



FARMERS MARKET TOOLKIT

Attracting SNAP and WIC Participants to
Farmers Markets

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FARMERS MARKET INITIATIVE OVERVIEW

- Overall goal is to increase the number of purchases by participants of SNAP and Massachusetts Farmers Market Coupons(WIC) at local farmers markets
- Supporting local markets in these efforts by:
 - Helping to establish EBT and/or Farmers Market Coupon
 - Assessing barriers to SNAP and WIC use at markets
 - Providing guidance on addressing barriers
 - Expanding market access through mobile and winter markets



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- Collaboration between several agencies
- Goal is to help coordinators provide guidance to local farmers markets on ways to attract more SNAP and WIC participants
- Will include four main sections:
 - Engaging with Markets
 - SNAP and WIC at the Farmers Market
 - Understanding and Addressing Barriers
 - Resources
- Still a work-in-progress!



TIMELINE

- January – April 2013 Survey and Toolkit Development
- April 2013 Survey SNAP and WIC Participants
- Late April/Early May 2013 Farmers Market Toolkit Available



QUESTIONS?

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