

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



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 it's seventh year
 - ▶ Providing Fresh, affordable, local produce
 - ▶ This is my second year as the market manager
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Aims

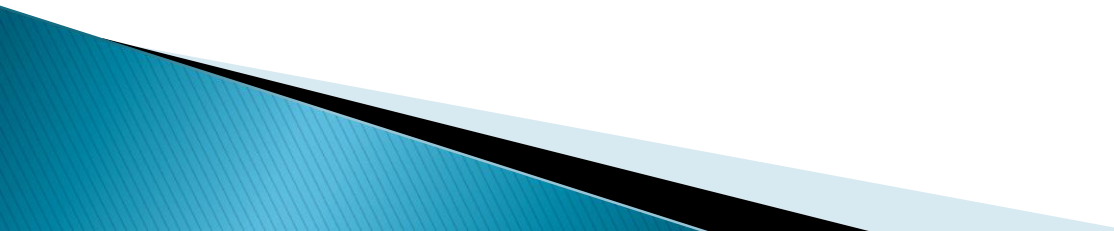
- ▶ Increase SNAP – Supplemental Nutrition Assistance Program/EBT sales and Bounty Bucks to customers at the farmers' market. This can mean, fresh, local, and affordable produce are available in our food environment.



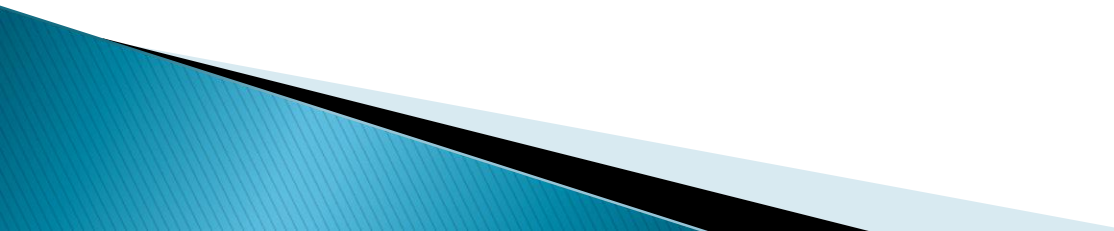
- ▶ Farmers' markets can help contribute to a richer food environment by serving as a location for direct purchase of fruits, vegetables, fish, meat and other food goods.

Boston Bounty Bucks

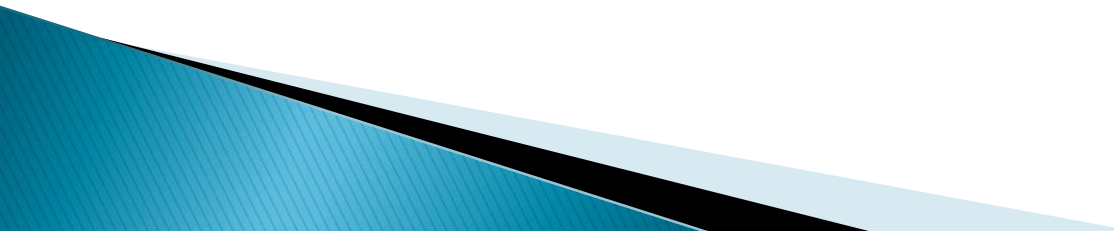
How does the Boston Bounty Bucks program work?

- 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.
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Target Population

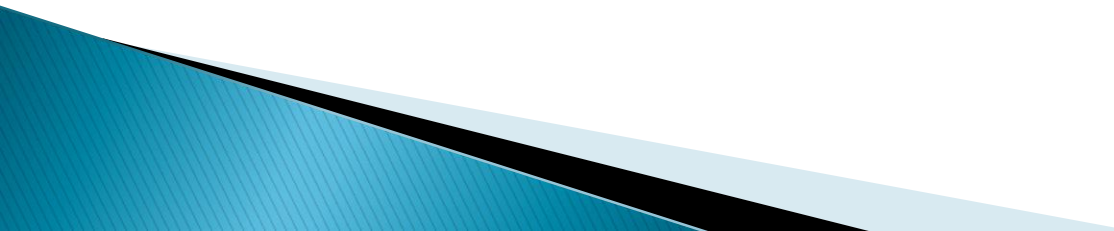
- ▶ Who in the community currently receives SNAP/EBT.
 - ▶ Understanding who currently shops at the market.
 - ▶ What produce are the customer looking to purchase.
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Key activities & outcomes

- ▶ 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.
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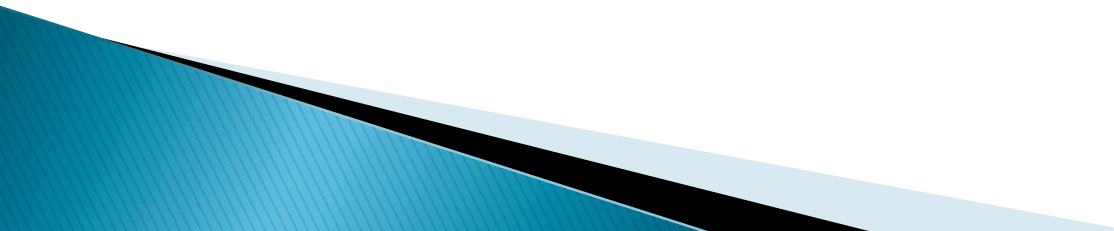
Initiative 1

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 famers' market operations.
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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.
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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
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Initiative 4

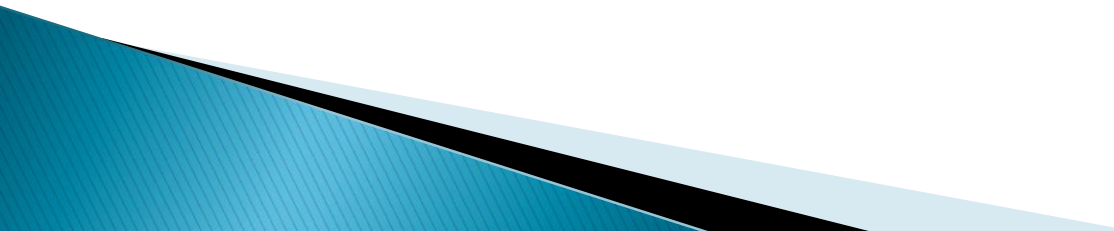
Calendar of Events

- ▶ 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

Conclusion

- ▶ The number of SNAP sales depends on a variety of factor, 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
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Leaders in Health Concept

How I am applying Leadership Development to my project?

- ▶ I don't have to do everything. Let go of tasks 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
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