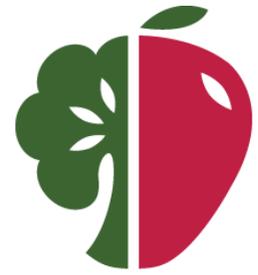


DOUBLE VALUE PRODUCE PERKS

2014 Snapshot



What are the objectives of Double Value Produce Perks?

- **IMPROVE ACCESS AND AFFORDABILITY OF FRESH LOCAL PRODUCE** for low-income residents utilizing the federal Supplemental Nutrition Assistance Program (SNAP).
- **PROVIDE FIRST-TIME SNAP CUSTOMERS WITH THE POSITIVE EXPERIENCES** necessary to ensure changes in shopping and consumption patterns related to fresh produce and farmers' markets.
- **CONTRIBUTE TO THE GROWTH OF OUR REGIONAL FOOD SYSTEM** by supporting small- and mid-size farms through increasing their direct sales and bringing new customers to the market.
- **INFLUENCE POLICY AT ALL LEVELS** (local, regional, state and national) to improve federally supported nutrition programs that can contribute to a more sustainable food system.

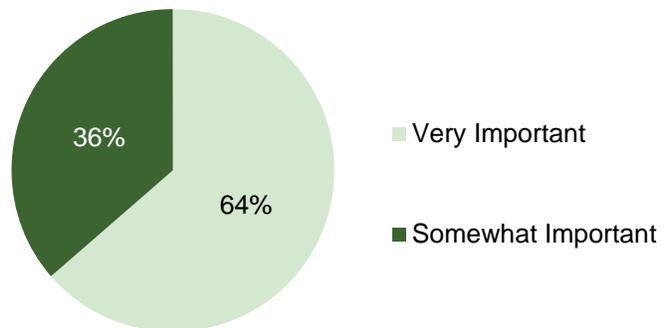
Regional Opportunities

If only 1% of the SNAP dollars allocated in the 17 NEO counties were spent at farmers' markets, over **\$10 MILLION WOULD HAVE BEEN FUNNELED INTO THE REGIONAL ECONOMY IN 2014.**

In 2014, 23 farmers' markets in Summit and Cuyahoga County recorded **OVER \$47,000 IN SNAP SALES.** During fiscal year 2013, the USDA (United States Department of Agriculture) reported a total of \$183,870 in SNAP sales at Ohio farmers' markets - based on these numbers, **SUMMIT AND CUYAHOGA COUNTY ACCOUNT FOR OVER 26% OF THE STATE'S SNAP SALES AT OHIO FARMERS' MARKETS.**

Supporting small- and mid-size farms

Importance of Produce Perks to Total Sales at Participating Farmers' Markets



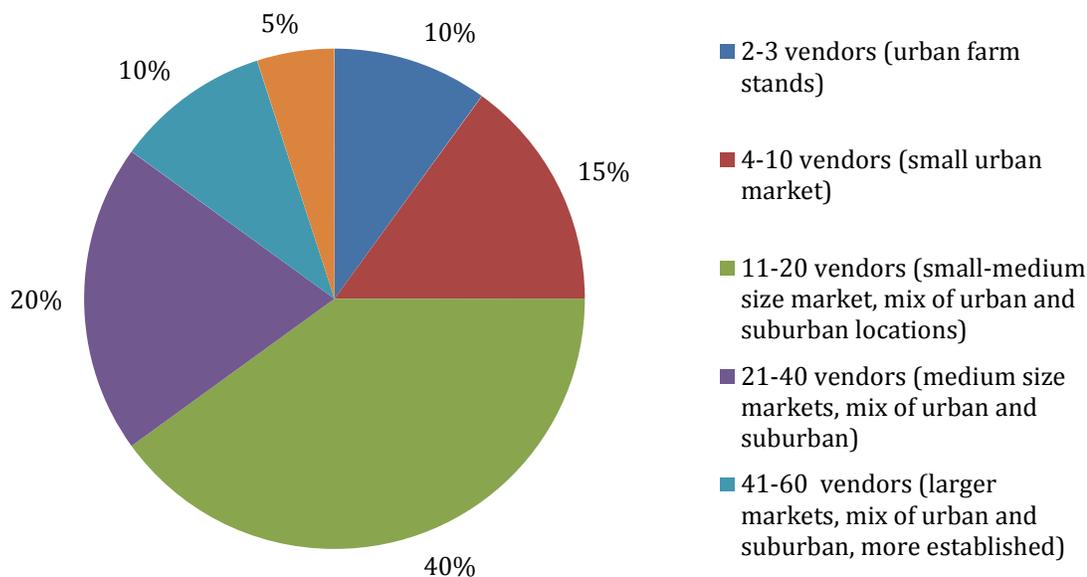
82% OF MARKET MANAGERS REPORTED THAT THE IMPLEMENTATION OF PRODUCE PERKS AT THEIR MARKET HAS INCREASED SALES

Quick Facts

- **1,060 UNIQUE SNAP CUSTOMERS** utilized the program in 2014. Among these customers, 263 were first time shoppers at a farmers' market.
- **TOTAL SNAP SALES REACHED \$39,967.25** with \$46,779 in EBT Tokens Redeemed
- **THE TOTAL VALUE OF PRODUCE PERKS DISTRIBUTED REACHED \$26,830** with \$29,580 in Produce Perks Tokens Redeemed

Typology of participating farmers' markets in Cuyahoga County

Farmers' Markets by Size and Type (Total Participating locations, 20)



CHANGES TO SNAP SALES SINCE 2011

BROADWAY: +16%
COIT ROAD: +200%
DOWNTOWN: +35%
GORDON SQUARE: +33%
KAMM'S CORNERS: +22%
CHAGRIN FALLS: -61%
CLEVELAND CLINIC: +184%
CROCKER PARK: +45%
CLEVELAND STATE UNIVERSITY: -47%
SHAKER SQUARE: +337%
TREMONT: +578%

85% of customers feel that the incentives are "Very Important" in bringing them to the market.

Program Updates

1. OHIO FARMERS' MARKET INCENTIVES SUMMIT

The Cleveland-Cuyahoga County Food Policy Coalition in partnership with Ohio State University Extension, Ohio Department of Job and Family Services, Ohio Department of Health, and Ohio Farmers' Market Management Network hosted the Ohio Farmers' Market Incentives Summit on September 23, 2014 in Columbus. The summit was the first major gathering of farmers' markets operating incentive programs across the state along with state agencies and organizational partners. Wholesome Wave, a national partner and funder of Produce Perks, offered lessons learned from building regional and statewide networks of farmers' markets in some of the communities they are working with in Georgia, Virginia, and Maine. All summit attendees were in support of building a statewide network of farmers markets offering SNAP incentive programs here in Ohio. A network of this kind would seek to achieve the following: Identify local and state policy recommendations that would support incentive programs; Create a learning network for markets to share best practices and challenges; Secure funding and resources for the support of incentive programs in local communities; and, Develop and share data and evaluation tools.

2. FRESHLINK

FreshLink is the core research project of the Prevention Research Center for Healthy Neighborhoods (PRCHN) at Case Western Reserve University and actively works to create a healthier community by identifying and testing ways to increase access to healthy foods in urban neighborhoods. The current research focus is a 5-year study, beginning in 2014 and ending in 2019, to improve nutritious food access in low-income, low-access neighborhoods throughout Cleveland. Among other things, this study will examine farmers' markets as locations for the provision of food and nutrition interventions and aims to identify bottlenecks and barriers to using farmers' markets and Produce Perks.

3. FM TRACKS

The PRCHN is developing an iPad app to help farmers' market managers gather and manage healthy food incentive information electronically. FM Tracks will help farmers' market managers, healthy food incentive networks, and evaluators examine the successfulness of programs like Produce Perks and provide evidence based guidance to improve the reach and impact of healthy food incentive programs. The PRCHN will be conducting a feasibility study of FM Tracks between June and September, 2015.