

Increasing CalFresh Utilization at Farmer's Markets

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PICH PROJECT PARTNERS

Santa Clara Co. Public Health Department

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Fresh Approach

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- Danielle Hamilton, RD, Food Equity Prog. Manager



Pacific Coast Farmers' Market Association

- Allen Moy, Executive Director



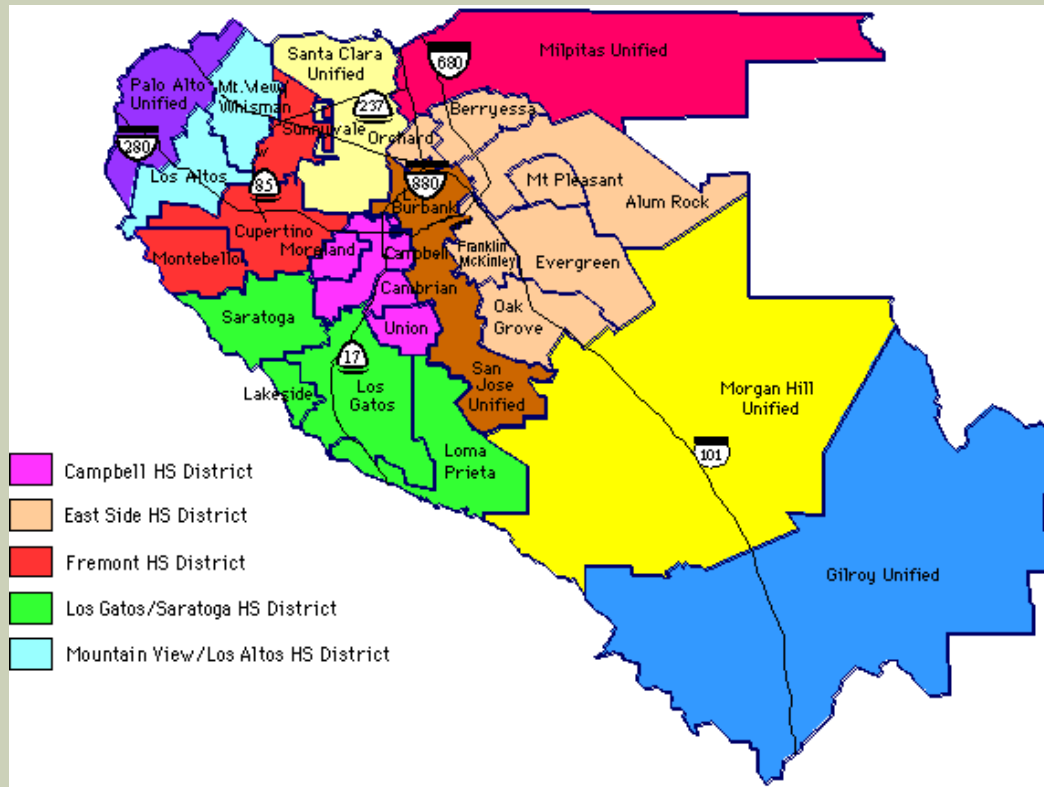
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ABOUT SANTA CLARA COUNTY



- **1.9 million adults in Santa Clara County**
 - 116,000 low-income households
 - 31% of low-income household are food insecure
- **46% of income-eligible are enrolled in CalFresh**
- **33 farmers' markets**
 - 25 accept CalFresh (76%)
 - 13 offer matching incentives (39%)

PROJECT GOALS

- **Address the barriers to using CalFresh and Market Match at participating markets.**
- **Increase awareness of CalFresh & Market Match acceptance at farmers' markets after the implementation of an education and promotion campaign.**
- **Increase the actual use of CalFresh/Market Match at farmers' markets after the implementation of an education and promotion campaign.**



FINDINGS FROM FOCUS GROUPS

Barriers

Lack of market locations awareness

Hours of operation information and lack of information on hours of operation

Lack of awareness that markets accept CalFresh or have Market Match Program (*67% not aware about CalFresh; 88% not aware of Market Match*)

Not all materials in an accessible language

Lack of knowledge about how to redeem CalFresh at the markets

Perception of high cost

Distance (for the younger participants)

Facilitators

Local / organic

Freshness

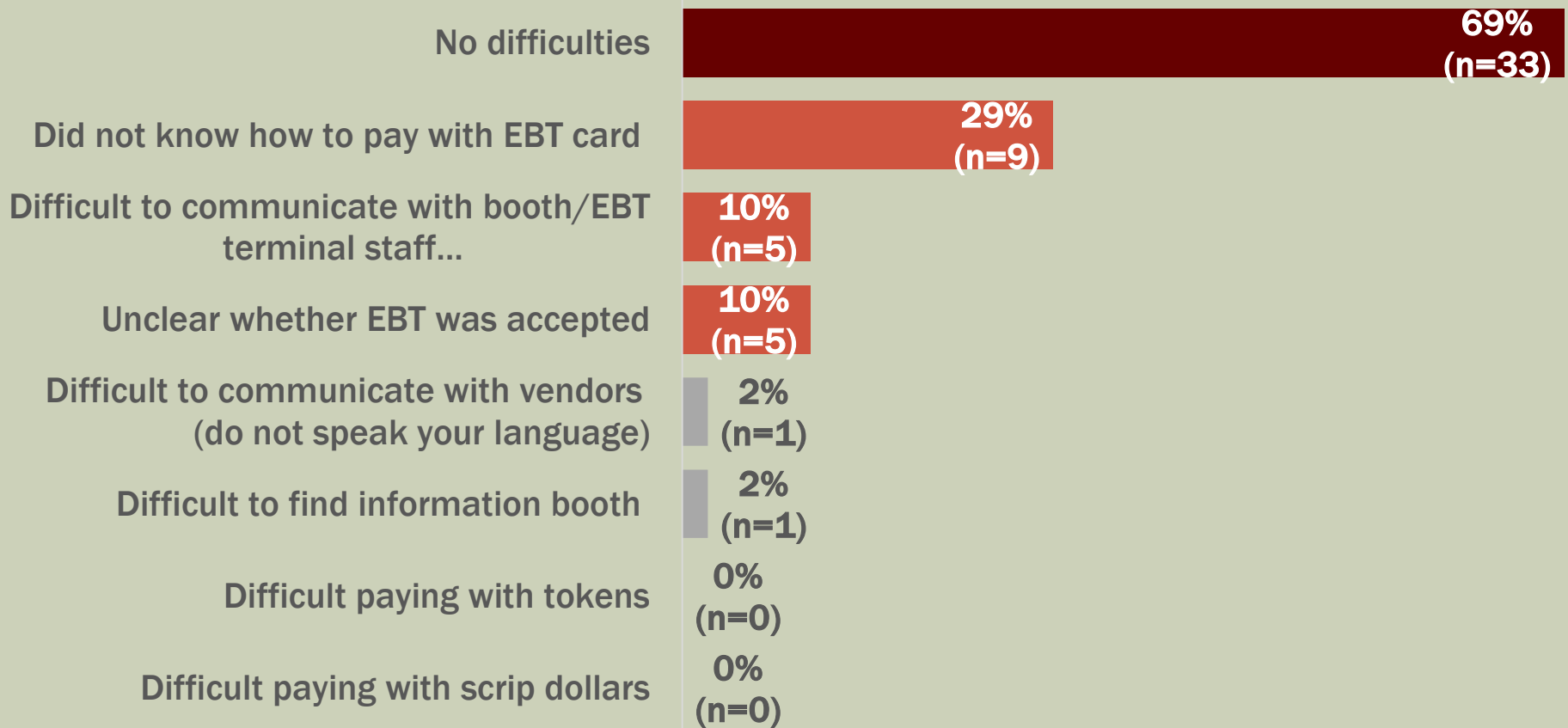
Quality

Selection

Customer service

Ability to negotiate

DIFFICULTIES EXPERIENCED THE FIRST TIME USING EBT



INTERVENTION ACTIVITIES

Partnership Interventions

- Banners & A-Frame signs at market borders
- Signage at merchant's booths in three languages
- \$3 coupon incentive mailed through Social Service Agency and distributed through community partners
- Text reminders, auto-calls, emails to 22,000 CalFresh recipients by Social Service Agency
- Multi-lingual instructive posters/flyers on how to use EBT

Community Promotion

- Bus and radio advertisements
- Digital and print placements in ethnic media
- Paid social media (Facebook, Instagram)
- Text subscription to receive Farmer's Market listing
- Listings of markets that accept EBT



FINDINGS ABOUT AWARENESS

Participant Surveys



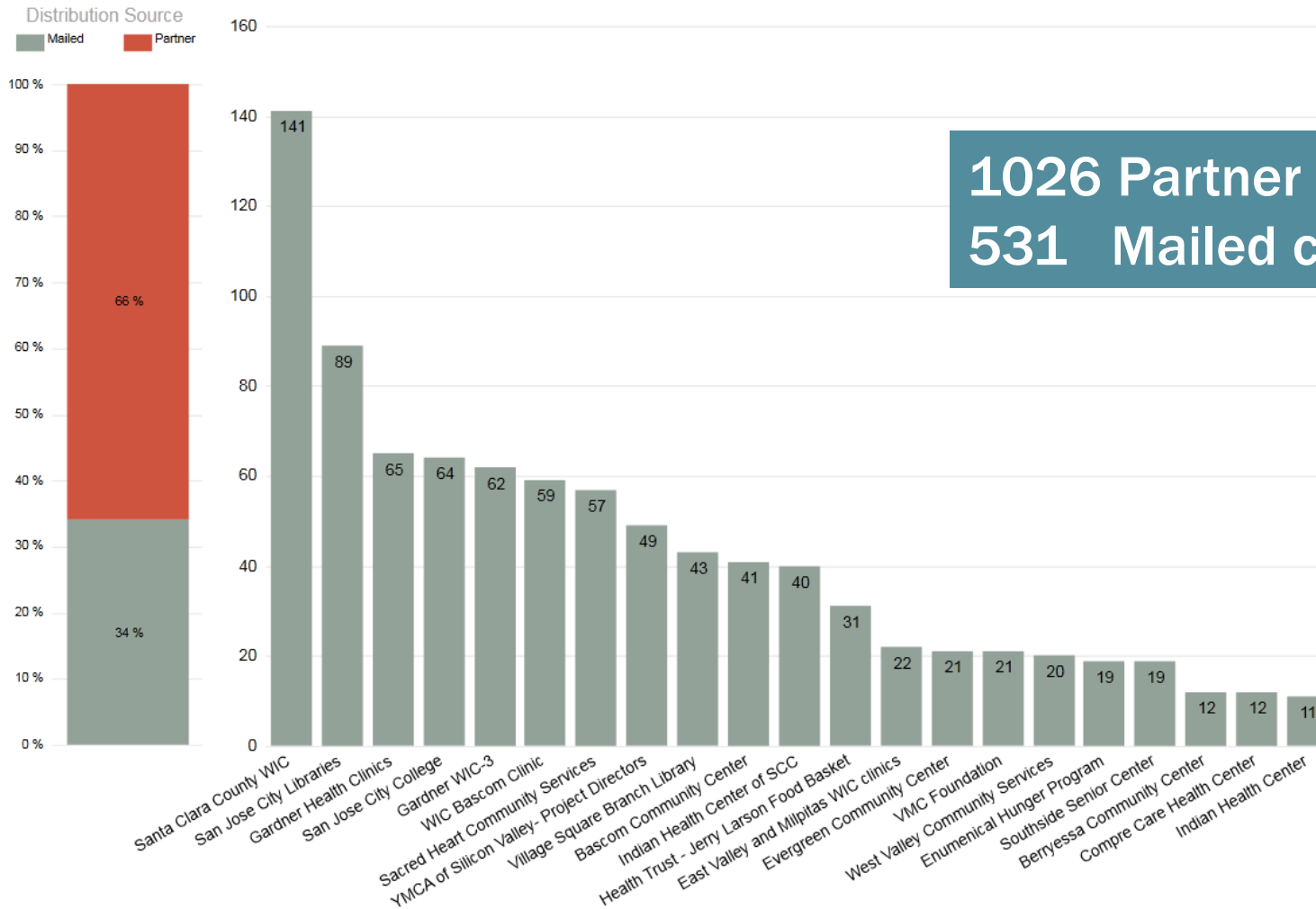
11% Increase in patron awareness of CalFresh and Market Match acceptance after intervention



58% of general market shoppers recalled hearing or seeing campaign messages

FINDINGS FROM COUPON SURVEYS

Count of Redeemed Coupons by Partner (2017)



1026 Partner coupons
531 Mailed coupons (SSA)

- Data captured through August 11, 2017
- Approximately 1,221 were redeemed in 2016 based on carrot cash transactional data, but only 949 were tallied. Of these, 708 (75%) were partner, and 241 (25%) were SSA.

COUPON FINDINGS

1,215 coupons were redeemed in 2016 out of 35,000 coupons

- 3.6% coupon redemption rate

1,557 coupons were redeemed in 2017 out of 51,000 coupons

- 3.1% coupon redemption rate

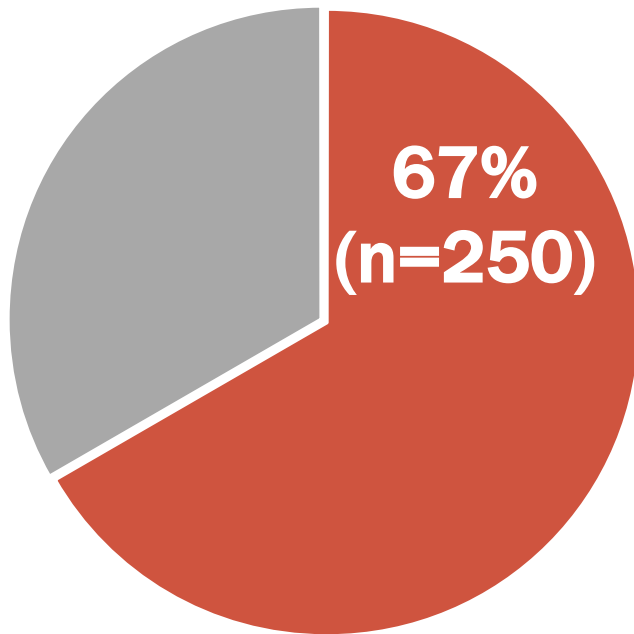


of coupon redeemers who were **NEW** market patrons would not have shopped at the market without the \$3 coupon in 2016 & 2017, respectively.

PATRONS LEARNING ABOUT CALFRESH ACCEPTANCE FROM THE COUPON

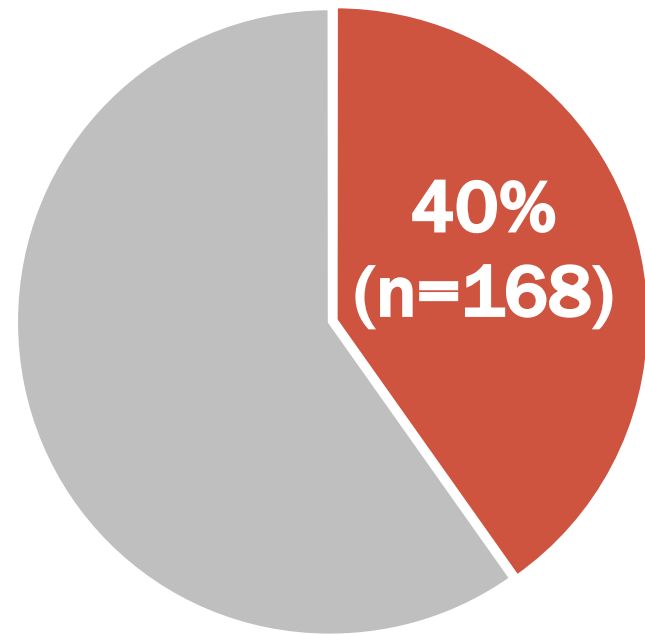
2016

(n = 375)



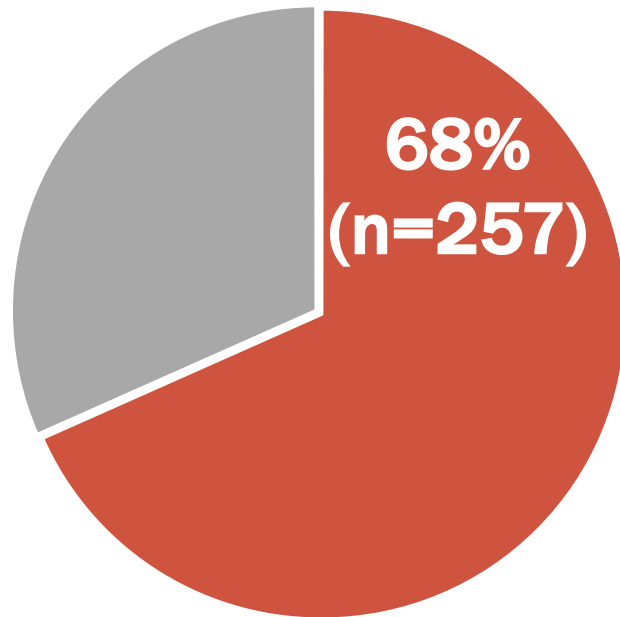
2017

(n = 418)

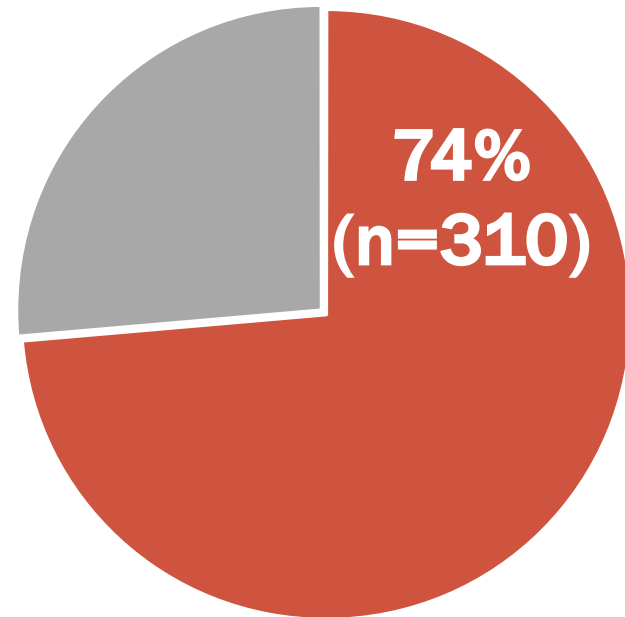


MORE THAN 2 OUT OF 3 SURVEY RESPONDENTS WERE CALFRESH RECIPIENTS

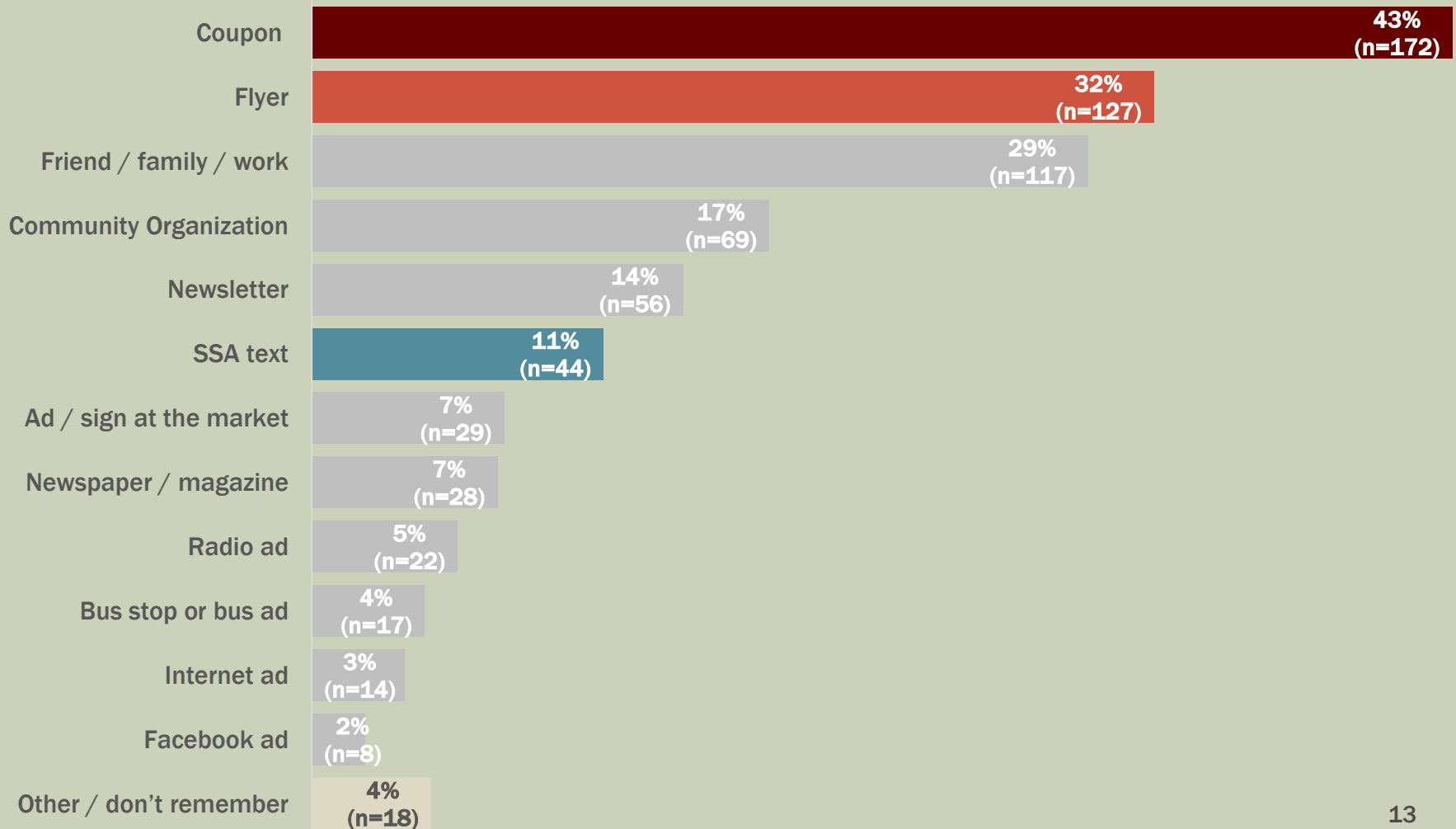
2016
(n = 376)



2017
(n = 421)



HOW DID YOU LEARN THAT CALFRESH IS ACCEPTED AT FARMERS' MARKETS? (CHECK ALL THAT APPLY)



CalFresh & Market Match Distribution in Santa Clara County Increased

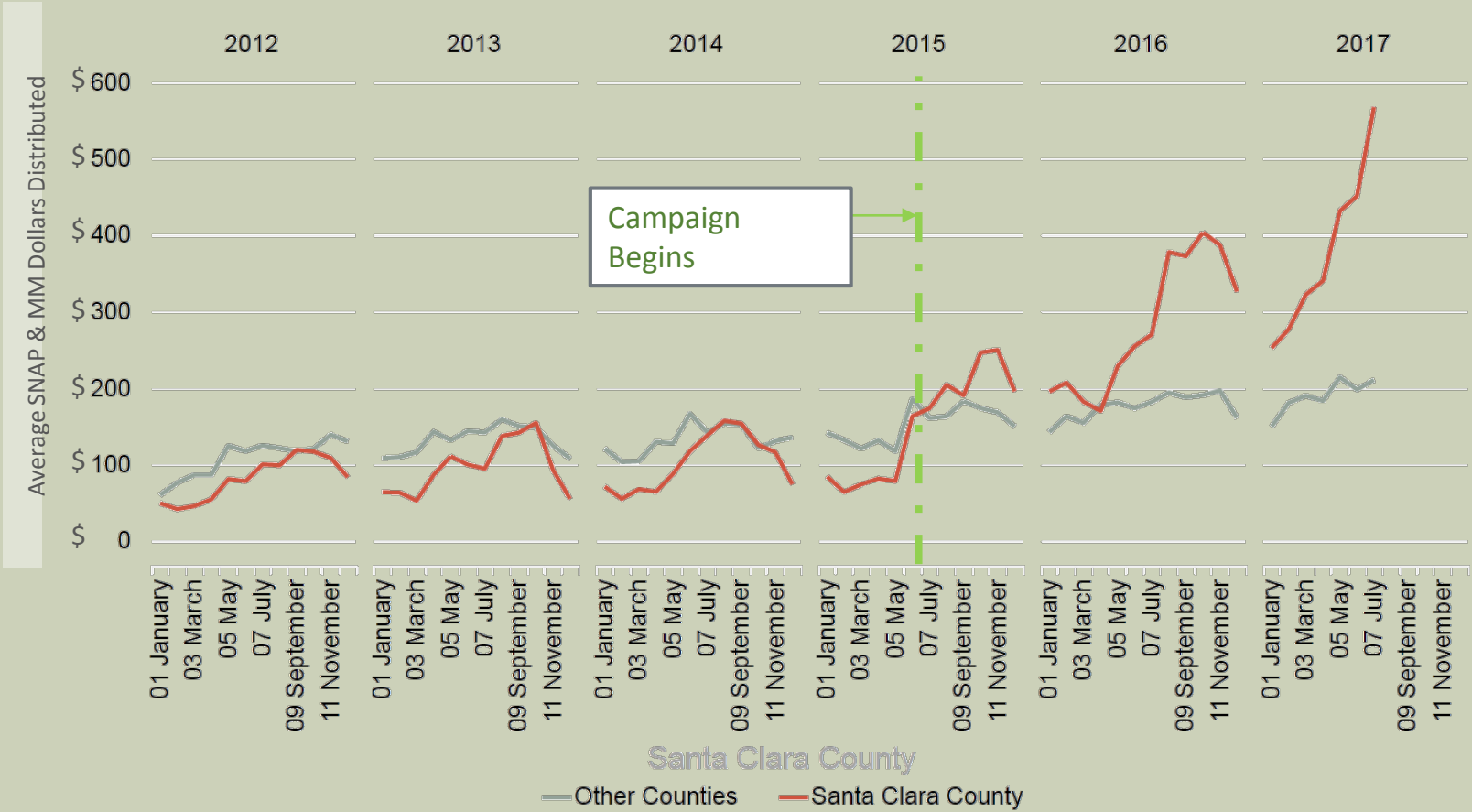
(April-July Average Market Day Distribution)

Year (April–July)	Non-PICH Market (n = 7) ^a		All PICH Markets (n = 10) ^{b,c}		County Total (n = 17)	
	CalFresh	Market Match	CalFresh	Market Match	CalFresh	Market Match
2011	\$ 3,174	\$ 1,000	\$ 3,807	\$ 1,195	\$ 6,981	\$ 2,195
2012	\$ 2,580	\$ 620	\$ 7,468	\$ 2,080	\$ 10,048	\$ 2,700
2013	\$ 4,072	\$ 1,125	\$ 9,169	\$ 3,260	\$ 13,241	\$ 4,385
2014 ^d	\$ 2,610	\$ 90	\$ 11,799	\$ 2,285	\$ 14,409	\$ 2,375
2015 (Year 1)	\$ 2,874	\$ 1,200	\$ 13,127	\$ 6,095	\$ 16,001	\$ 7,295
2016 (Year 2)	\$ 3,479	\$ 2,404	\$ 22,813	\$ 19,035	\$ 26,292	\$ 21,439
2017 (Year 3)	\$ 655	\$ 572	\$ 43,203	\$ 36,964	\$ 43,858	\$ 37,536
Total	\$ 19,444	\$ 7,011	\$ 111,386	\$ 70,914	\$ 130,830	\$ 77,925
2015 – 2017 change	\$ (2,219)	\$ (628)	\$ 30,076	\$ 30,869	\$ 27,857	\$ 30,241
% change	-77%	-52%	229%	506%	174%	415%
2016 – 2017 change	\$ (2,824)	\$ (1,832)	\$ 20,390	\$ 17,929	\$ 17,566	\$ 16,097
% change	-81%	-76%	89%	94%	67%	75%

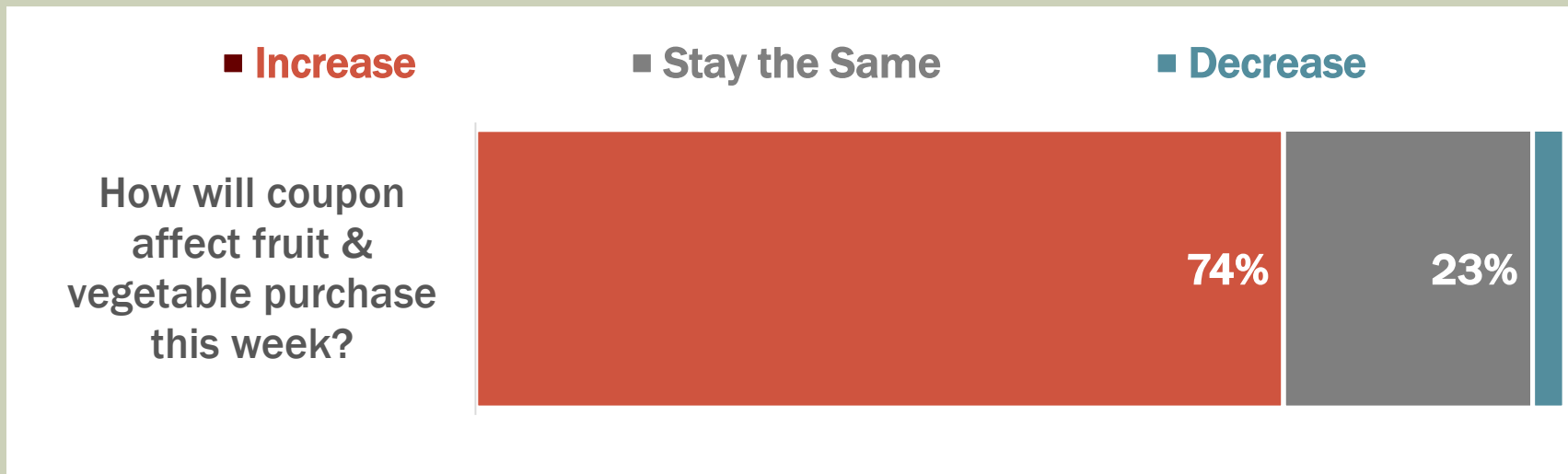
IN ABSOLUTE DOLLARS, 2015 VS. 2017 (APRIL-JULY TIME PERIOD)

- **229% SNAP increase**
- **506% Market Match increase**
- **\$60,945 distribution increase**

Average SNAP & Market Match Dollars Distributed Increased More in SCC



PERCEIVED IMPACT OF COUPON ON FRUIT & VEGETABLE PURCHASE



Data Source: Coupon survey: "How will the coupon(s) affect your fruit and vegetable purchases this week? Would you say the amount of fruits and vegetables you will buy will: (Circle one)"

LESSONS LEARNED

- Increases in purchasing of fruits and vegetables with CalFresh/Market Match dollars resulted from reducing barriers and conducting education/promotion in multiple languages
- **Partnerships were essential to promoting to the target population**
- Coupon incentives were most effective
- **Project increased spending at markets**



QUESTIONS?

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