

EQUITY AND ACCESS: NUTRITION EDUCATION AND FARMERS MARKETS

Society for Nutrition and Behavior

**MICHIGAN
FITNESS
FOUNDATION**

 **CENTER
FOR WELLNESS
AND NUTRITION**
EDUCATION | TRAINING | ADVOCACY | EVALUATION



Farmers Market Food Navigators

Lila Gutuskey, PhD
Teresa Zwemer, RDN

Michigan Fitness Foundation

Outline of Today's Presentation



1

Program Development

History of farmers market programming, why this program was needed, & how it evolved over time

2

Food Navigator Roles

Learn the 4 main roles of the Food Navigator & how time is spent in and out of the market

3

2020 and Beyond

Updates to the program related to the global pandemic, future plans, and considerations

4

Evaluation & Outcomes

Evaluation methods and evidence



ABOUT US

Michigan Fitness Foundation

Teresa Zwemer, RDN
Michigan Fitness Foundation
Project Manager

**MICHIGAN
FITNESS
FOUNDATION**

**FARMERS MARKET
FOOD NAVIGATOR**
MICHIGAN FITNESS FOUNDATION

Lila Gutuskey, PhD
Michigan Fitness Foundation
Evaluation Specialist



Farmers Markets in Low-Income Communities



- Access to Local Produce
- Food Assistance Programs
- Existing Barriers Remain



Barriers

- Comfort
- Welcoming Atmosphere
- Affordability
- Time
- Transportation

Existing Farmers Market Programs



- Nutrition Education
- Incentives for Produce
- Sustainable?

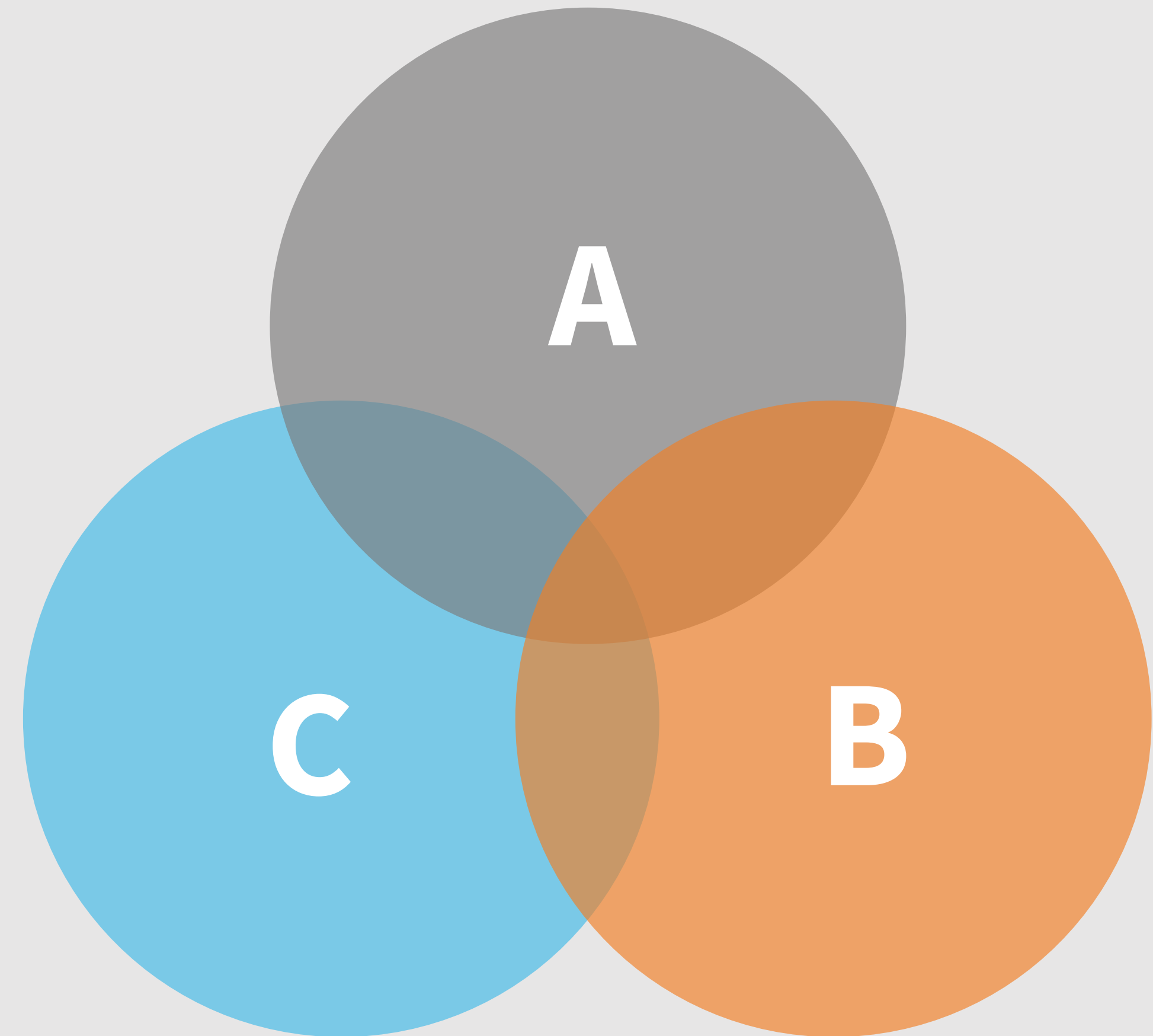
Who Should the Program Serve?

Considerations for Program Development

A Low-Income Shoppers

B Market Managers

C Market Vendors





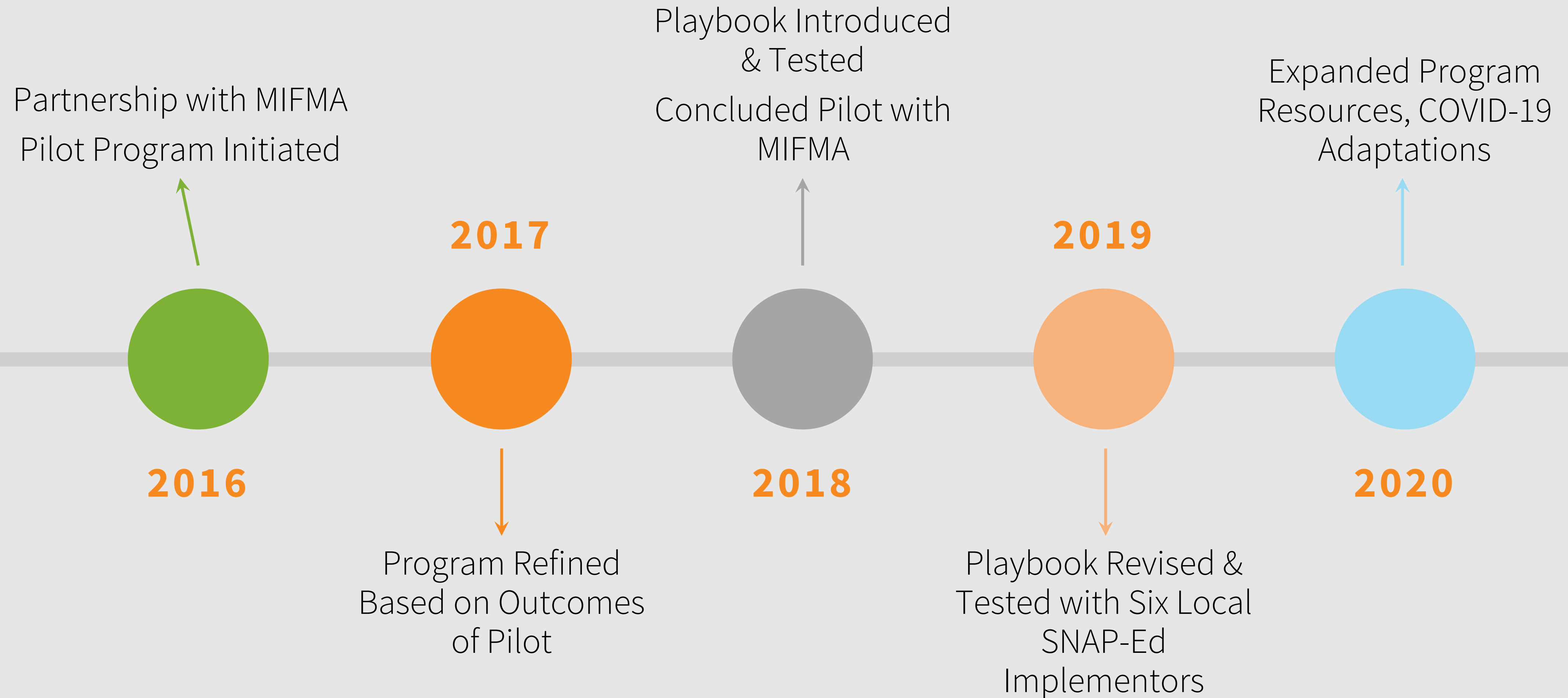
Program Development

Collaboration of MFF and the Michigan Farmers Market Association



Food Navigator Timeline

Program Development



The Playbook



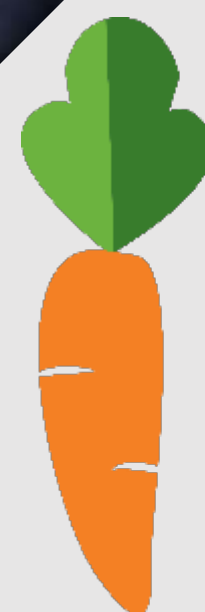
Outlines in detail all the information needed to implement the program with fidelity.

FARMERS MARKET FOOD NAVIGATORS:

Bringing Communities Together
Through Local Food



PLAYBOOK



**FARMERS
MARKET
FOOD
NAVIGATOR**
MICHIGAN FITNESS FOUNDATION

4 Main Roles

Food Navigator Activities
to Support the Market

Food Navigator Roles

All Equally Important

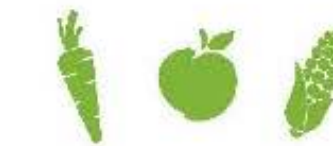




Community Outreach



I can help!



Jane Doe
Food Navigator

MEET ME

AMY ST. GERMAIN

Food Navigator
Muskegon Heights City Market

FAVORITE VEGETABLE

I love butternut squash. It's a versatile vegetable that can be used for any meal.

Amy St. Germain

BUTTERNUT SQUASH

FAVORITE FRUIT

Peaches are my favorite fruit. They are sweet and juicy and taste like summer to me.

Amy St. Germain

PEACHES

JOIN ME

Muskegon Heights City Market
99 East Center St, Muskegon Heights
Friday from 11-3

This institution is an equal opportunity provider.

Visit me at
ABC Farmers Market
1234 Market Street, Farm City, MI 11101
Saturdays from 10am-2pm
FREE individual tours,
TIPS & TRICKS for shopping in a farmers market, and
RESOURCES to eat healthy on a budget!

Find out more about **ABC Farmers Market** here: abcmarket.org



Help Shoppers





Nutrition Resources



Michigan Harvest of the Month
Michigan Fitness Foundation

TOMATOES

PRODUCE TIPS

- Look for tomatoes that are firm and give slightly to gentle pressure.
- Store ripened tomatoes at room temperature, out of direct sunlight. Use within a few days.
- Place unripened tomatoes in a brown paper bag until ripe.
- Before serving, wash tomatoes thoroughly. Remove any stems or leaves.

HEALTHY SERVING IDEAS

- Use raw tomatoes to make salsas or as a base for soups and sauces.
- Toss sliced red, yellow, and green tomatoes with your family's favorite lowfat dressing for a quick salad.
- Make a new tomato recipe. Ask your child to help choose the recipe, shop for ingredients, and prepare it.
- Buy low-sodium canned tomatoes, tomato paste, and tomato sauce when fresh tomatoes are unavailable.

Michigan Harvest of the Month is an equal opportunity program. For more recipe ideas visit www.mhofm.com/recipes



Increase Access





Food Navigators in Action

Northwest Detroit Farmers' Market
July 17, 2019 · 🌐

Meet Cassandra, our new Farmers' Market Food Navigator! Are you new to the market? Wondering which vendors will accept your food benefits? Trying to find new recipes or ways to keep your veggies fresh? Well, ask Cassandra! She'll be here at every market to answer any questions you might have and provide you with tips on how to eat healthy. Each week, she will have a sample of a recipe that highlights an in-season fruit or veggie and can tell you which vendors you can pick up ... [See More](#)



Urban Roots
July 23, 2019 · 🌐

Come by to the market on Wednesdays to meet Tessa!



MEET
TESSA
KWANT

Food Navigator
Urban Roots



Sowing Seeds Growing Futures Farmers Market
September 6, 2019 · 🌐

Zucchini and yellow squash are plentiful in the summer and early autumn. Try out this unique warm Cheesy Zucchini Dip recipe for a new way to enjoy these delicious veggies!

CHEESY ZUCCHINI DIP

Makes 16 Servings. Serving Size: 2 tablespoons
Mark Your Information per serving: Calories 95, Total Fat 5.5g, Carbohydrate 8g, Protein 5.5g, Dietary Fiber 1g, Sodium 200mg

INGREDIENTS	
2 medium zucchini squash	2 cloves garlic, finely chopped or 2-3 teaspoons bottled chopped garlic or 1 teaspoon garlic powder
1 medium yellow squash	1/4 teaspoon pepper
2 medium tomatoes, finely diced	
2 tablespoons fresh basil, chopped	
1 (8-ounce) package fat-free cream cheese, cubed	

Adapted from Natasha's Kitchen blog

DIRECTIONS

1. Combine garlic, basil, and tomatoes in a large pot over medium heat. Cover and simmer for 10 minutes, stirring occasionally. The mixture should look like tomato sauce.
2. Trim and discard the ends of the zucchini and yellow squash, then shred using the large holes of a grater.
3. Add grated zucchini and yellow squash to the tomatoes and stir to combine.
4. Increase heat to medium high, cover with lid, and cook for about 20 minutes, stirring occasionally, or until zucchini are fully softened.
5. Remove from heat. Season with pepper. Add cream cheese cubes and stir until fully melted into the vegetable mixture. If the dip is too thick, add a little hot water to thin it.
6. Serve hot with pita chips, celery sticks, or whole grain crackers.

Heights City Market is at Heights City Market.
August 16, 2019 · Muskegon Heights · 🌐

An amazing group of people waiting for me when I got here! Love what I do!



2020 And Beyond...



- This Year: 22 Markets Across the State
- Adaptations for COVID-19
- Ready to Expand Outside of Michigan

Evaluation

Key Stakeholders

Food navigators



Market managers



Vendors



Shoppers



Food Navigators

Across Four Market Seasons

5-7

Markets each year

700+

Days in markets

30k+

Interactions with shoppers



Food Navigators

2019, n=7

108

Days spent in markets

7,557

Interactions with shoppers

395

Interactions lasting 20+ minutes



Market Managers

2019, n=6

100%

Reported that Food Navigators provided tools or resources for shoppers to take home.

83%

Showed them how to use their food assistance benefits.

83%

Having a Food Navigator increased fruit and vegetable sales at the market

“It benefits the market and increases our educational initiatives. Our Navigator also brought new customers to the market through community outreach.”

- 2018 Market Manager



Vendors

2019, n=30

97%

Interacted with the Food Navigator
(83% at least once a week)

84%

Want more shoppers who use food
assistance

63%

Having a Food Navigator increased fruit
and vegetable sales at the market

*"I enjoy watching people enjoy the program. It's a great program."
- 2019 Market Vendor*



Shoppers

2019 Behavior Survey
n=762 unique shoppers

Because of their interactions with food navigators, shoppers reported intentions to:

70%

Shop at a farmers market

50%

Eat a variety of vegetables

47%

Eat more vegetables

38%

Eat new vegetables

29%

Increased their vegetable consumption frequency from first interaction to last (n=133).



Shoppers

Intervention vs. Comparison
(n=122; n=57)

More shoppers were confident in talking to vendors about their food assistance benefits at intervention markets than comparison markets (p=.025).

Intervention

97%

Comparison

88%

More shoppers were confident in how to use their food assistance benefits at intervention markets than comparison markets (p=.041).

Intervention

96%

Comparison

88%



Learn More!

michiganfitness.org/food/farmers-market-food-navigator

1

Program Implementation

SNAP-Ed Toolkit entry coming soon!

2

Stakeholder Perspectives

Scott, M., Gutuskey, L., Zwemer, T., & Gallington, K. (in review).
Farmers Market Food Navigator Program: Key Stakeholder
Perceptions and Program Outcomes. Health Promotion Practice.

3

Intervention vs. Comparison

Wright, C., Gutuskey, L., & Scott, M. Intervention vs. Comparison:
Application in Farmers Markets. Michigan Association for
Evaluation, Lansing, MI, May 2020 (cancelled due to Covid-19).

4

Program Development

Scott, M., Zwemer, T., Gutuskey, L., & Gallington, K. Farmers Market Food
Navigators: A Michigan Harvest of the Month Partnership. Food &
Nutrition Conference & Expo (FNCE), Washington, D.C., October 2018.



EQUITY AND ACCESS: NUTRITION EDUCATION AND FARMERS' MARKET

Society for Nutrition Education and Behavior

Amy DeLisio, MPH, RD

Kyli Gallington, MPH



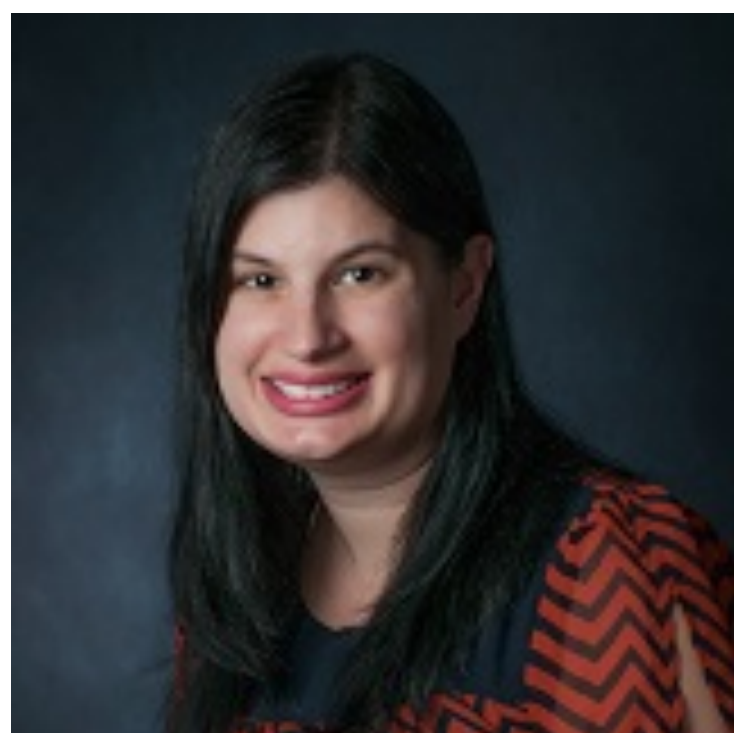


The **Center for Wellness and Nutrition** (CWN) a program of the *Public Health Institute*, is a national leader in developing campaigns, programs, and partnerships to promote wellness and equitable practices in the most vulnerable communities in California and across the country.

Welcome:

FMI Technical Assistance Team

Center for Wellness and Nutrition



Amy DeLisio
Director
Center for Wellness and Nutrition



Stephanie Carillo
Program Manager
Center for Wellness and Nutrition



Kyli Gallington
Research Scientist
Center for Wellness and Nutrition

Agenda



• Welcome and Introductions



• State Nutrition Action Council Overview



• SNAC Farmers Market Initiative Milestones



• CalFresh Healthy Living Food Navigator Pilot



• Evaluation Methods and Results



• Closing Comments and Adjourn

A close-up photograph of a woven basket filled with fresh vegetables. In the foreground, there are several white onions, a bunch of bright orange carrots, and a bunch of purple radishes. The background is softly blurred, showing more green leafy vegetables and colorful flowers, creating a vibrant and healthy atmosphere. The lighting is bright and natural, highlighting the textures and colors of the produce.

State Nutrition Action Council

State Nutrition Action Council (SNAC)

California SNAC is a state-level collaborative with active representation from all state agencies and nonprofits that implement USDA FNS programs.



California SNAC

Vision: Helping Californians reach their fullest potential across the lifespan through improved nutrition and quality of life.

Purpose: The California SNAC is a partnership of USDA-funded organizations and like-minded partners working collectively to improve the health of Californians, especially low-income populations.





Farmers Market Initiative

FARMERS MARKET INITIATIVE OVERVIEW

- **Promote Farmers Markets**
- **Support the Health of CalFresh Shoppers**
 - Increase consumption of fruits and vegetables
- **Support Local Farmers and Economy**
- **Social Connectivity**
- **Increase Buying Power**
 - Maximize CalFresh and Market Match
 - WIC and Senior FMNP



2018 FARMERS MARKET INITIATIVE SUCCESSES



- Increased partnership between state agencies, local programs, and farmers markets
- Widespread distribution of materials
- Increased awareness of benefit program

Farmers Market Initiative 2019



6 Intervention Counties

Emphasis on the Central Valley
San Joaquin, Stanislaus, Fresno,
Riverside, San Bernardino and Tulare



19 Farmers Markets

Accepting all FNS benefits
Primarily promotional efforts



3 Markets engaged in the CalFresh Healthy Living Food Navigator Pilot Program

Staffed by PHI CWN
Weberstown Mall, Rivers Park and The
Market on Kern
Fresno and San Joaquin Counties

2019 CRITERIA FOR SELECTING MARKETS



- Market accepts CalFresh, Market Match, WIC (seasonal and monthly), and Senior Farmers Market Nutrition Program vouchers
- SNAC partners provide services in the region
- Market operates on at least one weekday
- Market demonstrates high need based on density of SNAP-Ed populations
- Market had approximately \$1,000 of annual CalFresh redemption



SNAC 2019 FMI GOAL:

Increase redemption rates of Market Match, WIC, and Senior Farmers Market Nutrition Program vouchers to support low-income shoppers in maximizing their purchasing power on fresh California grown produce.

2019 FMI Promotional Tools

- Brochures
- Flyers
- Postcards
- Posters



All materials printed in English and Spanish

PARTNER PARTICIPATION OPPORTUNITIES

	LEVEL 1	LEVEL 2	LEVEL 3
Distribute promotional materials in your offices	✓	✓	✓
Display posters, brochures in county offices	✓	✓	✓
Posting promotions on county social media sites		✓	✓
Distributing resources to partners and community groups		✓	✓
Sending direct mailings, such as postcards, to clients' addresses on file		✓	✓
Participating in activities at local farmers markets			✓

Partner Acknowledgements





**CalFresh Healthy Living:
Food Navigators Pilot**

Food Navigators at the Market

- Expansion of community awareness of the farmers markets and types of benefits accepted
- Collaboration with market managers and vendors to create a welcoming environment
- Support shoppers in maximizing their food dollars

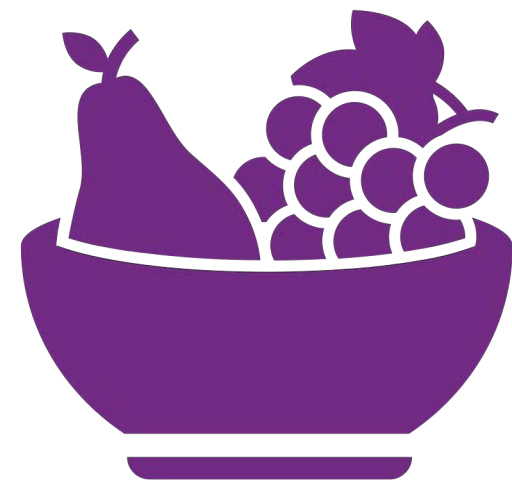


Timeline

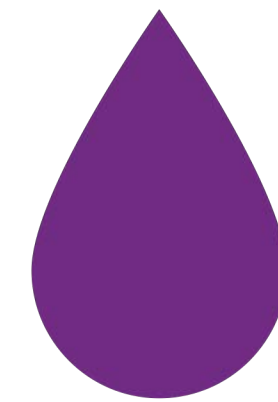
- The **Farmers Market Initiative** took place over an 18-week period
 - From May-August
- The **CalFresh Healthy Living Navigators & Educators** program took place over a six-week period
 - From July-August



Activities at the Farmers Market



Conduct food
demonstrations



Rethink Your
Drink activities



Farmers
Market Tour

Food Demo Activities

Overview

- Taste samples of locally grown stone fruit (peaches, nectarines, plums, or cherries)
- Engagement opportunity
- Resources:
 - *Get More at the Farmers Market Guide*



Farmers Market Tour

Tour Overview



1

Begin at the CalFresh/EBT booth

2

Market Match + CalFresh

3

Take individuals around to various vendors

4

Conclude tour and answer questions



Evaluation Methods & Results

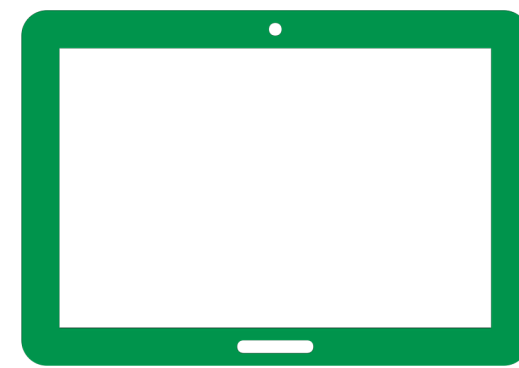
Evaluation Methods in Farmers Markets



Benefit Redemption
Data



Educator/Partner
Activity Logs

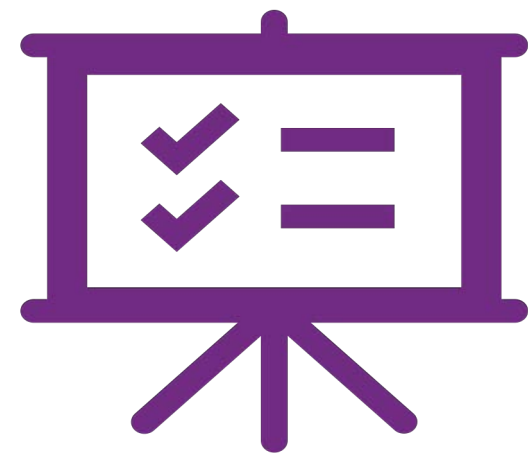


Consumer Intercept
Surveys



Key Informant
Interviews

Evaluation Plan



SNAP-Ed Evaluation Framework

- Environmental: ST7* & MT5*
- Sectors of Influence: MT8b & MT8e

**Priority Indicators*



Farmers Market Benefit Redemption

- CalFresh transactions and redemption
- Market Match customers and redemption



Individual Measures

- Barriers and facilitators to shopping at farmers markets

SNAP-Ed Evaluation Framework

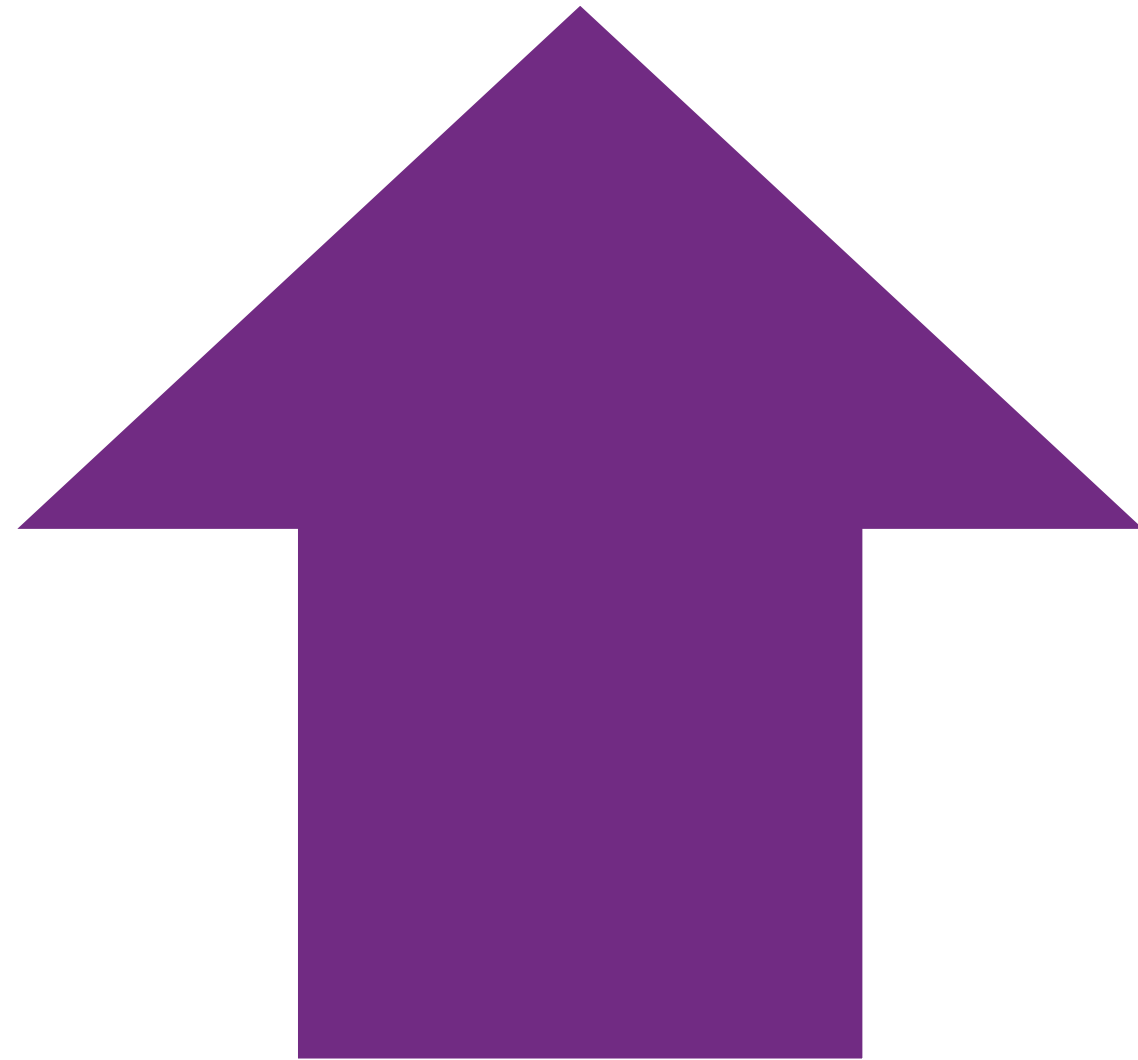
Indicator Results

Indicator	FFY 2019 Results
ST7: Organizational Partnerships*	34 local cooperators
MT5: Nutrition Supports* Promotions	10,479 promotional materials distributed
MT8b Agriculture (# of new markets offering bonus buck incentives)	10.5% increase in intervention markets accepting market match
MT8e Agriculture (reach)	30,419 individuals below 185% of the Federal Poverty Level ¹

**Priority Indicators*

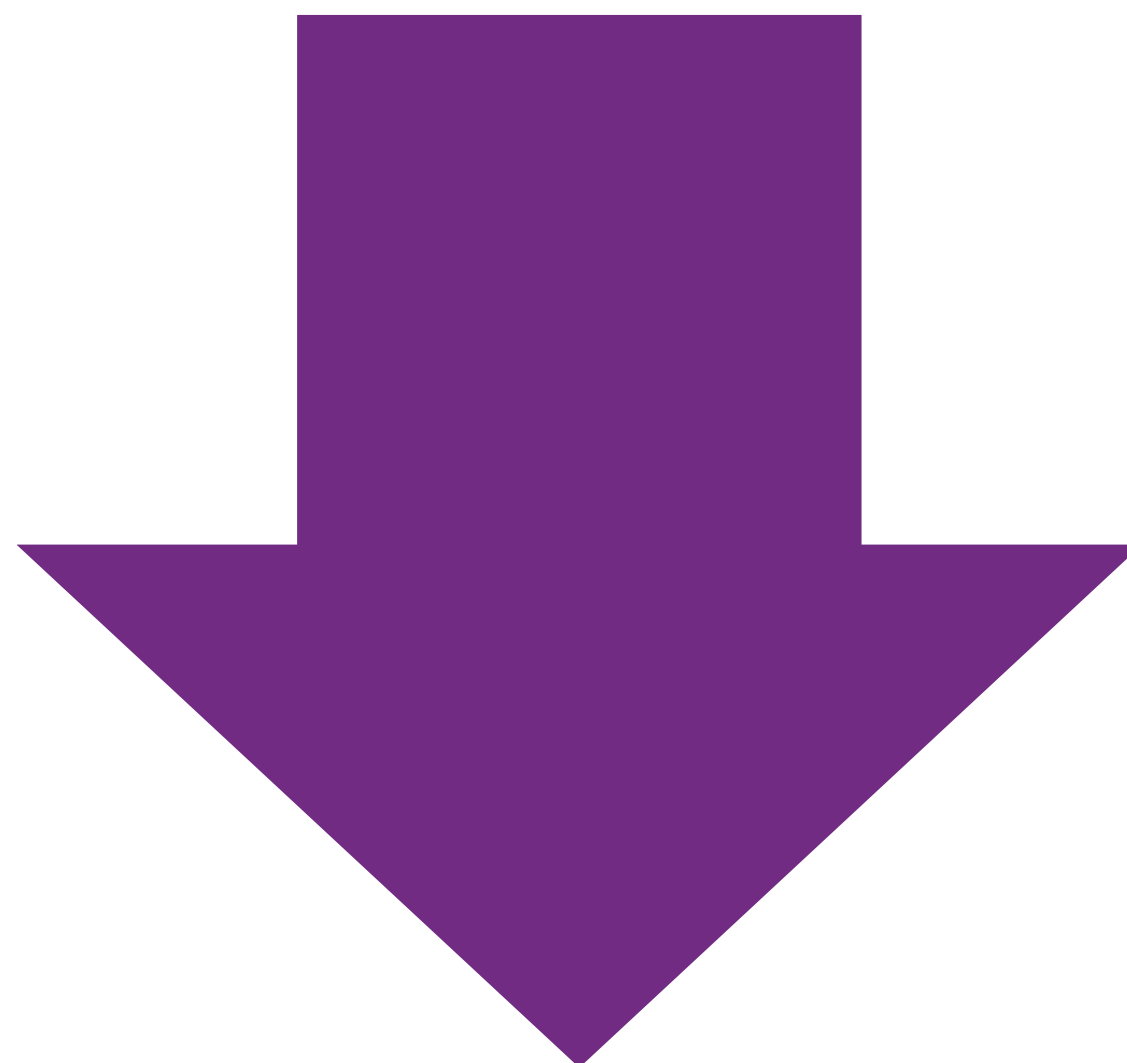
¹Source: American Community Survey, 2013-2017, 5-year estimates, Table S1701

Consumer Intercept Surveys



Drivers

- Access to fresher produce (44%)
- Ability to redeem Market Match or other food benefit programs (30%)
- Ability to redeem CalFresh dollars/EBT (27%)
- Friendly atmosphere (26%)



Barriers

- Extreme weather (24%)
- Inconvenient market days/hours (16%)
- The market being out of the way/too far (16%)
- Lack of transportation (8%)

Interactions with the CalFresh Healthy Living Navigators

52%

Showed them how to use their food assistance benefits

32%

Shared nutrition information with them

30%

Gave them materials they could take home

25%

Helped them navigate the market to maximize their food dollars



Feedback from Market Managers

“I loved what [the Nutrition Educator] did – all of the education that the table offered. I would act as a cheerleader in the future and advocate for the health educator program to other market managers and funders.”

–Farmers Market Manager

“Presence was [the] biggest success; continual presence is key. The flyers are great but having people explaining is much more important.”

–Farmers Market Manager



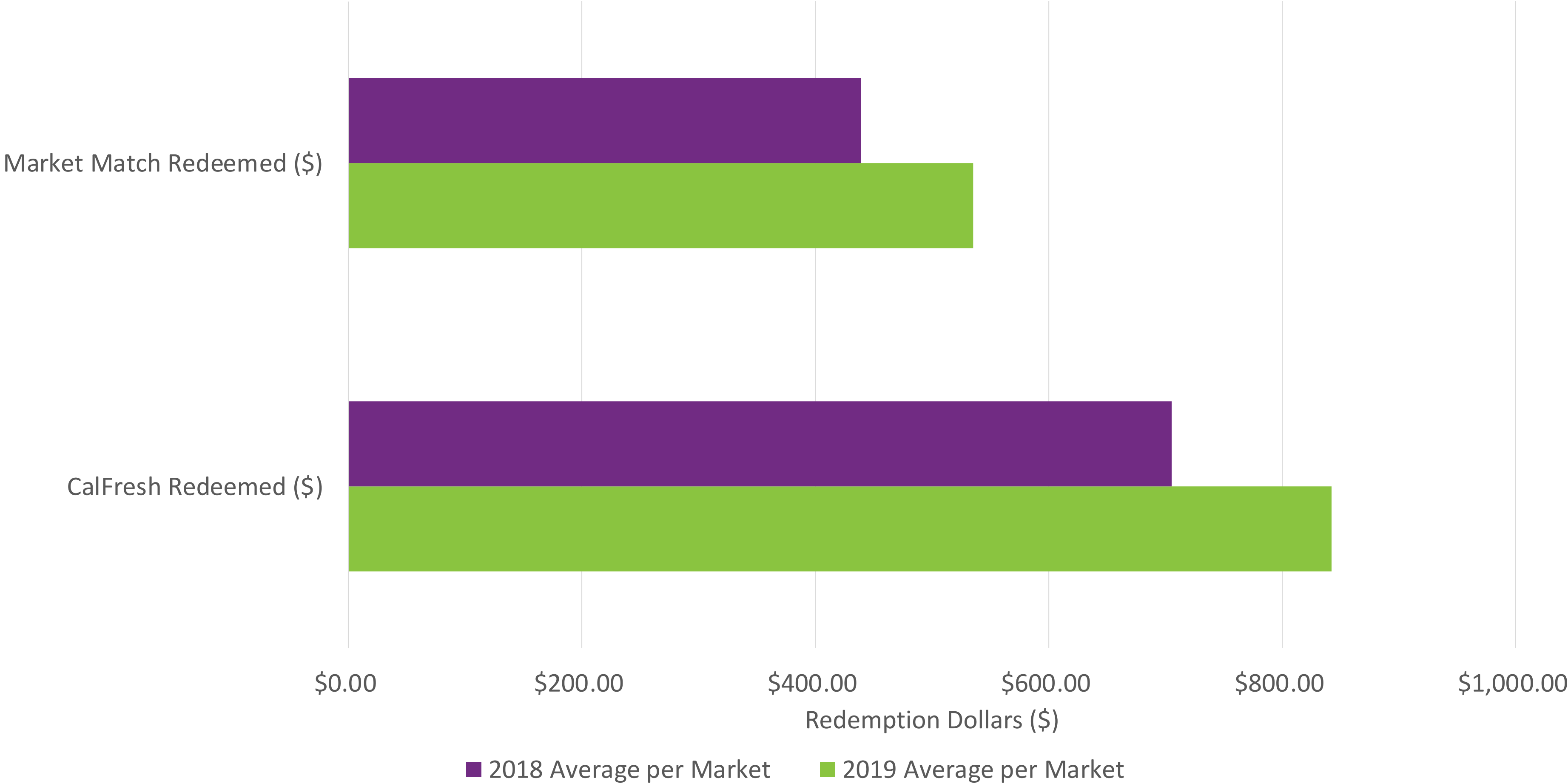
Market Managers value the presence of CalFresh Healthy Living Food Navigators to provide education and assistance to consumers.



The campaign was most successful at markets with strong partnerships between the markets and local agencies.

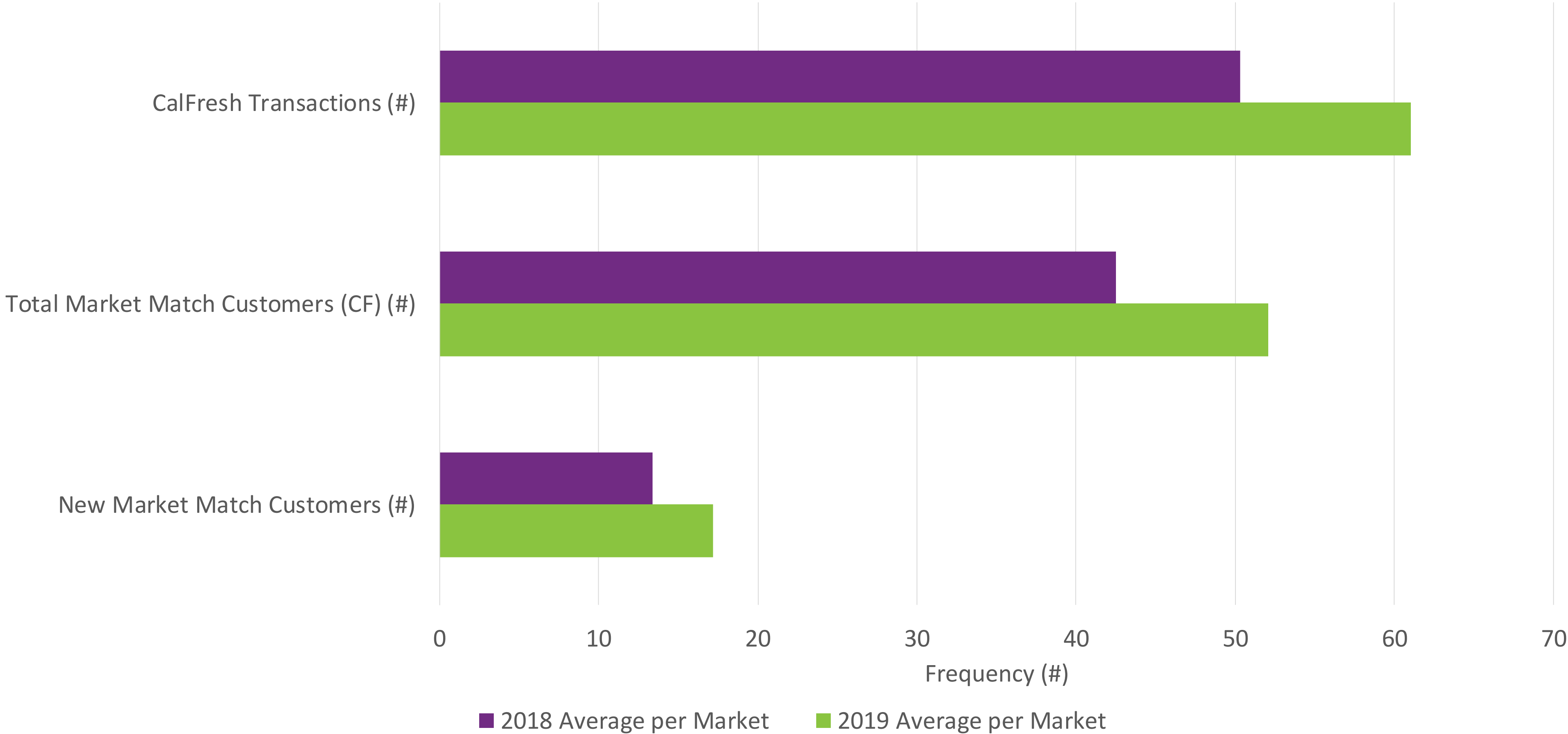
CalFresh and Market Match Redemption Data

Average monthly CalFresh and Market Match redemption per market for 2019 compared to 2018 for all counties.



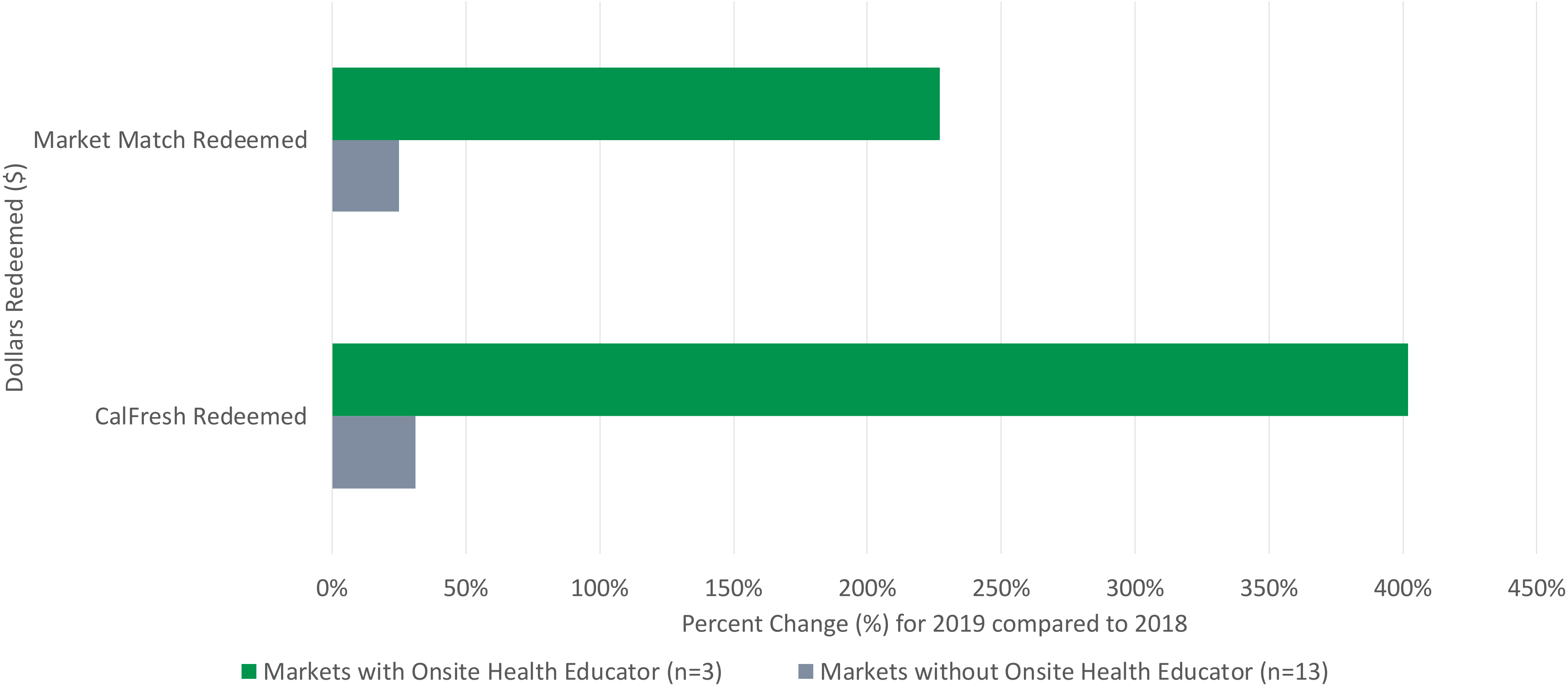
CalFresh and Market Match Redemption Data

Average monthly CalFresh transactions and Market Match customers per market for 2019 compared to 2018 for all counties.



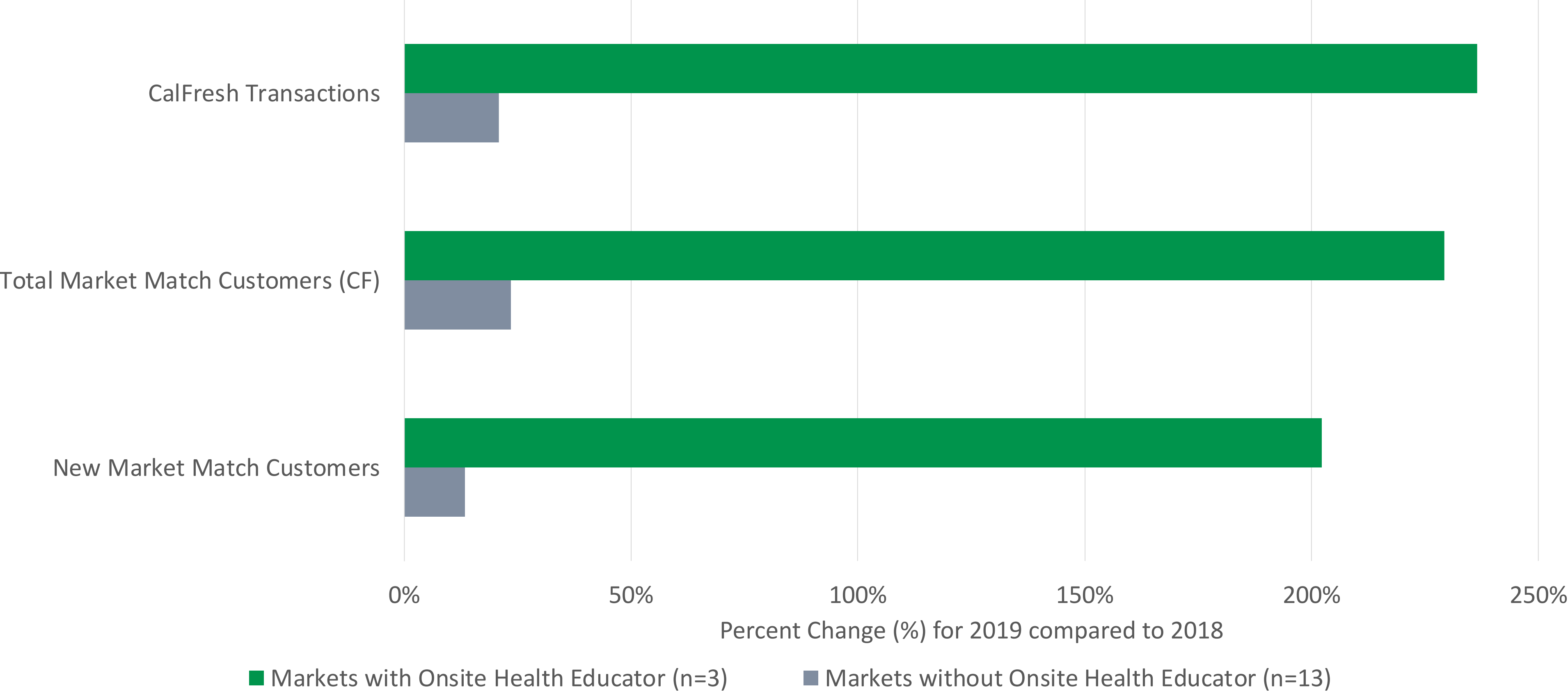
CalFresh and Market Match Redemption by Intervention Type

Percent Change in CalFresh and Market Match Redemption for July 2019 compared to July 2018, by intervention type.



CalFresh and Market Match Redemption by Intervention Type

Percent Changes in CalFresh Transactions (#) and Market Match Customers (#) for July 2019 compared to July 2018, by intervention type.



The State Nutrition Action Council: Farmers Market Initiative was selected for inclusion in the SNAP-Ed Toolkit in FY 20

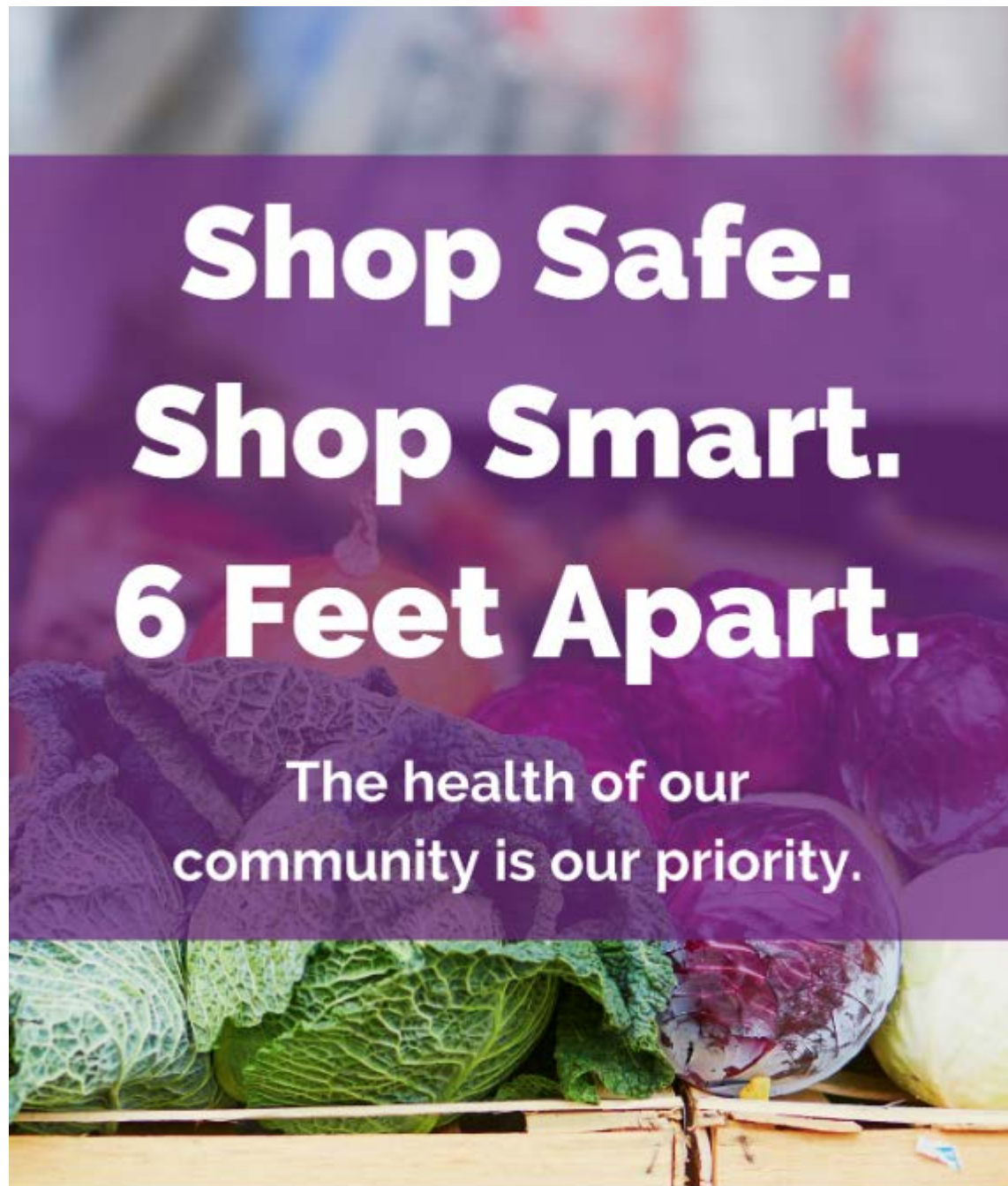


Visit snapedtoolkit.org to learn more!

2020 SNAC FMI

**Shop Safe.
Shop Smart.
6 Feet Apart.**

The health of our
community is our priority.




Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

**Healthy
Market Tips**

- Keep your distance
from others
- Vendors will supply
you with the produce
- Wash your hands
with soap and water

The health of our community is our priority.




Funded by USDA SNAP-Ed, an equal opportunity provider and employer.

**HEALTHY
MARKET
TIPS**

- ✓ LET THE
PRODUCER
PACK THE
ITEMS
- ✓ KEEP YOUR
DISTANCE
FROM
OTHERS (6FT)
- ✓ WASH YOUR
HANDS WITH
SOAP +
WATER




Funded by USDA SNAP-Ed, an equal opportunity provider and employer.



THANK YOU!

Farmers Market Initiative

Questions:

info@wellness.phi.org

