



CLEVELAND-CUYAHOGA COUNTY
FOOD POLICY COALITION

Ohio Direction Card Incentive Program for Cuyahoga County Farmers' Markets

The Cleveland-Cuyahoga County Food Policy Coalition (FPC) is accepting applications from farmers' markets in Cuyahoga County to participate in an incentive program for Ohio Direction Card users. A farmers market, as defined by the Ohio Revised Code (Sec.3717.221), is "... a location where producers congregate to offer fruits, vegetables, and other items for sale". EBT or Electronic Benefits Transfer is the ability to electronically accept the Ohio Direction Card using a point-of-sale machine. Several markets have developed infrastructure for EBT or purchased wireless machines to accept the Ohio Direction Card at their farmers' market. This program will provide financial incentives to Ohio Direction Card users at participating markets and a promotional campaign to encourage more EBT customers to spend their food benefits at local farmers' markets.

In 2010, FPC worked with community partners to pilot the program at four markets in Cuyahoga County. All of the participating markets saw increases in new customers, EBT sales, and total market sales. Two of the markets went from a few hundred dollars in total EBT sales in 2009 to over \$2,000 in EBT sales in 2010. Based on the success of the pilot program in 2010, several local foundations have contributed funds to expand the program in 2011.

This is how the program works:

1. A customer swipes their Ohio Direction card at the participating farmers' market and asks for a dollar amount in tokens or scrips to spend at the market.
2. If the customer spends \$5 or more, they receive an additional \$5 to spend at the market on EBT eligible items. The customer is eligible to receive this incentive each day they visit the market.
3. The market manager or volunteer records each EBT transaction and submits them to the FPC at the end of the month for reimbursement.

Participating markets in the program will receive the following support from the FPC:

1. Promotion and Marketing

Each market will receive:

- Large vinyl banner for customer service booth/table where EBT transactions take place
- Buttons for market managers and volunteers
- Vendor signs designating producers with EBT eligible products
- Flyers/Postcards
 - Each market will receive 2,000 postcards to distribute
 - FPC will distribute postcards countywide through a targeted promotional campaign with local community agencies
- Program and market promotion through media releases

2. Financial incentives for EBT customers

3. Limited funds are available for:

- Wireless point-of-sale machines
- Tokens for EBT sales

If your market is interested in participating in the EBT Incentive Program, please complete the following application and submit it by **April 1, 2011 at 5:00 pm**. Applications can be sent via email, US Mail, fax, or delivered in person to:

**OSU Extension
Attn: Cleveland-Cuyahoga County Food Policy Coalition
9127 Miles Avenue
Cleveland, OH 44105
Fax: 216-429-3146
Email: taggart.32@osu.edu**

Applications will be reviewed by a team of FPC members and notification of participation in the program will be sent out the first week of April. It is anticipated that the program will begin May 1, 2011.

For more information about this program or the application, please contact the FPC via email at taggart.32@osu.edu or by phone at 216.429.8200 ext. 238.



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EBT Incentive Program Application

Name of Farmers' Market

Primary Contact:

Name
Organization (if applicable)
Address
City/State/Zip
Phone
Email

Location of Market:

Address/Intersection
City/Zip

1. How long has the market been in operation?
2. Is this farmers' market registered with the Ohio Department of Agriculture? *
YES NO

* The farmers' market must be registered with the Ohio Department of Agriculture to participate.

3. When is the market in operation (months/day/time):
4. Does the market currently accept:
 - EBT YES NO
 - Credit Cards YES NO
 - Debit Cards YES NO
5. Do any of your vendors or farmers accept: *
 - WIC Farmers' Market Nutrition Program Coupons YES NO
 - Senior Farmers' Market Nutrition Program Coupons YES NO

* If the market does not accept EBT, skip questions 6 and 7.

6. How many years or months has EBT been offered at the market?
7. Estimated EBT sales in 2010:
8. Number of vendors/farmers that sell EBT eligible products *

* Eligible Products:

Households **CAN** use Ohio Direction Card benefits to buy:

- Food for the household to eat, such as:
 - Breads and cereals
 - Fruit and vegetables
 - Meats, fish, and poultry
 - Dairy products
- Seeds and plants which produce food for the household to eat

Households **CANNOT** use their Ohio Direction Card benefits to buy:

- Beer wine, liquor, cigarettes, or tobacco
 - Any nonfood items such as:
 - Pet foods
 - Soaps and paper products
 - Household supplies
 - Vitamins and medicines
 - Processed/Prepared food that will be eaten at the market
 - Hot foods
9. How many of the farmers at the market accept Women, Infants, and Children's (WIC) farmers' market coupons?
 10. Is the market a distribution site for WIC coupons?
 11. If the market is not a WIC distribution site, is the market interested in being a distribution site for WIC? YES NO
 12. How many farmers at the market accept Senior Farmers Market Nutrition Program coupons?

13. How do you currently promote the EBT program at the market? If you have not had EBT at the market in the past, please describe how you plan to market the EBT program this upcoming market season?
- * Please attach a copy of your market's promotional materials.
14. How do you promote or plan to promote EBT within the market to Ohio Direction Card customers?
15. How do you or how will you help EBT customers navigate the process of using EBT at your market?
16. Please list any neighborhood partnerships you have developed in the immediate community to help promote the market to residents.
17. There may be some limited funds available for markets to add or upgrade to a wireless EBT machine. The market would be responsible for all monthly service charges. Would your market be interested in a wireless machine?

YES

NO



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Guidelines for Farmers' Markets to Participate in the EBT Incentive Program

In order to properly promote the EBT Incentive program, all participating farmers' markets must commit to the following:

- Prominently display the provided *Customer Service* banner and locate the EBT Point of Service machine near the main entrance to the farmers' market or a highly visible location
- Add a tagline to all marketing materials, 'We proudly accept EBT.'
- Distribute 2,000 postcards provided by the program to the immediate community at multiple sites such as social service organizations, community development corporations, libraries, multi-service centers, ward offices, etc.
- Market managers and volunteers must wear EBT Incentive Program buttons provided by the program during market hours to help EBT customers navigate the EBT Incentive program at the market.
- Present information on the EBT Incentive Program at four community events throughout the market season (block clubs, library events, school open houses, ward clubs, church events, neighborhood forums, etc.)
- Promote EBT Incentive Program in neighborhood-based newspaper (i.e. *Inside Tremont, Plain Press, Neighborhood News*) and submit a copy of this promotion by September 1, 2011.
- Complete monthly reports using the provided template and submit for reimbursement by 30th of each month.
- Provide training and/or technical assistance to the farmers and market vendors about the EBT and EBT Incentive program as often as necessary.
- Attend minimum of two meetings during the market season to discuss progress of program.

READ THOROUGHLY: By signing this agreement, participants acknowledge that they have received and read a copy of the EBT Incentive Program guidelines and agree to abide by these guidelines in their entirety. If an organization or market is found to be out of compliance with these guidelines, the market will respect any decision or action of the Cleveland-Cuyahoga County Food Policy Coalition including dismissal from the EBT Incentive Program.

Printed Name:

Signature: _____

Date: