A Social Marketing Intervention to Increase SNAP Redemptions at Farmers’ Markets in Oklahoma

Robert John Ph.D., Meredith Scott M.S.
Health Promotion Sciences
Oklahoma University Health Sciences Center
Goals

❯ Increase SNAP redemptions at Oklahoma Farmers’ Markets

❯ Increase the number of Farmers’ Markets that accept SNAP

❯ Decrease barriers to fresh, quality foods among low-income Oklahomans

❯ Change eating and shopping social norms among SNAP recipients

❯ Support local farmers

❯ Improve the social experience of shopping for fruits & vegetables

❯ Create healthy family traditions

❯ Increase fruit & vegetable consumption

❯ Improve the health status of low-income Oklahomans
SNAP Sales at Farmers Markets Decreased with the Introduction of the EBT Card

National SNAP Redemptions at Farmers Markets and Direct Marketing Farms, FY 1994-2013

Source: USDA FNS & Farmers Market Coalition Real Food Real Choices Report
Why Promote Farmer’s Markets?

Value of SNAP Redemptions at Farmers Markets, 1993-2010

.012% of SNAP Redemptions in 2010 (Love, 2011)
Research is Key

Find out about successful practices

FARMERS MARKETS are for EVERYONE!

use your OREGON TRAIL CARD to DOUBLE YOUR MONEY

REAL FOOD; REAL CHOICE
Connecting fresh food with the people who need it.

GETTING FRESH FOOD IS A SNAP AT NY FARMERS MARKETS!
Your EBT/Food Stamp/SNAP card is welcome at a farmers market near you, making it simple to bring home nutritious food. From just-picked produce to wholesome meat, dairy, and bread products, you’ll find it all at your local farmers market. To learn how the program works, step by step, click here.

Sign up for Fresh Notes, Email Newsletter

Privacy by SafeSubscribers™
Barriers

- Lack of Awareness SNAP Accepted
- Inconvenience
  - Days & Hours of Operation
  - Seasonal Operation
  - Single Purpose for Trip
  - Seasonal Availability of Produce
  - Limited Types of Produce
  - Location of Market
  - Use of Tokens (Alternative Currency)
- Viewed as More Expensive
Psychographics

- Emphasis on choice, personal autonomy (Luntz, 2011)
- Taste
- Freshness
- Quality
- Does not go bad as fast
- Lack of Knowledge
  - Location
  - Hours of operation
  - Duration of season
  - SNAP accepted
- Social experience - Vendor knowledge, Friendly atmosphere
Farmer’s Market Intervention Components

- Direct Mailing Flyer to all SNAP Recipients in 3 Surrounding Zip Codes (N=5,500)
- Improved Signage in and around Market
- Promotion in Community Agencies
- Participation in Farm Market Events
- Nutrition Education
Farmer’s Market Formative Research

Psychographics
- Emphasis on choice
- Taste
- Freshness
- Quality
- Does not go bad as fast
- Visual difference
- Lack of Knowledge
  - Location
  - Hours of operation
  - Duration of season
  - SNAP accepted
- Appropriate incentive

You decide.

Taste the difference
at the Norman Farmers Market
(615 E. Robinson, Norman, OK 73071)

Bring this flyer with you when you come to the
Norman Farmers Market on Saturday

When you redeem at least $10 of your SNAP benefits you will receive a
FREE Reusable Market Bag*

Most grocery stores pick green tomatoes and use chemicals to turn them pink. Farmers markets provide fresh, quality, naturally ripened produce picked from local farms.
SNAP
Supplemental Nutrition Assistance Program

To show you the difference, we are inviting you to your local farmers market at the Cleveland County Fairgrounds, 615 E. Robinson. It is open 8 am - 12 pm on Wednesdays and Saturdays through October.

http://www.clevelandcountyfair.org/farmersmarket.html

Redeem at the Norman Farmers Market starting Saturday, June 2, 2012.
*While supplies last
Make it Easy

Increase Knowledge

We Welcome SNAP Benefits

Spread the Word...
Many Farmers Markets now accept SNAP Benefits!

EBT = $1

Farmers Markets that Accept SNAP Benefits

1. Duncan Farmers Market
   254-285-8214
2. Guthrie Farmers Market
   405-382-5760 | Facebook
3. Jay Farmers Market
   918-255-6405 | Facebook
4. Muskogee Farmers Market
   918-689-8799 | MuskogeeFarmersMarket.com
5. Norman Farm Market
   405-380-8721 | ClevelandCountyOklahomaFarmMarket.com
6. Norman City Garden Market
   405-273-5566 | normancity.org
7. OSU-Oklahoma Farm Market
   405-243-3236 | osu.edu/farmersmarket
8. Uptown Farmers Market, OKC
   405-637-7640 | uptown20.com/farmers-market
9. Okmulgee Farmers Market
   918-634-5002 | Facebook
10. Denison Farmers Market
    Facebook
11. Putnam County Farmer Coop. Market, Shawnee
    405-283-8300 | Facebook
12. Tecumseh Farmers Market
    205-770 | TecumsehFarmersMarket.com
13. Tecumseh Farmers Market
    918-287-9311 | TecumsehFarmersMarket.com
14. McAlester Public Market, McAlester
    918-296-3007 | McAlesterPublicMarket.com
15. Tulsa Farmers Market
    tulafarmersmarket.org

This material was funded by USDA’s Supplemental Nutrition Assistance Program (SNAP). To find out more, call your local Department of Human Services (DHS) office at 1-866-411-8877. This institution is an equal opportunity provider and employer.

How to use your EBT/SNAP Benefits at the Farmer’s Market

1. Go to the farmer’s market and look for the EBT table.

2. Use your EBT card to redeem as many $1 tokens as you would like.

3. Use your tokens at the farm stands throughout the farmer’s market.

What to do with leftover tokens?
Tokens do not expire and can be used at any time during the farmer’s market season.

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To learn more visit www.ouhsc.edu/ONIE Facebook: ONIE Project Twitter: @ONIEProject
Improved Signage

This is a large 6ft x 3ft Sign

Norman Farmers Market Welcomes SNAP Benefits

Open Wednesdays & Saturdays 8am - 12pm
Located at the Cleveland County Fairgrounds
Promotion

Taste the difference
Poster in Community Organizations, OKDHS, Health Departments (EBT Card Visual)

YOU DECIDE.

Taste the difference at the Norman Farmers Market.

Now Welcoming SNAP Benefits

Why shop at the Farmers Market
- Fresh, quality produce
- Farmer's market produce is naturally ripened
- Supports local farmers
- Better food for your family

Norman Farmers Market
- Open every Wednesday & Saturday, 8am-12pm
- Market runs through October
- Easy to redeem SNAP benefits!

Cleveland County Fairgrounds, 615 E. Robinson
Promote Fruits & Vegetables

Get the Facts!

Watermelon

50 calories

How to pick

3 Recipes

Nutrition Facts
Serving Size: 1 cup (154g)
1 slice of watermelon

Amount Per Serving

Calories: 50
Calories from Fat: 0

% Daily Value

Total Fat: 0g
Saturated Fat: 0g
Trans Fat: 0g
Cholesterol: 0mg
Sodium: 0mg
Total Carbohydrate: 12g
Dietary Fiber: 1g
Sugar: 1g

Protein: 3g
Vitamin A: 18%
Vitamin C: 21%
Calcium: 1%
Iron: 2%

Recipe: Minted Watermelon Salad

Servings: 4

Ingredients:
4 cups watermelon
1/2 cucumber, sliced
1/4 cup fresh mint, shredded
1 Tbsp lime juice
1 Tbsp canola oil
Pepper to taste (optional)

Preparation:
1. Cut watermelon into cubes.
2. In a medium bowl, add watermelon, cucumber, and mint leaves. Mix.
3. Stir in lime juice and canola oil.
4. Serve as a fresh side.

Visit the ONIE Blog to see more recipes, fun activities, and helpful tips!
www.onieproject.wordpress.com

Nutrition Education

Get the Facts!

Spinach

10 calories

How to pick

2 Recipes

Nutrition Facts
Serving Size: 1 cup (134g)

Amount Per Serving

Calories: 10
Calories from Fat: 0

% Daily Value

Total Fat: 0g
Saturated Fat: 0g
Trans Fat: 0g
Cholesterol: 0mg
Sodium: 0mg
Total Carbohydrate: 2g
Dietary Fiber: 1g
Sugar: 1g

Protein: 3g
Vitamin A: 10%
Vitamin C: 14%
Calcium: 3%
Iron: 5%

Visit the ONIE Blog to see more recipes, fun activities, and helpful tips!
www.onieproject.wordpress.com
Farmers’ Market Events

Norman Farmers Market Welcomes SNAP Benefits

Homegrown Radishes $1.50 per bunch
Find opportunities for free media coverage.

In the News

We Welcome SNAP Benefits
A vendor's table welcomes SNAP recipients at the Norman Farmers' Market.

GROUP SEeks to bring healthy food to low-income families

Meredith Scott and Robert John of OKIE hand out signs to Norman Farmers' Market vendors who accept SNAP.

John says farmers markets are good for the economy. A 2011 report from USDA showed that, if the $1.3 billion in SNAP dollars spent in Oklahoma is expanded, about half went to a few large, lower-cost vendors, while the rest went to a few large, higher-cost vendors.
“Caution is urged in respect to strategies often used to evaluate social marketing campaigns, such as focus on campaign reach, attention to knowledge and attitudes but not behavior” (Smith et al., 2009, p. 57)
2011-12 Norman Farm Market SNAP Redemptions

Intervention Begins

Dollars

April 2011 | May | June | July | August | September | October | April 2012 | May | June | July | August | September | October

$175 | $280 | $156 | $141 | $399 | $555 | $299 | $1591 | $1482 | $1028 | $776 | $650

$0 | $200 | $400 | $600 | $800 | $1000 | $1200 | $1400 | $1600 | $1800

2011 | 2012
Intervention Begins
SNAP Redemptions 2011-2015

- 2011: $1,824
- 2012: $6,380 (350% increase)
- 2013: $3,895
- 2014: $4,155
- 2015: $5,186

Norman Farm Market
Expanded Intervention

- Encourage & assist new SNAP markets
- Farmers’ Market Video
- Posters at DHS offices
- Sandwich board posters
- Roadside banners
- Sign at EBT table
- Form Collaborations
  - Senior Farm Market Program mailing to 2,183 seniors
- FM Events

Guthrie Farmers’ Market Welcomes
SNAP Benefits
Open: June - October
Saturday, 8am - 12pm
212 W. Oklahoma Avenue
New Initiatives

- OSU-OKC vendor training session
- State Farmers Market Conference
- Oklahoma Public Health Association presentation
2015 SNAP Accepting Farmers Markets

Brookside Farmers’ Market - Tulsa
Cherry Street Farmers’ Market - Tulsa
**Duncan Farmers Market**
Guthrie Farmers Market
Muskogee Farmers Market
Norman Farm Market
**Nowata Farmers Market**
**OSU-OKC Farmers Market**
Okmulgee Farmers Market
Owasso Farmers Market
Pottawatomie County Farmers Coop. Market – Shawnee
R & G Family Grocers – Tulsa Mobile Market
Stilwell Farmers Market
Tahlequah Farmers Market
**Uptown Farmers Market - OKC**
Uniform Signage Statewide
Hosts: ONIE Project, Food Banks of OK, OK Department of Agriculture, and OSU/OKC University.

250 Attendees: Market Managers, Farmers, Vendors, Community Advocates, and Non-Profit Organizations.

Representation from entire state: including Cherokee Nation, Chickasaw Nation, city officials, county health departments, State Health Department.

Focus: Increasing SNAP acceptance at markets and how to strengthen farmers markets.
SAVE THE DATE
FARMERS MARKET CONFERENCE
COLE COMMUNITY CENTER • 4400 N.W. EXPRESSWAY
OKLAHOMA CITY, OK • 73116
MARCH 2016
MARCH 10
FREE LUNCH PROVIDED • RSVP BY MARCH 3RD
REGISTRATION CONFERENCE
8:30 A.M.-9:00 A.M. 9:00 A.M.-3:00 P.M.
REGISTER AT WWW.ONIEPROJECT.ORG/FARMERSMARKETS
OR CALL MEREDITH SCOTT @ (405) 271.2091
Farmers Market - Video

- [https://vimeo.com/122032877](https://vimeo.com/122032877)
2015 telephone survey of a random sample of Oklahoma SNAP recipients living in close proximity to a SNAP-accepting market

- Sample size = 187
- 68% were female
- Only 20% had shopped at the local farmers’ market in 2015
Non-user Psychographics

- 20 minutes maximum acceptable distance
- 68% do not know location of market
- 71% do not know when market is open
- 70% want to know what produce is in season
- 26% believe produce is more expensive
- 21% not open on a convenient day
- 16% believe the range of products is too limited
- 14% market not family friendly
- 20-25% are not satisfied with the quality or taste of the produce where they currently shop
User Psychographics

- 59 paper surveys among SNAP recipients
- Most found out about the market by word-of-mouth from family or friends (36%)
- Traveling by the market (23%)
- Advertisement (16%)
- Community organization (13%)
- 75% say fruits and vegetables are the reason they shop at a farmers’ market
Implications

- Enhance positive information about the market that people get from family or friends
- Use social media where possible
- Improve and use uniform signage
- Find opportunities for free or low-cost advertisements
- Gain expanded assistance of community organizations in promoting market
- Organize special events – Family friendly
- Promote seasonal produce especially tomatoes & watermelon
Vendors

- Choose varieties not sold in grocery stores (i.e. for taste rather than cosmetics, productivity or ability to ship long distances)
- Expand range of products available
- Provide healthy, simple recipes for unfamiliar produce
References


