Overview

Background

History

Process

Challenges & Opportunities

Food Day 2011 Booth with chef/RD food demo and “Wheel of Health” game
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
- >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
Percentage of Nevadans who report consuming fruits and vegetables less than 1 time daily

Source: BRFSS, 2017, YRBSS 2017 & 2015, Nevada, CDC
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
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

Acknowledgement: Paul Gulley, Management Analyst, RTC of Southern Nevada
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

Source: County Health Rankings & Roadmaps, UWPHI, RWJF
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*
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 \textit{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
References


