Best Tips for SFMNP from Texas

TEXAS DEPARTMENT OF AGRICULTURE • COMMISSIONER TODD STAPLES

SENIOR FARMERS' MARKET
NUTRITION PROGRAM

EAT FRESH, BUY LOCAL
SFMNP VOUCHER ACCEPTED HERE!

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Texas Dept. of Agriculture and Food Banks

TDA partners with Food Bank to administrate the SFMNP
Background Information

Partnership with San Antonio Food Bank and Wichita Falls Area Food Bank
Dedicated Food Banks

Passion for providing food to those in need

Good working relationship with agencies (pantries and feeding sites) that distribute vouchers

Close working relationship with the farmers participating in the program
Committed San Antonio Food Bank

✈ Dedicated staff at the Food Banks
✈ Group of Senior Site Managers
✈ Some managers even provide transportation for the seniors to spend their vouchers
✈ San Antonio team follow up throughout the program in order to ensure the program is a success
Wichita Falls Food Bank Devotion

- Superior working relationship with local media
- Frequent Public Service Announcements promoting the Senior Farmers Market Nutrition Program
- Live interviews promoting SFMNP
- Close working relationship with farmers
Pantries

• Run ads in local newspaper
• Radio – Public Service Announcement
• Advertise on Facebook
• By Word of Mouth
• Senior Center/Complex provides transportation to the farmer’s market
• Complex office updates the residents on dates and locations of the markets
• Education and encouragement to participate
My name is Iva Belew and I am the Director of the Chaparral Senior Center in Vernon, TX (about 50 miles from Wichita Falls). We gave the vouchers out in three days here at the Center (150). We do a public spot on the local radio show a few days before we are ready to give them away. We also get the local newspaper to do an article on getting the vouchers. The only day our folks can use their vouchers is Saturday because our local farmers didn’t get involved.

Tuckers Farms would truck things here on Saturday and my folks used their vouchers pretty fast. The local farmers were not interested in getting into the program when they found out they had to wait for their money. This young family (Tucker’s) drove about 75 miles every Saturday to help my folks use their vouchers. Their products were great and they were very nice folks! All of the seniors that eat lunch at my center used their vouchers in about two weeks. They were very appreciative. Many times the people were waiting when the Tuckers arrived at 7:30 Saturday morning. I think their produce was good and they made an effort to meet the people. Their kids carried items to the car for folks. People looked forward to seeing them each week. We have given the vouchers for about three years and the Tucker’s have done it every time. Good luck. I think we just got lucky when we found the Tucker Truck Farmers. Let me know if I can help you in any way. Iva
Display Poster for the Farmers’ Markets
Farmers' Markets
Farmer's Poster

Farmers poster to display in their booth
Farmers communicating with local senior centers.
Farmer’s Market
Allowable Foods
Farmers were asked to provide an example of a $20 bag of produce. Food Bank selected the best bag and asked the other farmers if they would then duplicate to this standard.
Bulk Purchase
Training Component

- TDA training of Food Banks
- Training by the Food Banks to the farmers on the process of redemption of vouchers
- Civil Rights training to the farmers and food bank staff
Vouchers

Pay to the order of authorized
Texas Senior Farmers’ Market Vendor
VENDOR MUST HAVE AN OFFICIAL SFMNP NUMBER
NOT VALID AT GROCERY STORES

Good for the purchase of fresh, nutritious, unprepared, locally grown vegetables, fruits, and herbs for human consumption from Texas SFMNP certified farmer. Any other use constitutes fraud.

05/01/11 - 09/30/11
DATES OF USE

Registered Association Must Redeem by Oct. 31, 2011

VOUCHER AMOUNT
$4.00

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Redemption of Voucher
Factors for Success

• Organization by parties
• Dedication
• Cooperation between all entities
• Competitive edge
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3 E’s of Healthy Living – Education, Exercise and Eating Right

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