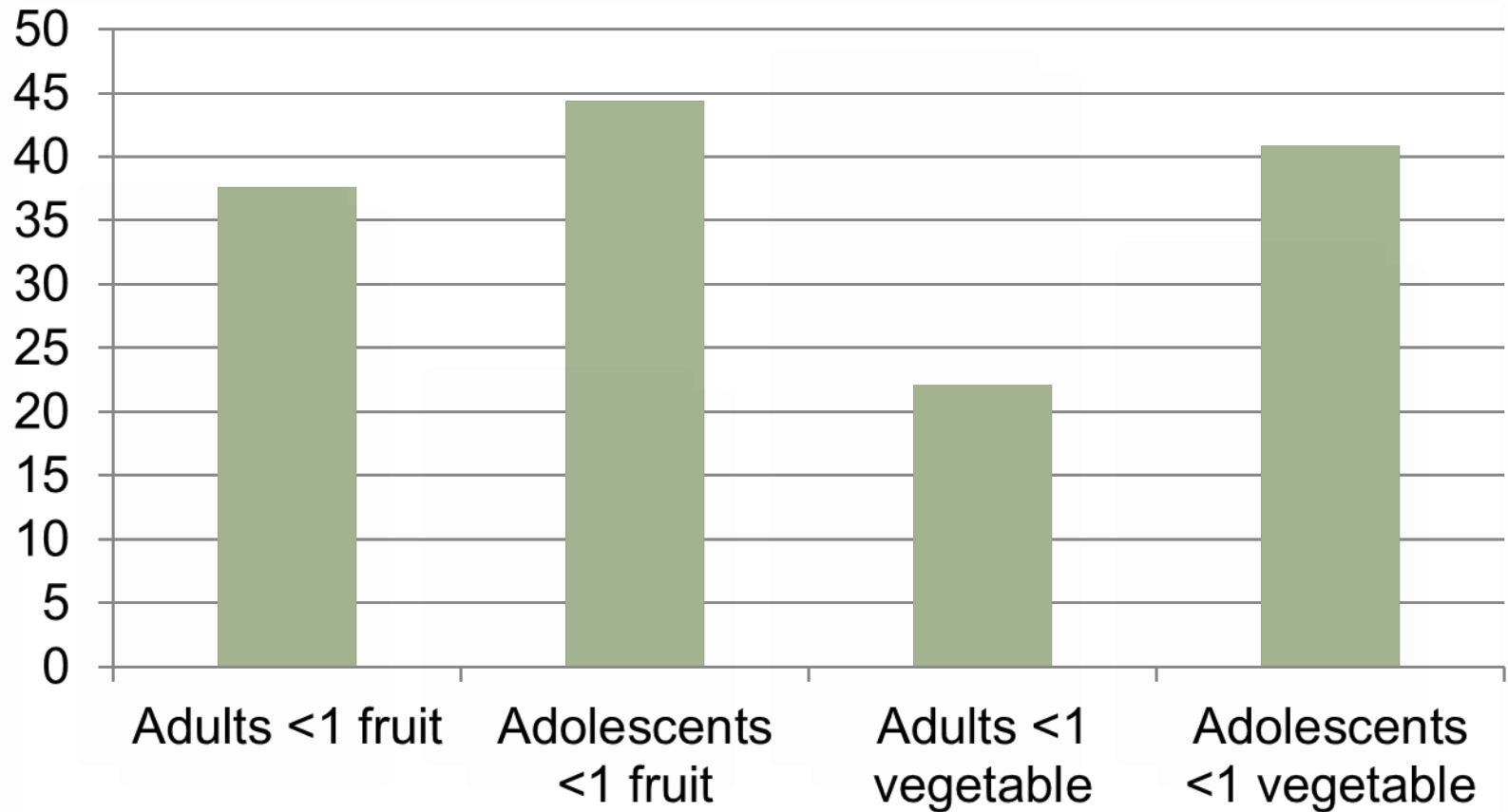


Make half your plate fruits and vegetables



Source: Dietary Guidelines 2015-2020

Percentage of Nevadans who report consuming fruits and vegetables less than 1 time daily



State Indicators

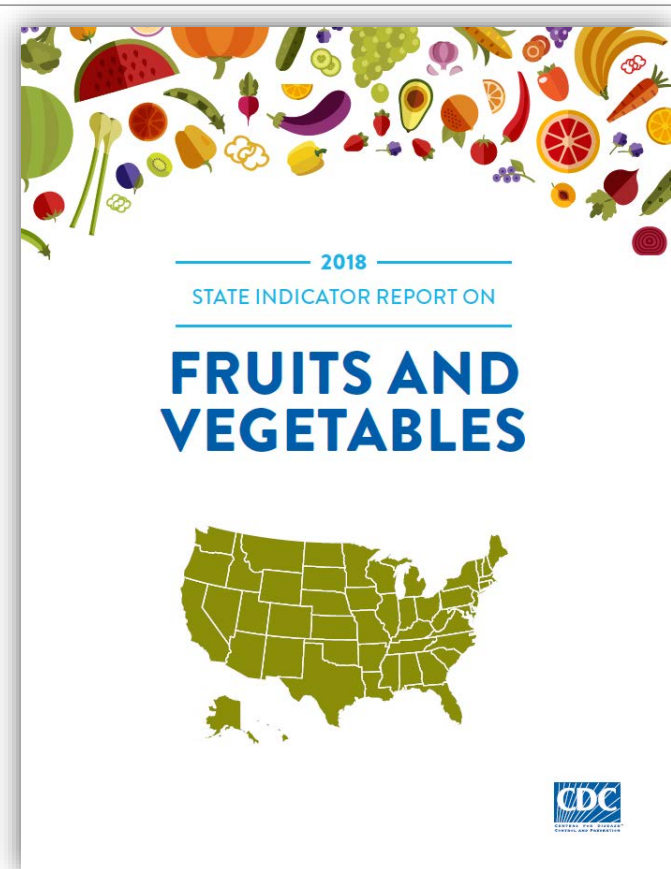
Report shows status of 10 indicators of fruit & vegetable access and production by state.

Number of Farmers Markets per 100,000 Residents, 2017

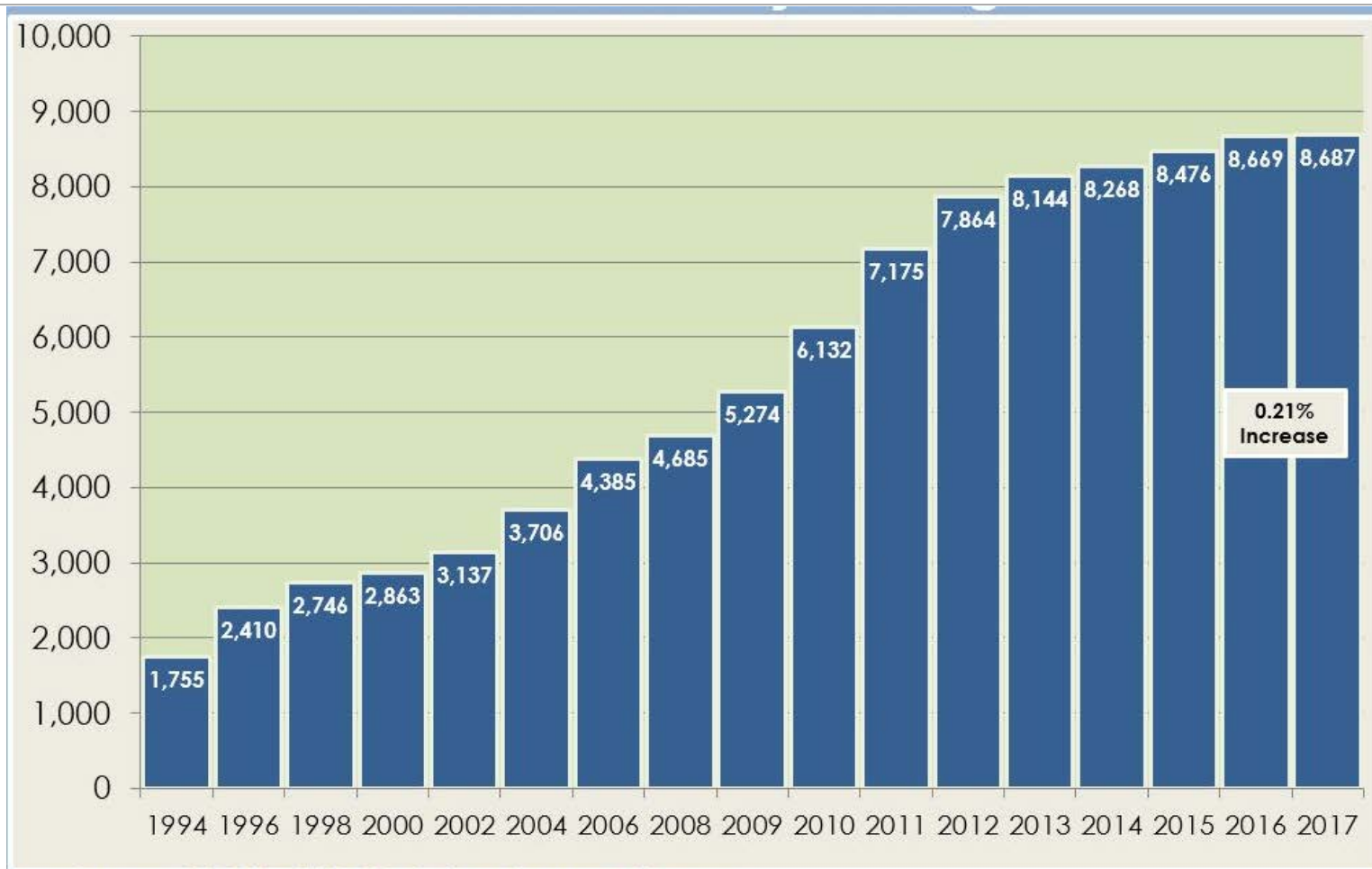
- *Nevada: 1.3*
- US: 2.7

Percentage of Farmers Markets accepting WIC FMNP Vouchers, 2017

- *Nevada: 7.5**
- US: 30.8



National Count of Farmers Market Directory Listings



Source: USDA AMS Marketing Services Division

Farmers Markets Access

Number of Farmers Markets in NV:

- NevadaGrown = 28
- USDA AMS = 38*
- UNCE Calculations = 32

Cash at all - some accept:

- Credit / debit cards
- SFMNP / WIC FMNP vouchers
- SNAP / EBT – 19 listed*

WIC Cash Value Vouchers may be used at farmers markets in some states, but not NV

In urban areas, markets are often located in higher SES areas



Most markets located within .25 miles of a bus stop.

Year-round Farmers Market locations in Clark County

<\$23K = 1

\$23 – 44.9K = 4

\$45 – 66.9K = 1

\$67 – 87.9K = 5

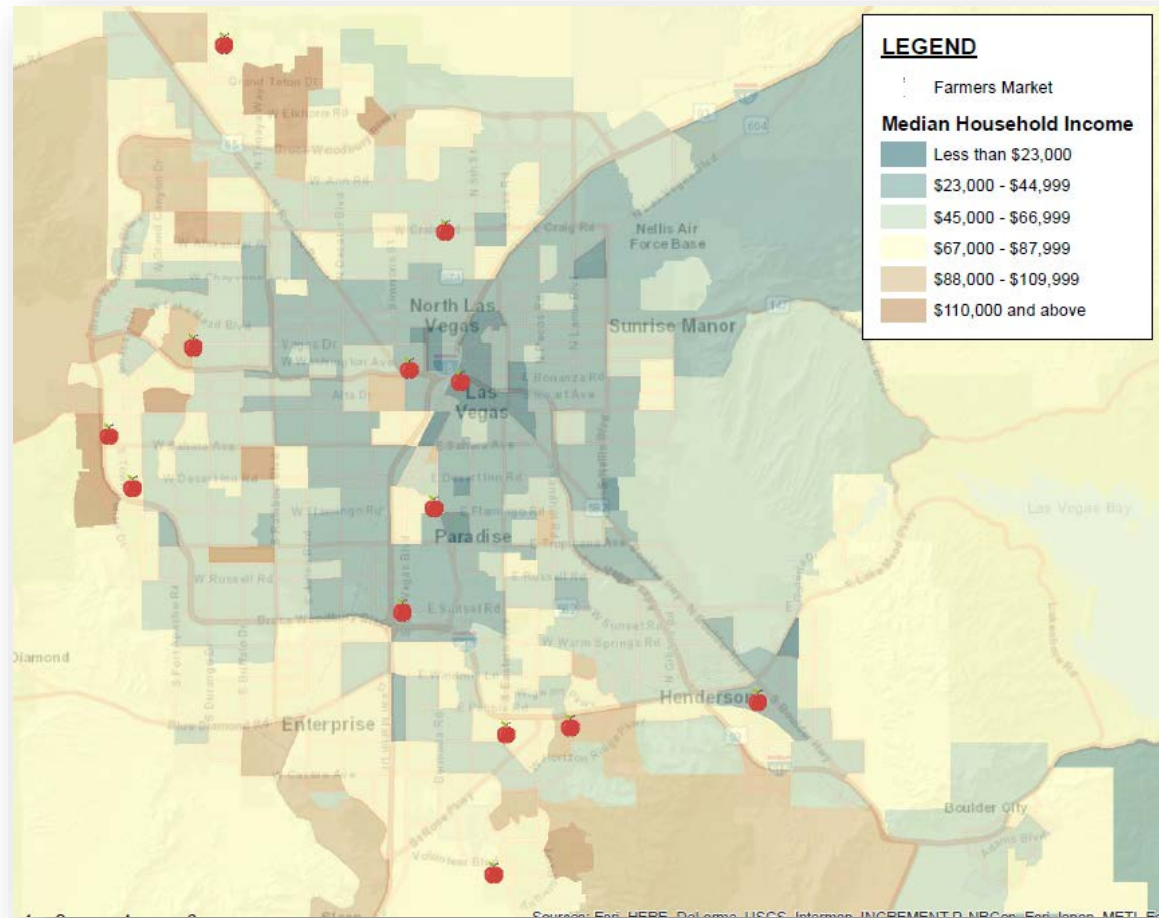
\$88 – 109.9K = 2

>\$110K = 0

*Median income in
Clark County =
\$54,384*

14% in poverty

Source: US Census



Strategy to Improve Health

Why Farmers Markets?

- Increased access to fruits & vegetables*
- Increased healthy foods in food deserts
- Increased fruit & vegetable consumption
- Stronger local & regional food system
- Improved local economy
- Reduced emissions

*expected outcome; all others are potential outcomes



Las Vegas Farmers Market at Floyd Lamb Park; admission is *free* if visiting farmers market

Communities Putting Prevention to Work (CPPW)

2010-2012 CPPW Obesity & Tobacco Prevention Grants

- Intended to make healthy living easier by promoting environmental changes
- CDC invested \$485 million
- 50 US communities

SNHD in Clark County partnered with Las Vegas Farmers Market

- 1st in NV to accept EBT
- Several other markets became SNAP authorized



Las Vegas Farmers' Market
at Bruce Trent Park



SNAP Authorization Process

SNAP & Farmers Markets

EBT cards may be used if:

- Farmers Market is SNAP authorized
- **OR** vendor is authorized direct marketing farmer

Market eligibility requirements:

- Sell food for home preparation and consumption
 - Sell 3 varieties in each of 4 staple food groups
 - At least 2 must be perishable foods
- **OR** >50% of all sales must be from the sale of eligible staple foods



Fruits & vegetables are eligible foods

Authorized FM & DMF in NV

In Nevada, the number of alternative sources authorized to accept SNAP benefits:

- Farmers Markets (FM) 16
- Direct Marketing Farmer (DF) 3

Only SNAP authorized markets may participate in nutrition incentive programs, such as the Double Up Food Bucks program (DUFB).

- 2017 FINI Grant \$500K award
- Together We Can
- Three Year project



Photo and article in Las Vegas Guardian Express Newspaper
“Las Vegas Farmers Market now Accepting Food Stamps as Cash Payment”

Application Process

Steps to Authorized Retailer Status

- Obtain FNS number
- Fill out and submit application
- Send in supporting documents
- Notified within 45 days

Obtain POS device

- Wireless or hard-wired
- Merchant services account
- Up-front costs

Set up Central Terminal & Signs



Stella Guevara, SNAP Program Mgr.
Las Vegas Farmers' Market,
signs photo release for [SNHD
promotional video](#).

Central Terminal Model

Dedicated booth to redeem SNAP/EBT

- Receipts or tokens?
- Accepting credit/debit helps reduce stigma

Purchases made w/scrip

- Participating vendors only
- Authorized foods only

Manager is the responsible party

- Agreements to reimburse vendors
- Keeps paper trail
- Maintains merchant services account

Increased \$\$ for vendors, *but additional work for managers*



\$5 Credit/debit tokens
for the Las Vegas
Farmers' Market



Challenges & Opportunities

SNAP Market Challenges

For market manager:

- Initial application process
- Using a computer or technology
- Costs of wireless POS device & merchant services
- Applying for grants to cover costs
- Dedicated person to operate central terminal
- Maintaining vendor agreements
- Ensuring signage is posted
- Paying vendors
- Managing nutrition incentive programs
- “One Site, One Permit, One Machine” Policy



Opportunities in Nevada

Offer SNAP/EBT only wireless POS devices *at no cost*.

Charge no fees for SNAP/EBT purchases, including: wireless, monthly service, data plan, and transaction fees.

Include this provision in contract with processor next time.

Initial estimated cost:

- 38 markets x \$800 cost of POS device / 2 (half is paid by gov't) = \$15,200

Request waiver for 1 machine rule



Steve & Ginger Johnson,
PIONEERS and
founders of the Las Vegas
Farmers' Market

Support Farmers Markets

Work with partners &
leverage resources

Provide training, technical
assistance & education

Provide assistance with
marketing, nutrition
education & outreach

Address common concerns

*Healthy choices can
be everywhere!*



Ginger Johnson & Stella Guevara
Las Vegas Farmers' Market staff

Thank you

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Downtown 3rd Farmers Market

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