Promoting SNAP/EBT and Bounty Bucks at the Mattapan Square Farmers’ Market

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Leaders in Health
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Local is Good

City Harvest
Transforming People & Communities from the Ground Up

Grown Locally at Our Farms
Project Background

- Mattapan Square Farmers’ Market, Located, at Church of the Holy Spirit, 523 River Street, Mattapan, MA, July 13th through October 12th

- The market is in its seventh year

- Providing Fresh, affordable, local produce

- This is my second year as the market manager
Increase SNAP – Supplemental Nutrition Assistance Program/EBT sales and Bounty Bucks to customers at the farmers’ market. This can mean, fresh, local, and affordable produce are available in our food environment.

Farmers’ markets can help contribute to a richer food environment by serving as a location for direct purchase of fruits, vegetables, fish, meat and other food goods.
How does the Boston Bounty Bucks program work?

- Visit the market managers table tell the person staffing the EBT machine how much you would like to spend at the market.

- Your EBT card will be swiped for half the amount you request, up to $20. If you choose to spend more than $20, you will receive a discount of $10.

- After using your EBT card you will be handed Bounty Bucks, plastic bills that you can use like cash with the market vendors.
Target Population

- Who in the community currently receives SNAP/EBT.
- Understanding who currently shops at the market.
- What produce are the customer looking to purchase.
Key activities & outcomes

- Develop and create events, promotional/educational strategies for SNAP/EBT, Bounty Bucks incentives.

- Outcomes to increase all sales—EBT and non-EBT. Making fresh, affordable, local produce available to everyone.
Initiative 1
Know the Customer

- Key strategies
  - Administer a survey

- Short term action steps
  - Providing produce the customers would like to buy at the market.

- Long term action steps
  - Include individual who are affected by the farmers’ market operations.
Initiative 2
Outreach

- Key strategies
  - Promotional materials and Building Partnerships

- Short term action steps
  - Campaigning the market. Providing general information, upcoming special events.

- Long term action steps
  - Sustainable Partnerships for the future.
Initiative 3
Training for Staff

Key strategies
- It’s important that market staff fully understand SNAP/EBT, Bounty Bucks incentives. Staff members who can speak other languages. Good customer service skills.

Short term action steps
- Develop training sessions for market staff

Long term action steps
- Recruiting a committed staff
Marketing and promotion are vital to a farmers’ market’s success.

Hosting events such as cooking demonstrations, health fair.

Through educational events and utilizing local organization in the area that assist low-income individuals and families
The number of SNAP sales depends on a variety of factors, including the community’s demographics, the number of vendors at the market, and types of products.

Even smaller markets can see sales grow through strong outreach efforts, partnerships, and incentive programs.
How I am applying Leadership Development to my project?

- I don’t have to do everything. Let go of tacks and responsibilities that will help others develop.
- Ensure that people have goals. Encouraging the work group to take a lead role.
- Coach to ensure success