



# EBT in 6 Hawai'i Island Farmers Markets

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# Impetus

- Recession led to 28.5% Hawaii Island families being EBT-participating
- Open new market sectors for farmers, so they can further develop food production on their farms
- Concern over obesity and diabetes, especially in children

# USDA-Farmers Market Promotion Program

The screenshot shows the USDA Farmers Market Promotion Program (FMPP) website. The browser address bar displays <http://www.ams.usda.gov/AMSv1.0/FMPP>. The page features a header with the USDA logo and the text "United States Department of Agriculture Agricultural Marketing Service". Below the header is a navigation menu with links for Home, About AMS, Newsroom, Opportunities, Online Forms, Help, and Contact Us. The main content area is titled "Farmers Markets and Local Food Marketing" and includes a section for the "Farmers Market Promotion Program (FMPP)" which describes the program's purpose and eligibility criteria. A sidebar on the left contains a search box and a list of navigation links. A right sidebar contains a "Resources" section with links to guidelines, forms, and frequently requested information.

**USDA** United States Department of Agriculture  
**Agricultural Marketing Service** **USDA ORGANIC**

Home About AMS Newsroom Opportunities Online Forms Help Contact Us

You are here: Home / Farmers Market Promotion Program (FMPP)

## Farmers Markets and Local Food Marketing

### Farmers Market Promotion Program (FMPP)

The Farmers Market Promotion Program (FMPP) offers grants to help improve and expand domestic farmers' markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities. Agricultural cooperatives, producer networks, producer associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities and Tribal governments are among those eligible to apply. Approximately \$10 million in FMPP grants are available in fiscal year 2012. The maximum amount awarded for any one proposal cannot exceed \$100,000.

#### FMPP Issues 2012 Grant Awards

- 9/21/12: USDA Grants Awarded to Promote New Economic Opportunity for Farmers and Ranchers through Local and Regional Projects
- 2012 FMPP Awardee List (PDF)

#### Current & General Information

- FMPP Brochure (PDF)
- Pre-Application Guide (PDF)
- How to Submit via Grants.gov (PDF)
- Eligible FMPP Grant Fund Uses (PDF)
- Performance Measurement and Evaluation (PDF)

#### AMS Call for Reviewers

- Invitation to Potential Reviewers (PDF)
- Reviewer Application and Resume: TM-32 (PDF)
- Declaration of Interest and Conflict of Interest (FM 15 and

#### Resources

- Guidelines, Grants and Final Reports
- FMPP Forms & Additional Information
- Apply for a DUNS number
- Register with Central Contractor Registration (CCR)
- Register with Grants.gov
- U.S. Bureau of Labor and Statistics-Wages and Salaries by State

#### Frequently Requested Info.

- Catalog of Federal Domestic Assistance: Assistance Number 10.188
- FMPP News Releases and Federal Register Notices
- Frequently Asked Questions
- Other Funding Opportunities (PDF)
- FMPP Contact Information

**Search AMS**

Advanced Search  
Search Tips  
Market News Search

**Browse by Subject**

- Market News
- Commodity Areas
- Grading, Certification and Verification
- Science and Laboratories
- National Organic Program
- Commodity Purchasing
- Agricultural Transportation
- Farmers Markets and Local Food Marketing
- Regulatory Programs
- Research and Promotion Programs
- Marketing Orders and Agreements
- Grant Programs
- International Marketing

# Mentors

- Keith Dela Cruz, Hilo Farmers Market
- Kelly Nafie, S.P.A.C.E Farmers Market
- Judy Lenthall, Kauai Food Bank

# Wholesome Wave handbook



**SNAP/EBT** *at your*  
**FARMERS MARKET:**  
**SEVEN STEPS** *to* **SUCCESS**



# USDA Handbook

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298&acct=wdmgeninfo>

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**CITY HEIGHTS FARMERS MARKET**  
**USE YOUR EBT CARD HERE!!!**

**SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) AT FARMERS MARKETS: A HOW-TO HANDBOOK**

A joint publication by:  
USDA Agricultural Marketing Service  
USDA Food and Nutrition Service  
Project for Public Spaces, Inc.

# SNAP in Farmers Markets

The screenshot shows a web browser window with the URL <http://www.fns.usda.gov/snap/ebt/fm.htm>. The page header includes the USDA logo and the text "United States Department of Agriculture Food and Nutrition Service". A navigation menu contains links for Home, About SNAP, What's New, Help, Contact Us, and En Español. The main content area features a search bar, a "Search FNS" section with options to search all USDA, search tips, and topics A-Z, and an "Email Updates" section. Below these are "Browse by Audience" and "Browse by Subject" sections. The "Browse by Subject" section lists various topics such as Disaster Assistance, Employment & Training, Grants, Info Materials, Nutrition Education, Outreach, Program Data, Program Improvement, Program Policy, Quality Control, Research & Reports, and Topics A to Z. The main heading reads "Supplemental Nutrition Assistance Program" and "Learn how you can accept SNAP Benefits at Farmers' Markets". Below this is a photograph of fresh produce in baskets. A text block states: "FNS is dedicated to providing resources to Farmers' Markets nationwide. The number of farmers' markets licensed to accept SNAP benefits is increasing nationwide. As people discover the benefit of buying fresh, nutritious, local products, farmers and farmers' markets are seizing the opportunity to broaden their customer base by adding a SNAP payment option." At the bottom, three boxes are arranged horizontally, connected by arrows: "Get Licensed by FNS" (with an image of hands holding a document), "EBT Scrip Project" (with the Farmers Markets Direct to Consumer logo), and "Resource Center" (with an image of a busy farmers market).

# 6 Farmers Markets

- Maku'u Farmers Market
- Kino'ole Farmers Market
- Hilo Coffee Mill
- Volcano Farmers Market
- Keauhou Farmers Market
- Hawi Farmers Market

# Funding Supports

- Stipends for Market Manager time to set up
- EBT wireless POS machines & transactions fees
- Scrip, receipt books, or wooden tokens
- EBT cashier for a while
- Signage
- Marketing



# Farmers Market EBT Program



- About
- How it Works
- What Can You Buy?
- Farmers Markets
- Steps to Set Up EBT
- Contact Us
- Laulima Center Home

## How to set up EBT in your Farmers Market

Want to set-up your farmers market to accept EBT? The following ten steps will show you how.

**1. Assess your market and community.** Increasing access to fresh, local, and healthy foods for our island families in need is a worthy project, but not every farmers market is ready.

- Make sure you have enough vendors that sell allowable items.
- Does your current clientele include families that use EBT? If not, do you think you can attract EBT users to your market?

**2. Discuss the idea and plan with your market manager, farmer-vendors, farmers market board members, customers, and local community leaders.** If all of your stakeholders are on board with start-up and sustainability of the program, proceed. See the SNAP/EBT at

# Steps to Set Up EBT

1. **Assess your market & community**
2. **Discuss plan with market manager, farmer-vendors, board, customers, and community leaders**
3. **Create an EBT systems plan**
4. **Apply for a FNS license**
5. **Obtain an EBT POS machine**
6. **Order your scrip, tokens, or receipt books**
7. **Develop your signage**
8. **Train your Farmer-Vendors**
9. **Marketing**
10. **Ongoing Sustainability**

# Eligible Food



About

How It Works

What Can You Buy?

Farmers Markets

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## What Can You Buy at the Farmers Market with EBT?

### YES

- Fruits & Vegetables
- Breads and Cereals
- Baked Goods
- Meats, Fish and Poultry
- Milk, Eggs & Cheese
- Seeds and Plants which produce food
- Jams, Jellies and Honeys

### NO

- Food that will be eaten at the market
- Hot foods
- Any nonfood items
- Soaps

# How it Works

Farmers Market EBT Program

http://www.kohalacenter.org/laulima/EBT/works.html

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## How it Works

Hawai'i Island Farmers Markets have two different systems--the "Food Bucks" and the "Receipts" system.

**Maku'u Farmers Market, Kino'ole Farmers Market, Volcano Farmers Market and Hilo Farmers Market all use a "Food Bucks" system that works like this:**



Use your EBT card to get Food Bucks which can be exchanged for food.

**Hilo Coffee Mill Farmers Market, Keauhou Farmers Market, and S.P.A.C.E Farmers Market all use a "Receipt System" that works like this:**



Get a receipt from the vendor and pay with your EBT card at the EBT table. Bring paid receipt back to vendor to pick up food.

# Island-wide Marketing Group

- **2 existing and 6 new combine efforts**
- Radio, newspaper
- Flyers, signs, banners
- Articles, website, newsletters
- DHS offices, senior centers, Food Basket
- Facebook, blogs, twitter
- Coconut wireless

FRESH • HEALTHY • LOCAL • AFFORDABLE

FARMERS MARKET

**EBT**

PROGRAM



## These Hawai'i Island Farmers Markets *Now Accept EBT*



Maku'u Farmers Market, Kea'au/Pahoa Hwy, Puna—8am to 2pm **Sundays**

Hilo Coffee Mill Farmers Market, off Hwy 11 at the 12.5 MM, Mountain View—8am to 1pm **Saturdays**

Kino'ole Farmers Market, 1990 Kinoole St, Hilo—6:30am to noon **Saturdays**

# 6 Farmers Markets



The screenshot shows a web browser window with the URL <http://www.kohalacenter.org/laulima/EBT/markets.html>. The page features the EBT PROGRAM logo and a main heading "Farmers Market EBT Program". Below the heading is a photograph of fresh produce, including a basket of peaches and a carton of eggs with a handwritten sign that reads "Free Ranch Egg \$5.50".

**EBT PROGRAM**

## Farmers Market EBT Program



**About**  
**How It Works**  
**What Can You Buy?**  
**Farmers Markets**  
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**Farmers Markets**

- Maku'u Farmers Market**, Kea'au/Pahoa Hwy, Puna  
8:00 a.m.--2:00 p.m. Sundays
- Hilo Coffee Mill Farmers Market**, off Hwy 11 at the 12.5 MM, Mountain View  
8:00 a.m.--1:00 p.m. Saturdays
- Kino'ole Farmers Market**, 1990 Kinoole St., Hilo  
6:30 a.m.--Noon Saturdays
- Volcano Farmers Market**, Wright Road, Volcano  
6:00 a.m. --10:00 a.m. Sundays
- Keauhou Farmers Market**, Keauhou Shopping Center, Kona  
8:00 a.m.--Noon Saturdays
- S.P.A.C.E Farmers Market**, Seaview, Puna  
8:00 a.m.--11:30 a.m. Saturdays
- Hilo Farmers Market**, corner of Kamehameha Ave. and Mamo Street, Hilo, Hawai'i  
6:00 a.m.--4:00 p.m. Wednesdays and Saturdays







# EBT CARDS PROCESSED HERE

**How it works**

Use your **EBT Card** to get **Food Bucks** which can be used for **food**.

**What You Can Buy At The Farmers Market**

**YES**

- Fruits & Vegetables
- Breads and Cereals
- Baked Goods
- Meats, Fish and Poultry
- Milk, Eggs
- Seeds and Plants which produce food
- Jams, Jellies and Honey

# Double Dollar Day Promotion

- EBT in Farmers Markets
- Fundraise a match from private foundations, farmers associations
- Give 2x as many scrip, tokens, receipt at EBT cashier booths
- Federal funding leverages private and consumers and farmers benefit

# EBT Sales Income

***July 15, 2012 - March 30, 2013***

	Total	Weekly Average Before DDD	Weekly Average After DDD
Kino'ole	\$1,426	\$71	\$78
Hilo Coffee Mill	\$4,843	\$126	\$131
Keauhou	\$7,566	\$176	\$225
Volcano	\$12,426	\$287	\$417
Hawi	\$17,807	\$585	\$813
Maku'u	\$119,050	\$2,961	\$4,485
<b>TOTAL</b>	<b>\$163,118</b>	<b>\$701</b>	<b>\$1,025</b>

# Next Steps

- Assist several more Hawaii Island markets
- Mentor
- Continue marketing group and efforts
- Double Dollar Day promotions
- Work with groups for Sustainability
- CSAs & Roadside Stands

# The Laulima Center

[www.laulimacenter.org](http://www.laulimacenter.org)

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