

Data at Work:

Fostering Strategic Partnerships at the Market, Program, and State Level

Jen Cheek, Executive Director, Farmers Market Coalition, FL

Erin Molnar, Director of Local Food Programs, Countryside Farmers Markets, OH

Corey Chatman, Link Up Illinois Manager, Experimental Station, IL

Leigh Hallett, Executive Director, Maine Federation of Farmers Markets, ME



Farmers Market Coalition

Strengthening farmers markets for the benefit of farmers consumers, communities.

Resources, Programs, Networking & Advocacy



farmersmarketcoalition.org

Farmers Market Metrics

Empowering market managers to collect & share market impacts.



Link Up Illinois - Link Match Incentive

Corey Chatman

Link Up Illinois Program Manager

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WHO WE ARE

Partnership between Experimental Station, Illinois Farmers Market Association, and Wholesome Wave.



What we do

Provide mini-grants to offer Healthy Food Incentives on SNAP purchases. We work with farmers and farmers market to expand SNAP/EBT acceptance.

This year we gave grants to:

- 70+ Farmers Markets
- 11 Farm Stand and Urban Farms
- 4 Co-ops



Data

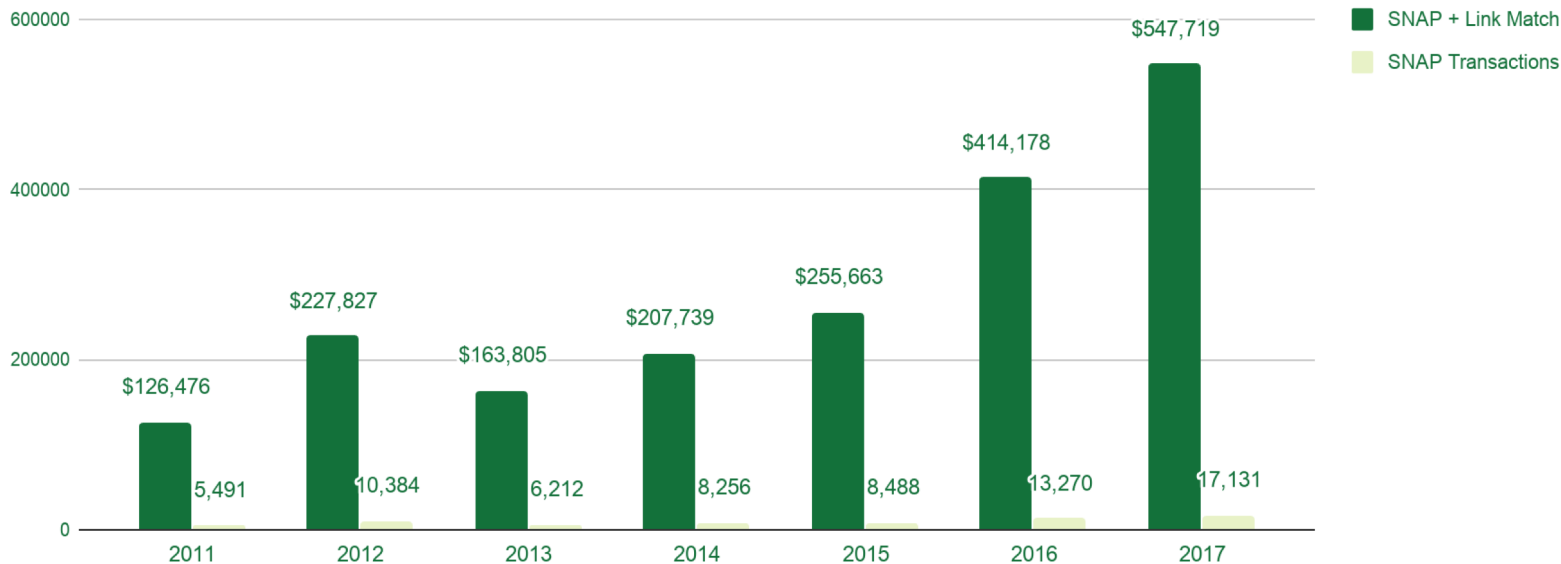
- SNAP distributed and redeemed
- Link Match distributed and redeemed
- SNAP Transactions
- New to market
- WIC sales
- Zip codes
- Food Category %s
- Health Metrics
- Health Care Provider
- Surveys
- Website & 800 # traffic



Mayor Rahm Emanuel - CPS Roseland Farmers Market - 2017

SNAP and Link Match Data

Link Up Illinois - SNAP and Link Match Data



Stat sheet from the 61st Street Farmers Market



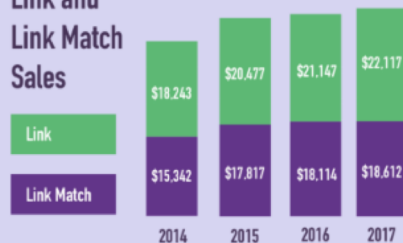
CELEBRATING 10 YEARS!

2017 SEASON STATS

SUPPORTING THE LOCAL ECONOMY

The 61st Street Farmers Market serves low income residents on Chicago's South Side. **We process more Link and Link Match (matching Link up to \$25) sales than any other Illinois farmers market.**

Link and Link Match Sales



\$50,266

in healthy food purchased using Link, Link Match, Youth Dollars, Health Bucks, and other incentives

36 Sustainable family farms and local businesses supported

1271 avg. weekly outdoor market attendees

91% of shoppers live on Chicago's South Side

16% of shoppers have shopped at the market since 2008

42% of shoppers came 20 or more times



Average Link basket



Average non-Link basket

53%

of Link users spent at least to the \$25 match

The 61st Street Farmers Market is a program of the Experimental Station, with the support of our sponsors

THE LEO S. GUTHMAN FUND



THE CHICAGO COMMUNITY TRUST AND AFFILIATES



BMO Harris Bank



SOUTH SIDE WEEKLY

Sections from the Link Up 2017 Report

Link Up Illinois 2017 Report 11

Local Economic Impact

614 small scale farmers and food producers supported

\$983,125 Total economic impact from SNAP, WIC, and Link Match purchases in 2017 (\$546,181 x USDA multiplier of 1.8)

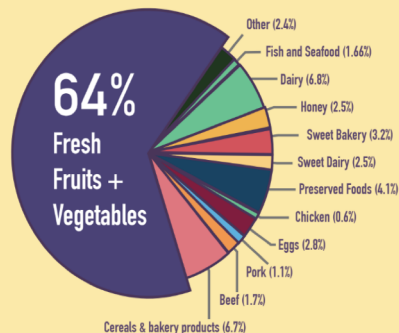
"Link and Link Match increase our sales by at least 33%, if not more!" Rend Gelder, Ellis Family Farms

"Link has definitely impacted our sales. It opens up more opportunities for people in our community. It allows people to shop here that otherwise wouldn't be able to. [Link Match] definitely helps, because they are able to match up to a certain amount, so they can basically get double the produce. I think it really opens the door to getting healthier foods into people's lifestyles which is the goal of all of us here. I would say that Link and [Link Match] sales probably account for 15-20% of our overall sales."

Kalina Mark, Marks Family Farm



Link and Link Match Purchases by Category at the 61st Street Farmers Market



76% agree that coming to the farmers market has positively affected their overall health

91%

state that Link Match is important when deciding to spend their Link benefits

86%

report that Link Match positively affected their fruit and vegetable intake

97%

come to the farmers market to purchase fruits and vegetables

"Wednesdays during the summer in Chicago are my favorite. I am able to come and shop for fresh local produce, hear live music, and be surrounded by beauty. I think of my Link card as a passport." Andersonville Link shopper since 2015

"[Link Match] really helps my family stretch out dollars. The kids can really taste the difference from the veggies we buy at the market to the ones in the store, and they prefer the market produce."

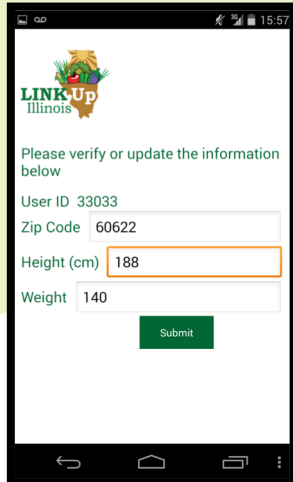
Downtown Bloomington Link shopper

City of Chicago - SNAP and Link Match

- **2010**
 - 5 markets
 - \$32,821 (SNAP + Link Match)
 - 3,550 transactions
- **2011**
 - 10 markets
 - \$62,110 (SNAP + Link Match)
 - 5,026 transactions
- **2012**
 - 15 markets
 - \$79,410 (SNAP + Link Match)
 - 6,257 transactions
- **2013**
 - 15 markets
 - \$43,623 (SNAP only)
 - 4,451 transactions
- **2014**
 - 16 markets
 - \$62,110 (SNAP + Link Match)
 - 5,026 transactions
- **2015**
 - 22 markets
 - \$83,003 (SNAP + Link Match)
 - 5,566 transactions
- **2016**
 - 17 markets
 - \$109,404 (SNAP + Link Match)
 - 5,346 transactions
- **2017**
 - 15 markets
 - \$100,351 (SNAP + Link Match)
 - 6,023 transactions

Eat Up Illinois

Link shoppers that visit a Farmers Market where Eat Up attends will be given a \$5 incentive for getting a health screening



The screenshot shows a mobile app interface for 'LINK Up Illinois'. At the top is the app's logo. Below it, a message says 'Please verify or update the information below'. The form contains the following fields: 'User ID' with the value '33033', 'Zip Code' with the value '60622', 'Height (cm)' with the value '188' (this field is highlighted with an orange border), and 'Weight' with the value '140'. A green 'Submit' button is located at the bottom of the form. The phone's status bar at the top shows the time as 15:57.

Metrics Taken

- Heart rate
- Smoker status
- Year of birth
- Height
- Weight
- Blood pressure



2014-2016 Markets

Eat Up Illinois was provided at the
following markets from 2014 - 2016

Provided

- **Chicago**

- 61st Street Farmers Market
- Austin Town Hall Farmers Market
- Bronzeville Farmers Market
- Columbus Park Farmers Market
- Daley Plaza Farmers Market
- Division Street Farmers Market
- La Follette Farmers Market
- Lincoln Square Farmers Market
- Pullman Farmers Market
- West Humboldt Park Farmers Market

- **East St. Louis**

- East Side Health District - FRESH market

Analysis of Eat Up! Data Collected at Participating Farmers Markets, 2015 – 2016

Chelsea R. Singleton, PhD, MPH Institute for
Health Research and Policy University of Illinois at
Chicago

Nicollette Kessee (Research Assistant) Department
of Kinesiology and Nutrition University of Illinois at
Chicago

Individuals that made 5 or more visits to Eat Up
were more likely to be:

- Older in age
- A non-smoker
- Have lower BMI
- Have lower diastolic blood pressure
- Have lower odds of obesity and hypertension

4.0 Results Summary - Cross-Sectional Analysis:

The baseline demographic and health characteristics of all Eat Up participants (N = 1,408) stratified by total number of visits are recorded in Table 5. Chi-square and *t* tests **revealed that age, tobacco use, BMI, and diastolic blood pressure were associated with total number of visits. At baseline, individuals who eventually made 5 or more visits were more likely to be older in age, a non-smoker, have a lower BMI, and have a lower diastolic blood pressure.**

Results from crude and multivariable adjusted logistic regression models are provided in Table 6 and Table 7. **At baseline, those individuals who eventually made 5 or more visits had significantly lower odds of obesity (OR: 0.68; 95% CI: 0.50 – 0.91) and hypertension (OR: 0.67; 95% CI: 0.67 – 0.96) after adjusting for age and tobacco use.**

Healthy Food Incentives Fund in Illinois

In 2013 the following coalition partners began the push for state legislation to support incentives at farmers markets:

The bill signed in July 2018 establishes an annual \$500,000 fund to support Healthy Food Incentives at Illinois farmers markets.

Next barrier: get \$\$\$\$ into the fund!





Leigh Hallett

Executive Director

Maine Federation of Farmers Markets



"Going to the farmers' market is one of **life's great pleasures**, a pleasure that's **at the root of the Maine experience.**"

Downtown Waterville Farmers' Market

SNAPSHOT WEEK

August 6-12, 2017 marked the second annual Maine Farmers' Market Snapshot Week, scheduled to celebrate National Farmers' Market Week. Over 40 markets participated, hosting special events and activities and handing out temporary tattoos and stickers as a gift to customers. In turn, shoppers expressed their gratitude for the markets by posting photos on social media using the hashtags #lovemainemarkets and #MESnapshotWeek.

MFFM collected hundreds of photos, countless stories, and more than 2000 shopper surveys, which together offer an important "snapshot" of Maine's farmers' markets, useful in helping MFFM learn how best to continue supporting the markets.

Ellsworth Farmers' Market (photo: Nick Navarre)



#LOVEMAINEMARKETS



#MESNAPSHOTWEEK

What is #MESnapshotWeek?

It's a week to #LoveMaine Markets!
Share stories and pictures showing
what makes your favorite market special.

How do I participate?

Easy! During the week of August 5-11,
post photos of your market and farmers
on social media, using the tags above.

Why should I participate?

Speaking out in support of local farmers and farm
markets in our communities is an important way to
their continued place there!

mainefarmersmarkets.org



**SNAPSHOT
WEEK**

**#LOVEMAINEMARKETS
#MESNAPSHOTWEEK**

**SHARE YOUR PHOTOS!
HASHTAG ON SOCIAL MEDIA
OR EMAIL: SNAPSHOT@MFFM.ORG**



**SNAPSHOT
WEEK**

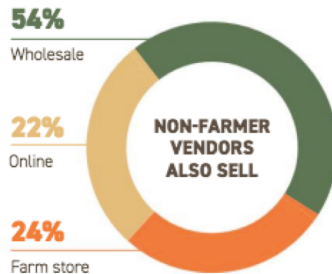
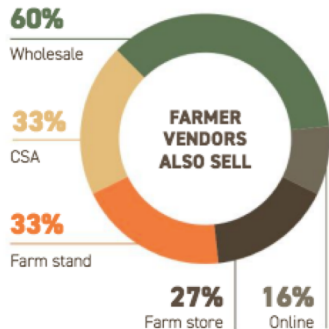
**#LOVEMAINEMARKETS
#MESNAPSHOTWEEK**

SHARE YOUR PHOTOS!



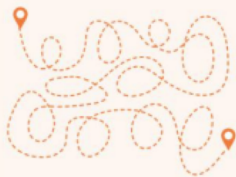
**MAINE FEDERATION OF
FARMERS' MARKETS**

MAINE FARMERS' MARKETS BY THE NUMBERS



FOOD TRAVELS ON AVERAGE 22 MILES FROM FARM TO MARKET

(By comparison, some studies roughly estimate that food for the typical American meal made with supermarket goods travel **1500 miles** from original source to the kitchen table.)

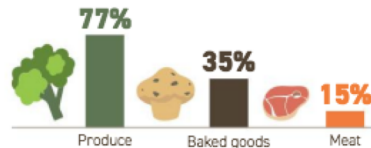


OF VENDORS SURVEYED DURING SNAPSHOT WEEK

61% were female
27% were under 35

Maine farmers' markets have an average of **16 VENDORS PER MARKET**

WHAT DO SHOPPERS BUY?



Shoppers tend to buy from about **4 vendors** per visit.

45%

OF MARKET FARMERS PLAN TO EXPAND THEIR BUSINESS WITHIN THE NEXT 5 YEARS

Maine's market farmers average **90 ACRES PER FARM**, and farming is the primary occupation for **70%** of those surveyed.

HOW DO SHOPPERS TRAVEL TO THE MARKET?



On average, shoppers travel **6 MILES** to get to market.

SHOPPERS SPEND AN AVERAGE OF



On average, Maine's market farms have been participating in markets for over 10 years, have about three employees, and sell at three markets. The averages for vendors who are not farmers: at market for 5 1/2 years, have one or two employees, and sell at two markets.

FREQUENCY OF TRIPS TO FARMERS MARKETS



Over **50%** of customers shop at the farmers' market at least **10 TIMES A YEAR.**



29% of customers shop at the farmers' market **ONCE A WEEK.**