

EBT at Farmers' Markets on Kauai

E.B.T. = Eat Better Today

- Bev Brody, CPT
- Physical Activity and Nutrition Summit
- May 24, 2013



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.

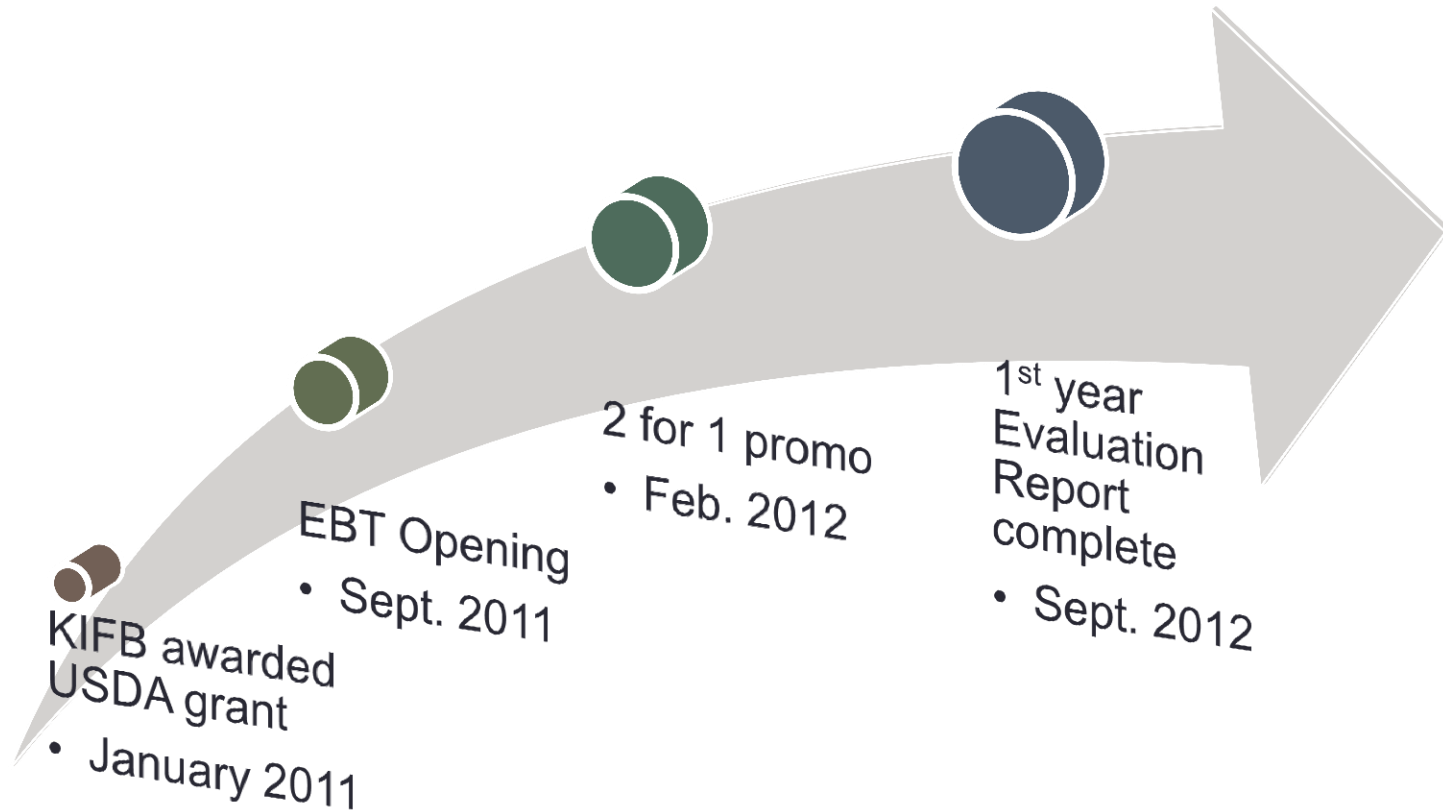


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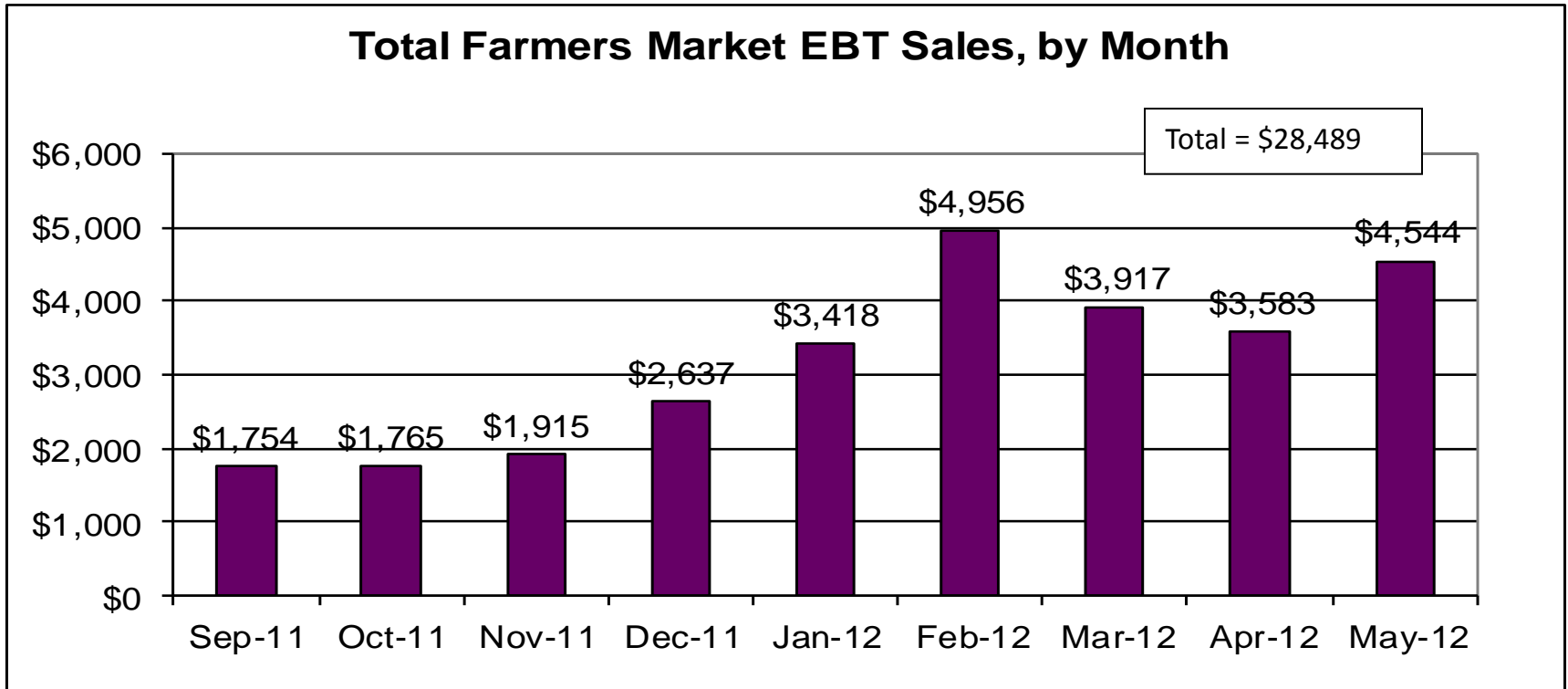
6. SNAP consumers can use tokens at any market throughout the week, and can buy tokens at KIFB.



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	\$22
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.

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Sunshine Markets SNAP into summer
EBT program expanding

Dennis Fujimoto
THE GARDEN ISLAND

LIHU'E — Electronic Benefits Transfer for Supplemental Nutrition Assistance Program recipients will have more places to use their benefits starting this week.

The announcement by the Kaua'i Independent Food Bank EBT program said the use of EBT cards at the Hanapepe sunshine market will start Thursday and the use of EBT cards at the Monday Market at Kukui Grove Center will start June 18 at its location in the Knart parking lot, said Sasha Figueira, the EBT Market Manager and Account Clerk at KIFB.

The two new locations join the current four locations accepting EBT tokens, including the Koloa Sunshine Markets on Mondays from noon until 2 p.m. at Anna Knudsen Park, the Kapa'a Sunshine Markets on Wednesdays at Kapa'a New Town Park from 3 to 5 p.m., the Lihu'e Sunshine Markets on Fridays at the Vidinha Stadium parking lot from 3 to 5 p.m. and the Kaua'i Community Market on Saturdays at Kaua'i Community College from 9:30 a.m. to 1 p.m.

Figueira said in addition to the

accept EBT tokens. However, she said, tokens must be purchased at one of the market locations dur-

Independent Food Bank, which will be open for EBT sales Monday through Friday from 8 a.m. to 4

The roadside vendors include Kaua'i Plantation Quail, with EBT purchases available at the Kapa'a

Quail offers fresh and pickled quail eggs from a tent in the parking lot



Dennis Fujimoto/The Garden Island

Anuenue Mose processes a vendor's Electronic Benefits Transfer transactions while Melissa McFerrin of the Kaua'i County Farm Bureau chats with another vendor waiting for his token exchange Saturday at the Kaua'i Community Market at Kaua'i Community College.

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



Prepared by
Jodi Drisko, MSPH
Parametrix Group, LLC
and
A. Michelle Martinez, MPH
Get Fit Kauai

August 2012



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.



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>

Questions?



Thank You!

Contact Information:

Bev Brody

Director

Get Fit Kauai; the Nutrition and Physical Activity
Coalition of Kauai County

(808) 212-4765

bbrody1@hawaii.rr.com