

EBT at Farmers' Markets on Kauai

E.B.T. = Eat Better Today

- Bev Brody
- Pacific Global Health Conference
- October 9, 2012



EBT at Farmers' Markets Overview



- SNAP recipients can buy locally grown, healthy produce and food items at farmers' markets.
- Sites include Kapa' a, Koloa, Lihue, and Hanapepe Sunshine Markets, KCC Farmers' Market, Kukui Grove Monday Market, and Kapaa Restore Market.
- 2 for 1 incentive program currently being offered at all markets.

How Did It Start?

- Kauai Independent Food Bank received USDA grant of \$53,500 to implement EBT at farmers markets.
- CPPW obesity prevention funds awarded to Kauai.
- Partnership formed between GFK, Kauai Independent Food Bank, Office of Economic Development and Kauai Community College.
- GFK Access to Healthy Foods Task Force became forum for planning, resource sharing, and implementation strategies.



How Does It Work?

1. SNAP consumer presents EBT card to EBT Market Manager.



How Does It Work?

2. EBT card is swiped through wireless point of service machine.



How Does It Work?

3. Wooden tokens are given to SNAP consumer for transaction amount.



How Does It Work?

4. Tokens used at certified EBT Vendor booths.



How Does It Work?

5. At the end of the market, vendors redeem tokens with EBT Market Manager.

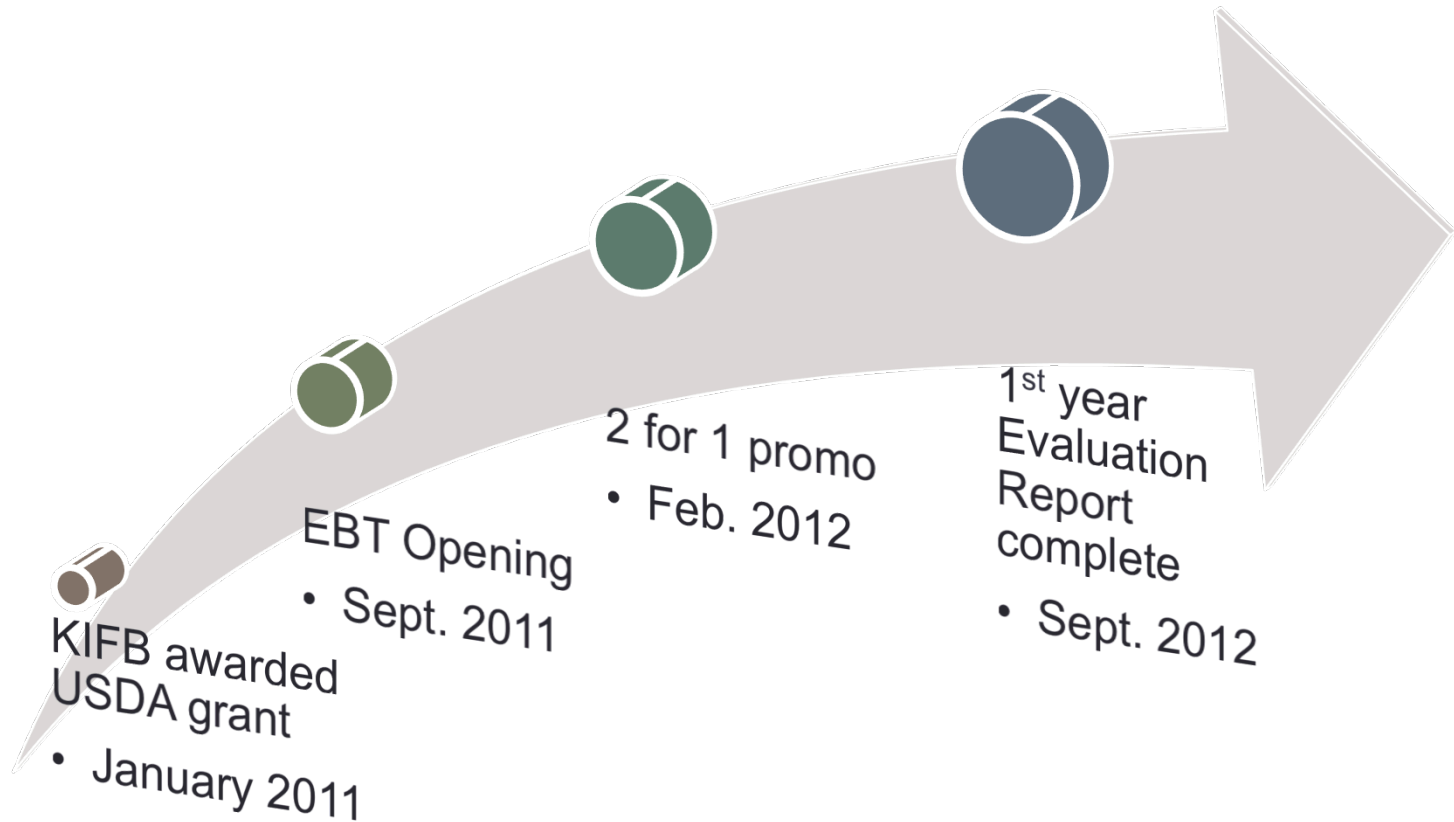


How Does It Work?

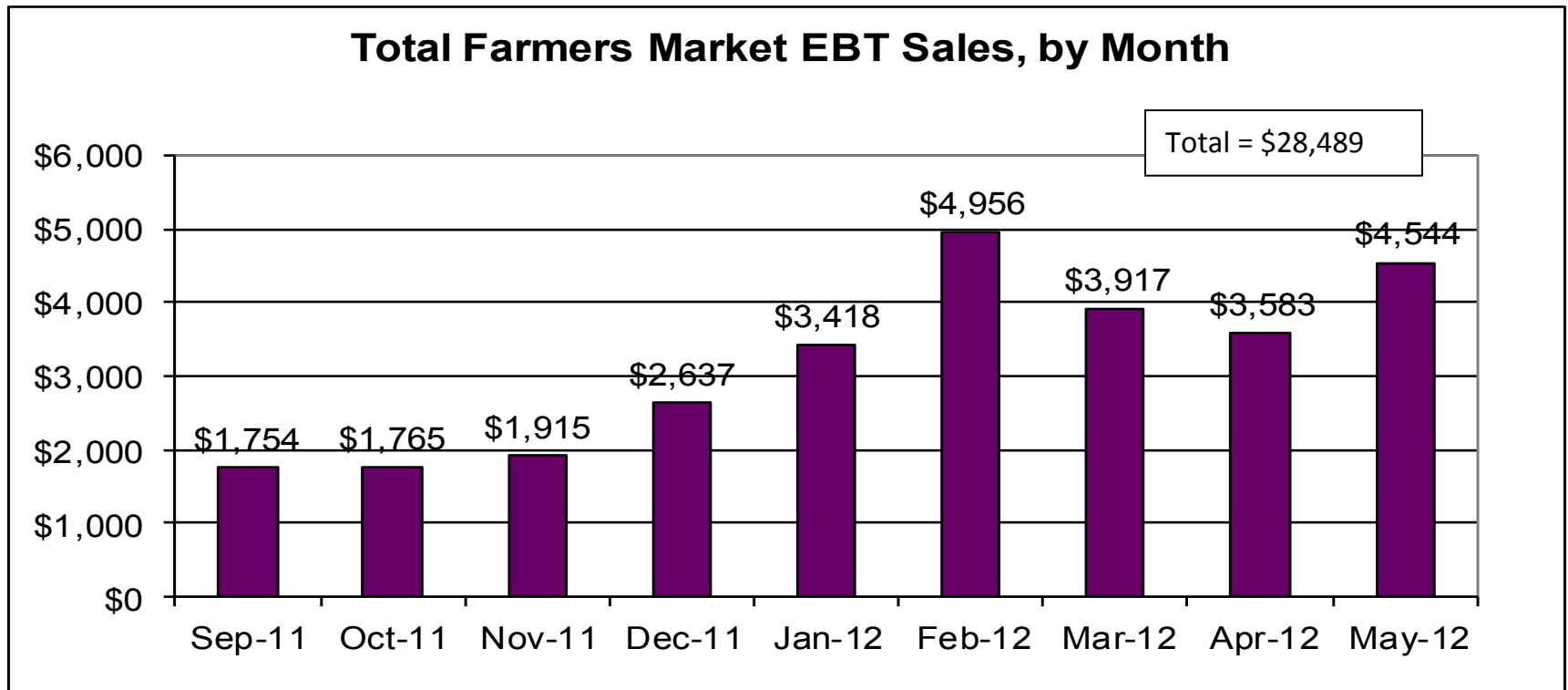
6. SNAP consumers can use tokens at any market throughout the week, and can buy tokens at KIFB.



Timeline



Sept. 2011 to May 2012 Data



Matching Bucks Data

The sales for EBT and matching bucks (MB) are detailed below for each market.

Month	KCC		Koloa		Lihue		Kapaa	
	EBT	MB	EBT	MB	EBT	MB	EBT	MB
Sept	\$446		\$20		\$211		\$1,077	
Oct	\$635		\$0		\$60		\$1,070	
Nov	\$645		\$60		\$152		\$1,058	
Dec	\$962		\$40		\$175		\$1,460	
Jan	\$1,521		\$80		\$202		\$1,615	
Feb	\$2,478	\$425	\$55	\$20	\$268	\$67	\$2,155	\$509
March	\$1,741	\$410	\$10	\$5	\$43	\$33	\$2,123	\$443
April	\$1,822	\$385	\$265	\$30	\$62	\$50	\$1,434	\$394
May	\$2,206	\$800	\$189	\$85	\$101	\$71	\$2,048	\$1,345
Total Mkt Sales	\$12,456	\$2,020	\$719	\$140	\$1,274	\$221	\$14,040	\$2,691

Average EBT Transaction

Across all four markets, the average EBT transaction was \$21, with a minimum of \$1 and a maximum of \$200. The average varied by market as seen below. The KCC market has the highest average sales.

Market	Average EBT sale
KCC	\$23
Koloa	\$12
Lihue	\$16
Kapaa	\$20

Sept. 2011 to May 2012 Data

- Total # of EBT users = 471
- Average EBT transaction per person = \$21
- Total combined market sales = \$33,561
- 32% were first time farmers market users
- 54% became repeat users
- Total vendors participating approximately 90

Top 10 List: Tips on starting EBT at your Farmers' Market

1. Begin USDA EBT vendor application early and expect a 3 - 6 month wait.
2. Be aware of “ownership” issue in USDA application.
3. Establish early connections with stakeholders, farmers market manager, farmers and vendors.
4. Assess farmers market's capacity to operate and commit to EBT program.

Top 10 List: Tips on starting EBT at your Farmers Market

5. Research the demographics of the farmers market and SNAP population in that area.
6. Develop partnerships and seek out resource sharing opportunities.
7. Include funds for incentive program, staffing, marketing, and transaction fees in program budget.

Top 10 List: Tips on starting EBT at your Farmers Market

8. Create a strong sustainability, marketing, and evaluation plan.



Top 10 List: Tips on starting EBT at your Farmers Market

9. Allow ample time for vendor recruitment, education, and certification process.
10. Evaluate vendor and customer satisfaction.

Electronic Benefits at Four Farmers Markets in Kauai
An Evaluation of the Pilot Program
Sept 2011-May 2012



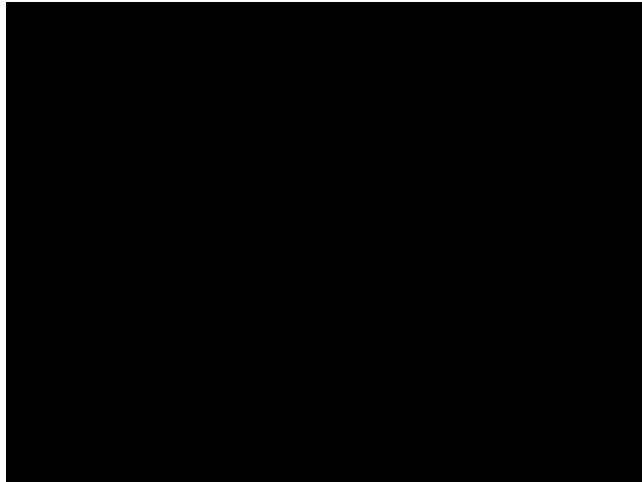
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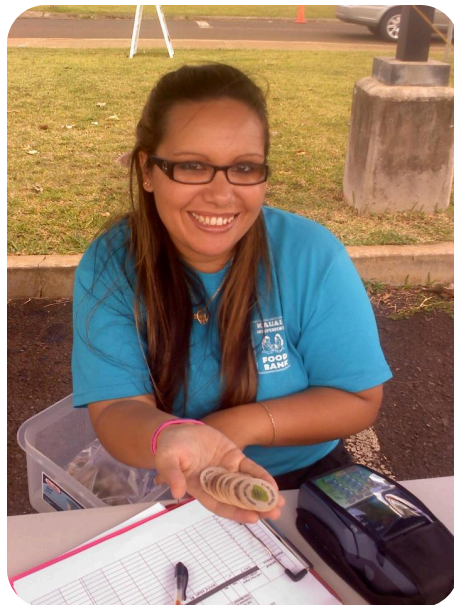


A quick look at Kauai's EBT program



Looking Ahead

- Expansion of EBT to more sites.
- Continue to explore sustainability options.
- Promote, promote, promote to SNAP consumers and the community.



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Resources

- <http://www.fns.usda.gov/SNAP/ebt/fm.htm>
- http://www.pps.org/pdf/SNAP_EBT_Book.pdf
- http://www.mass.gov/agr/markets/farmersmarkets/docs/utilizing_ebt.pdf
- http://www.marketumbrella.org/uploads/file/ebt_how_to_manual.pdf
- <http://www.oregonfarmersmarkets.org/EBT/ebt.html>
- <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=337>

Thank You!



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