

### Summary of Results

- SNAP Fruit/Veg spending = **2.4X** Swt Bev spending
- Non-SNAP Fruit/Veg spending = **5.4X** Swt Bev spending
- SNAP Fruit/Veg spending mostly fresh (**75.4%**)
- Non-SNAP Fruit/Veg spending mostly fresh (**79.2%**)
- SNAP Veg spending = **1.3X** Fruit spending
- Non-SNAP Veg spending = **1.4X** Fruit spending
- SNAP and Non-SNAP Juice spending similar (**2%**)
- **How does this compare with USDA study report?**



### Overview & Comparisons

**Our Findings**

**Snap Purchases by Category**  
Total Spending = \$122,662.44

Category	Amount	Percent
Fruit	\$7,304.79	6.0%
Veg	\$9,292.02	7.6%
SwtBev	\$6,852.50	5.6%
Juice	\$2,492.02	2.0%

**Our Findings**

**Non-Snap Purchases by Category**  
Total Spending = \$1,235,331.96

Category	Amount	Percent
Fruit	\$92,513.07	7.5%
Veg	\$126,953.95	10.3%
SwtBev	\$40,991.81	3.3%
Juice	\$20,885.71	1.7%

**Comparison of Findings**

- Our findings of SNAP and Non-SNAP food purchases are very similar to USDA findings
- **SNAP purchase less FV and more Swt Bev**
- Our results for FV purchases slightly higher
- Our results for Swt Bev purchases lower
- Our results for Juice purchases very close

**USDA Findings**

**Snap Purchases by Category**  
Total Spending = \$6,580.10 (M\$)

Category	Amount (M\$)	Percent
Fruit	\$308.20	4.7%
Veg	\$473.40	7.2%
SwtBev	\$608.70	9.3%
Juice	\$110.40	1.7%

**USDA Findings**

**Non-Snap Purchases by Category**  
Total Spending = \$31,512.50 (M\$)

Category	Amount (M\$)	Percent
Fruit	\$2,271.20	7.2%
Veg	\$2,873.90	9.1%
SwtBev	\$2,238.80	7.1%
Juice	\$605.40	1.9%

BUYING FOOD IS A **SNAP!**

### Analysis of SNAP/EBT Farmers Market Program Participation

**One Time Visitors 2014-18**

Year	Percentage
2014	63.6%
2015	55.9%
2016	51.3%
2017	54.7%
2018	50.0%

**Unique Patrons & Number of Visits 2014-18**

Year	Patrons	Visits
2014	165	289
2015	288	646
2016	415	991
2017	437	1,094
2018	432	1,114

**Seven + Time Visitors 2014-18**

Year	Percentage
2014	1.2%
2015	5.9%
2016	7.7%
2017	9.2%
2018	8.1%

**Tokens Purchases & Match 2014-18**

Year	Purchase	Match
2014	7,531	0
2015	8,702	6,078
2016	11,303	9,278
2017	11,892	10,439
2018	13,149	10,640

**Average Visits per Patron**

Year	AVG
2014	1.75
2015	2.24
2016	2.39
2017	2.50
2018	2.58

**Average Tokens per Season**

Year	AVG
2014	45.64
2015	51.32
2016	49.59
2017	51.10
2018	55.07

**Average Tokens per Visit**

Year	AVG
2014	26.06
2015	22.88
2016	20.77
2017	20.41
2018	21.35

### Electronic Payment at Farmers Market (SNAP/EBT Market Match)

**Electronic payment system**

- Began in 2012 (June – September)
  - Swipe EBT card
  - \$1 token for \$1 charged to card (2012-14)
  - Swipe credit/debit card
  - \$1 token for \$1 charged to card (2012-18)
- Market match introduced in 2015 for SNAP participants
  - Market match, \$1 bonus for each \$1 (2015-18)
  - **Max \$10 weekly match (\$40 monthly)**
  - \$5 = \$10    \$10 = \$20    \$15 = \$25    \$20 = \$30

### Market Match Survey Results

**Positive Impact of Market Match**

Impact	Percentage
Eat More FV	74.6%
Eat More Color FV	36.5%
Try New FV	31.0%
Buy All FV Need	43.7%
Save Money on FV	63.5%
Easier to Buy FV	36.5%
Feel Included in Community	42.9%

- 432 SNAP/EBT patrons in 2018
- 8.3% of SNAP households
- Surveyed SNAP shoppers (N=126) responded positively to the program
  - 100% said market match is easy/very easy to use
  - 99.2% said market match is important/very important to them
  - **Decrease in reported food insecurity\***

**Survey Quotes**

"This is really **amazing**. I will finally have access to a **lot of produce** and other foods that were **previously unaffordable** to me. I'm **very grateful**."

"Oh my goodness, I was **thrilled!** I couldn't believe, I mean, this is a **wonderful** enough program as is, for those of us who live on a **fixed income**, but to get the extra (tokens) every week is just a **tremendous bonus** because there is just so much out here."

"Everything is **fresh, home grown and healthier**. I think this is so wonderful to be able to use my QUEST card at the farmers' market!"

### SNAP/EBT Farmers Market Program Objectives & Evaluation

**Market Match Program Objectives**

- Reduce food insecurity
- Increase access to fresh, local food
- Increase FV consumption
- Offer opportunities for nutrition education (recipes, other info)
- Increase vendor sales, invest in local economy
- Decrease carbon footprint related to food transport
- Funded through donations/sponsors
- Community/Corporate/Government partnerships

**Market Match Program Evaluation & Survey**

- Survey conducted July – September 2018
- SNAP shoppers at farmers market (N=126)
- Benefits of market match program
- Advertising of market match program

5077 0800 1234 5678  
MARY SMITH

### To be continued ...

Please see our third poster titled, *SNAP, WIC, Low-Income Families, Fruits & Vegetables and Food Security: An Investigation of Food Purchasing Behaviors III* for more results from our continuing story. We will pick up with an analysis comparing benefit usage rates across SNAP and the Women Infants and Children Program (WIC).

The Power of **AND**