Farmers Markets and Public Health: Exploring opportunities to build market capacity

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Community Health Partnership: Oregon’s Public Health Institute
Socioecological Approach to Childhood Obesity Prevention
Public Health

- Environmental
- Social
- Physical
CHP: OPHI initiatives

- Healthy Community Planning
- Healthy Eating at Farmers’ Markets
- SNAP and Health Roundtable
- Healthy Kids Watch Less TV
- Right from the Start
- Breastfeeding Coalition of Oregon
- Oregon Nutrition Policy Alliance
Why is public health working together with farmers’ markets?

• Fruit and vegetable Consumption
  - adults (15%), youth (20%)

• Overweight and obesity
  - adults (53%), youth (26%)

• Lack of healthful food options
  - food deserts

• Economic health
  - emerging farmers

Oregon Healthy Teens Survey 2006-08, Centers for Disease Control and Prevention, State Fruit and Vegetable Report Cards 2009.
Farmers Markets and Healthy Eating: Evidence from the field

- WIC participants sustained increased consumption 6 mo afterwards (Am J of Public Health, 2008).

- Farmers market shoppers ate 3/4 - 1 serving more f/v than grocery shoppers (New York City Department of Health and Mental Hygiene, 2008).

- Focus group participants share attitude that markets are often “fresher, cheaper, and healthier” than food from other places (D.C. Hunger Solutions, 2007).
Political Support for Farmers Markets

Michelle Obama’s Childhood Obesity Prevention Initiative

• Accessible and Affordable Healthy Food
  - Healthy Food Financing Initiative

• HEAL Convergence Partnership
  • Robert Wood Johnson Foundation, PolicyLink, Kresge Foundation, W.K. Kellogg Foundation, Kaiser Foundation

• Centers for Disease Control and Prevention, State Indicator Report on Fruit and Vegetables
Healthy Food in Oregon: Policy & Environmental Indicators

- 22% of census tracts have no healthy food retailers within ½ mile of boundary
- No state level healthier food retail policies
- Ranks 20\textsuperscript{th} in U.S. for farmers markets per 100,000 residents
- 8% of cropland is harvested for fruit and vegetables
- 49% of farmers’ accept WIC Farmers Market Nutrition Coupons

Centers for Disease Control and Prevention, State Indicator Fruit and Vegetable Report, 2009.
Oregon Farmers Markets and SNAP/EBT: Timeline & History

- 2003 – Oregon #1 in hunger
- 2004 – 10 of 80 farmers’ markets acquire EBT
- 2008 – 28 farmers’ markets acquire EBT
- 2008 – $130,000 SNAP dollars spent in Oregon farmers’ markets (ranking 7th in U.S.)
- 2009 – 45 of over 100 Oregon farmers’ markets acquire EBT
- 2009 – $25,000 from the Governor’s HHNI funds established EBT in 5 of 11 grant recipients (farmers’ markets)
Farmers Markets & SNAP/EBT

Only 16% of USDA certified farmers markets are equipped with EBT technology to accept SNAP.
Healthy Eating at Farmers’ Markets: Exploring Barriers & Solutions

- 5-7 farmers markets, cultural experts from community organizations
- Immigrant and Refugee Community Organization, Elders in Action, Multnomah/Portland Food Policy Council
- Priority of markets to provide access to underserved communities
- Commitment to understand how market can meet cultural and social preferences
Healthy Eating at Farmers Markets: Exploring Barriers & Solutions
Healthy Eating at Farmers’ Markets: Exploring Barriers & Solutions

- Successful nutrition incentive campaigns for EBT/SNAP participants
- EBT – approx. 20 – 50% of token redemption
- Vendor diversity
Nutrition Incentive Campaigns

Aim to *introduce* food assistance families to the farmers’ market environment
Lents International Farmers Market

- Points about LIFM from 2009

![Graph showing number of customers purchasing tokens](image)
King Farmers Market

- Increase from 2 to 6% in SNAP customers at market
- Number of SNAP customers more than doubled
- SNAP spending at market more than doubled
NIC’s in Portland

- Predominantly privately funded
- Forging new partnerships
- Feeding the “new hungry”
- Evaluation capacity and sustainability
Best Practice: Stellar Farmers Markets, NYC

Farmers’ Markets Initiatives:
Promoting Fresh Fruits and Vegetables
in Underserved Communities
2010 Report
Questions?

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