

SF316/HF352: "Healthy Eating, Here at Home"

Endorsed by:

The Minnesota Legislative Childhood Obesity Task Force

Minnesotans for Healthy Kids Coalition

- Allina Health
- American Academy of Pediatrics - MN Chapter
- American Cancer Society - Cancer Action Network
- American Heart Association
- Bicycle Alliance of Minnesota (BikeMN)
- BLEND CentraCare Health Foundation
- Blue Cross Blue Shield of Minnesota
- Boys & Girls Clubs of the Twin Cities
- Children's Defense Fund - Minnesota
- Children's Hospitals and Clinics of Minnesota
- Conservation Minnesota
- HealthPartners
- Institute for Agriculture and Trade Policy
- ISAI AH
- Local Public Health Association of Minnesota
- Minneapolis Health Department
- Minneapolis Heart Institute Foundation
- Minnesota Academy of Nutrition and Dietetics
- Minnesota Alliance of YMCAs
- Minnesota Association for Health Physical Education, Recreation and Dance (MNAHPERD)
- Minnesota Assoc. of Family and Consumer Sciences
- Minnesota Cancer Alliance
- Minnesota Medical Association
- Minnesota PTA
- Minnesota Public Health Association
- Playworks Minnesota
- Transit for Livable Communities
- Twin Cities Medical Society

MAZON Advocacy Project – Minnesota

- Adath Jeshurun Congregation
- Bet Shalom Social Action Comm
- Beth El
- Beth Jacob
- Children's Hospitals and Clinics of Minnesota
- Mayim Rabim
- MRA MN Rabbinical Assoc
- Mount Zion Temple
- Shaarei Chesed
- Temple Israel (Duluth)
- Temple Israel (Minneapolis)

The Minnesota Partners to End Hunger

- CAP of Suburban Hennepin
- Capitol Hill Associates
- CEAP
- Children's Defense Fund
- Department of Human Services
- Eagan Resource Center
- The Food Group
- General Mills
- Greater Twin Cities United Way
- Hunger Free MN
- Hunger Solutions Minnesota
- Junior League of Saint Paul
- Loaves & Fishes
- MAZON, A Jewish Response to Hunger
- Metro Meals on Wheels
- Mid-Minnesota Legal Services
- Advocacy Project
- Minnesota Academy of Nutrition and Dietetics
- Minnesota Farmers Union
- Minnesota Food Share
- Minnesota Hunger Initiative
- Minnesota School Nutrition Association
- MoveMN
- Neighborhood House
- Second Harvest Heartland
- Store to Door

Words of Support from Markets

Fergus Falls, Otter Tail County

"I would like to relate to you just how successful our first year using SNAP at our Fergus Falls Farmers Market was. It was financially beneficial, of course, for our vendors, and they shared \$1400 more sales than they would have without participation in the SNAP program. It was most gratifying, however, to watch the excitement and gratitude we saw our SNAP customers share with us. It also gave us an opportunity to teach SNAP customers (and others) the benefits and uses for healthy local foods. One SNAP customer, a young man, actually burst into tears and hugged me when I gave him his \$5 BC/BS bonus voucher. He spent an hour carefully shopping for the most "bang for his bucks" and made sure he learned how to use his produce. There are no losers with this program. The vouchers are icing on the cake.

Thank you for working toward this goal of making local food available to those who most need it."

Lynn Brand
Market Manager, Fergus Falls Farmers Market

Onamia, Mille Lacs County

"We are a small farmers' market doing on average about 20 EBT transactions per season. Since we have participated in the Blue Cross/Blue Shield 'Market Bucks' incentive, we have seen a 10 fold increase in EBT transactions at the Market. We have also been active in cooking demonstrations and classes partnering with the Farm Market Cafe, LLC, Onamia Community Education, and our local SNAP Educator, UM Extension to meet the intimately related need of introducing/showing folks how to use fresh produce to their advantage. This is a slow process of helping folks move from EBT purchases of highly processed, high calorie foods to fresh, nutrient dense, but low calorie foods. It is our opinion that education and this cultural shift are essential components to simple SNAP incentives."

Barb Eller
Onamia Area Farmers' Market, Chair
Farm Market Cafe, LLC, Owner/Manager
Eller Family Farm, Owner

Wadena, Wadena County

"In our poverty area this is a very important program for both the buyer and seller. It is important to get good nourishing food out there for everyone, not just the people that can afford it. As a seller it warms your heart to be able to provide this."

Deb Erickson, Wadena Market

"Our market is in one of the poorest counties in Minnesota, Wadena. We started offering SNAP EBT benefits in 2012; we were one of the first markets in this area to do so. Our EBT sales increased from \$205 in 2012 to \$658 in 2014. Our Blue Cross Blue Shield Market Bucks increased from \$39 in 2013 to \$459 in 2014. All of our vendors are proud to be able to offer this program to our SNAP participants. The word continues to spread and our sales of fresh produce, baked goods and jams/jellies/honey will increase again in 2015."

Diane Webb, President, Wadena Area Growers Association
23750 State Hwy 29
Henning MN 56551

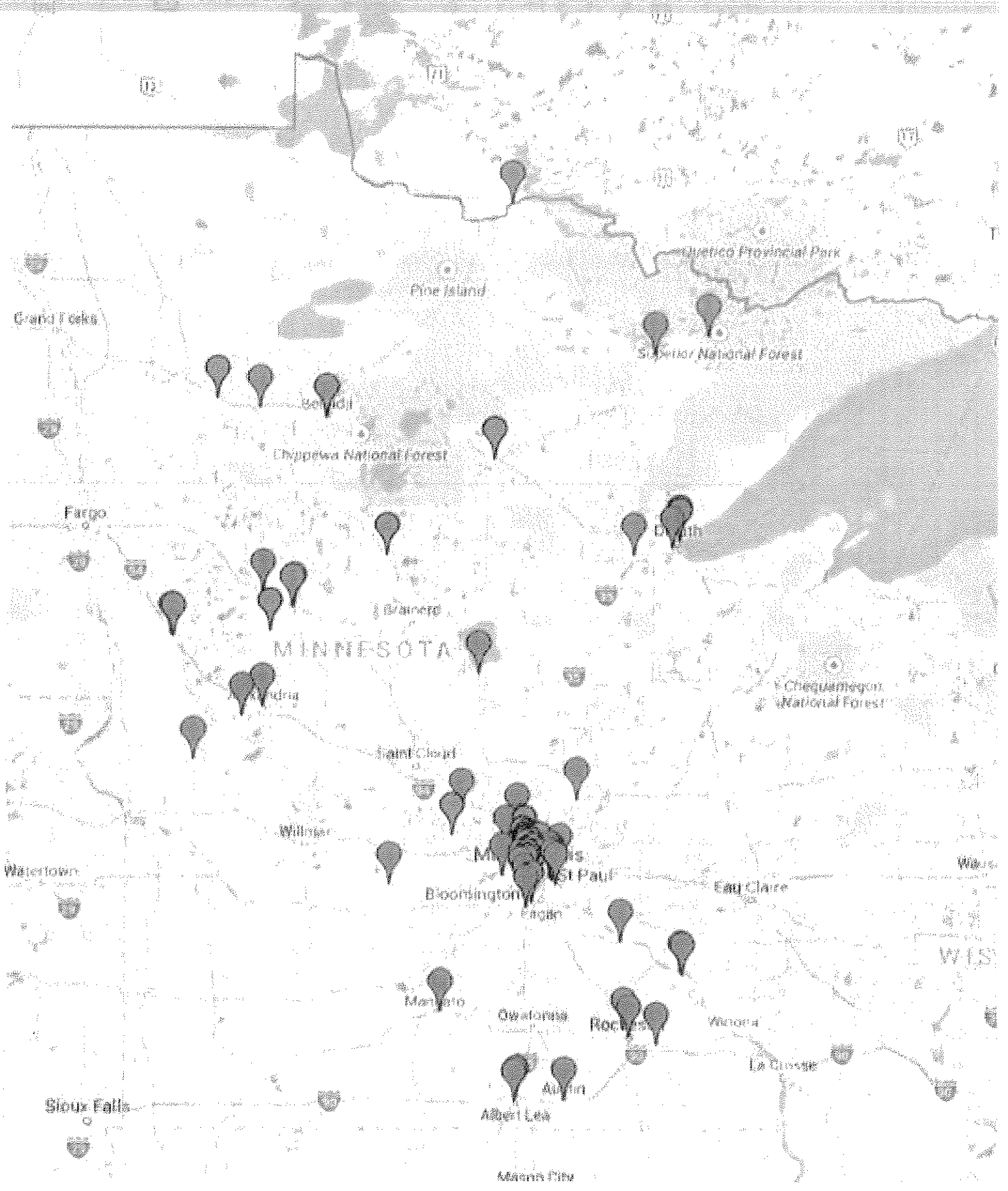
"Market Bucks helps drive traffic and it's an incentive to shop at our market. This program helps build relationships with customers and farmers, it provides accessibility to our market, increases sales for vendors, and helps play an important part of the community. We have regulars that come to the market for SNAP benefits and we also attract new customers who are interested/qualify for program. We've seen the SNAP program grow to great heights and hope it will continue to do so!"

Sarah Knoss
Northeast Market Manager

Chisago City, Chisago County

"Incentives to buy fresh produce at farmers markets do two great things: they increase the customer's buying power, so that local, healthy food is within everyone's budget, and it decreases food costs without hurting the small farmer's bottom line. Everyone benefits. The right food (local, healthy)/for the right price/from the right source (small MN farmers)/for the right people (ALL Minnesotans)."

Cecilia Coulter
Chisago City Farmers Market



MARKET BUCKS 2013 - EBT AT FARMERS MARKETS



Center for
Prevention

OVERVIEW

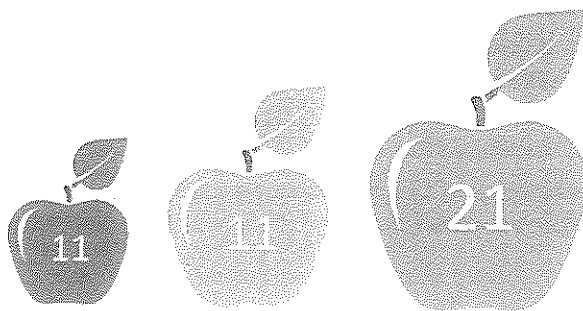
Many of the leading causes of premature death and disability are diet-related chronic diseases, many of which disproportionately impact low-income communities. Improving access to healthy foods, particularly for low-income residents, is considered one key way to improve population health and reduce health inequities.

WHY MARKET BUCKS?

The Market Bucks program provides incentives for low-income residents who receive Supplemental Nutrition Assistance Program (SNAP) benefits to purchase healthy foods at local farmers markets. The incentive comes in the form of a match: SNAP participants can receive up to five dollars in "Market Bucks" coupons for the first five dollars spent at farmers markets using their electronic benefit transfer (EBT) card. These coupons can be spent for SNAP eligible foods at participating farmers markets; vendors then turn in the coupons they receive to the market manager for reimbursement.

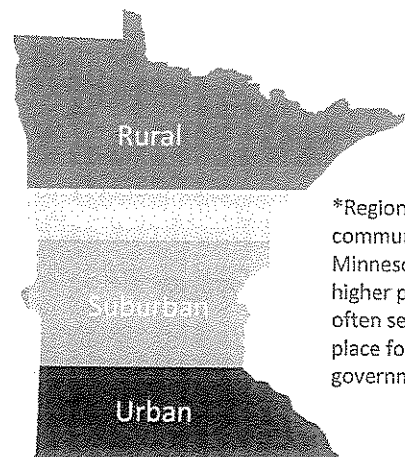
MARKET DEMOGRAPHICS

Markets by Size



Small: 17 Vendors or less
Medium: 17-43 vendors
Large: 44+ vendors

Breakdown of Market Locations



*Regional Hubs are communities in greater Minnesota that have higher populations and often serve as a central place for shopping and government services.

Source: 2013 EBT Market Bucks Initiative: Wilder Research, April 2014

"I think it was just a natural progression based on the socioeconomic status and diversity in our neighborhood. We have a high population of low to middle class... and a lot of people who rely on SNAP to get food to their families each month. We want to be accessible to everyone in the neighborhood and this gives us a better ability to do that."