2012 Farmers Market Program survey results of the 91 USDA
* WIC State Agencies,
* Territories and / or
* Indian Tribal Organizations for the following programs:

- **WIC Program** Cash Value Benefit for Fruits and Vegetables
- **WIC Farmers’ Market Nutrition Program**
- **Senior Farmer’s Market Nutrition Program**

Presented by, Andy Barbusca, NAFMNP President
Presented at: the 2012 NAFMNP conference in San Francisco, California on October 25, 2012
For additional information please contact Andrew.Barbusca@cdph.ca.gov or call (916) 928-8732
*survey data prepared by, Vivian Ell, CA WIC Farmers Market Analyst
We received 100% response to the survey

<table>
<thead>
<tr>
<th>Internet</th>
<th>by Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>15%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Thank you! for Participating
Participating Programs

- WIC CVB for Fruit and Vegetables: 27%
- WIC FMNP: 51%
- S FMNP: 55%
Programs **Not Participating** on average stated...

- Did not provide a reason
- We do not have sufficient staff to train and authorize farmers.
- The program does not have matching funds required by USDA
- Limited Farmers and/or Produce in area
- Our program uses EBT and we have no mechanism to allow farmers to transact EBT at this time
- Farmers and/or Farmers' Markets are not interested
- Funding
- State Report or Pilot Test showed low usage of CVB at Markets
- The difference between WIC CVB vs. WIC FMNP is too complicated

![Bar chart showing participation rates for WIC CVB for Fruit and Vegetables, WIC FMNP, and S FMNP](chart_image)
Programs Planning to implement in the future

<table>
<thead>
<tr>
<th></th>
<th>WIC CVB for Fruit and Vegetables</th>
<th>WIC FMNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSCOGEE (CREEK) NATION</td>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>PUERTO RICO</td>
<td>2013</td>
<td></td>
</tr>
<tr>
<td>NEVADA</td>
<td></td>
<td>2013</td>
</tr>
<tr>
<td>EIGHT NORTHERN INDIAN PUEBLOS</td>
<td>2014</td>
<td>2014</td>
</tr>
<tr>
<td>OSAGE NATION</td>
<td>2014</td>
<td></td>
</tr>
</tbody>
</table>
WIC CVB for Fruits and Vegetables

25 responses
WIC CVB for Fruits and Vegetables
Survey Summary of the 25 responses

2. What year did your program implement WIC CVB for fruits and vegetables?

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>48%</td>
<td>12</td>
</tr>
<tr>
<td>2010</td>
<td>36%</td>
<td>9</td>
</tr>
<tr>
<td>2011</td>
<td>8%</td>
<td>2</td>
</tr>
<tr>
<td>2012</td>
<td>8%</td>
<td>2</td>
</tr>
</tbody>
</table>

3. Out of all the farmers in your program area, what is the percentage of WIC authorized farmers? (Number of WIC authorized farmers divided by the total number of farmers in your program area) 25 of the 25 respondents answered this question

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 25%</td>
<td>56% (14)</td>
</tr>
<tr>
<td>25-50%</td>
<td>8% (2)</td>
</tr>
<tr>
<td>50-75%</td>
<td>8% (2)</td>
</tr>
<tr>
<td>75-100%</td>
<td>28% (7)</td>
</tr>
</tbody>
</table>
WIC CVB for Fruits and Vegetables
Survey Summary of the 25 responses

4. What is your program’s year end 2011 **REDEMPTION RATE** of WIC CVB for fruits and vegetables by vendor type?

- % by WIC Authorized **Farmers-Vendors**?
  20 of the 25 answered this question. The percentages are based on the 20 that responded.

<table>
<thead>
<tr>
<th>&lt; 1%</th>
<th>1% - 10%</th>
<th>80% - 85%</th>
</tr>
</thead>
<tbody>
<tr>
<td>72% (13)</td>
<td>28% (5)</td>
<td>10% (2)</td>
</tr>
</tbody>
</table>

- Guam is at 85%
- New Jersey is at 84%

- % by WIC Authorized **Grocers-Vendors**? (all types of stores – excluding farmers-ok to average)
  19 of the 25 answered this question. The percentages are based on the 19 that responded.

<table>
<thead>
<tr>
<th>75% - 89%</th>
<th>90% - 99%</th>
<th>&gt; 99.1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% (6)</td>
<td>21% (4)</td>
<td>47% (9)</td>
</tr>
</tbody>
</table>
5. What method is used for participants to redeem WIC CVB at WIC authorized farm stands? (Check all that apply)

25 of the 25 respondents answered this question

92% (23) Food Instruments, paper checks, vouchers, or coupons

8% (2) WIC Electronic Benefit Transaction (EBT) online

*Texas uses EBT and Michigan is pilot testing EBT

6. If the method above is only food instruments, paper checks, vouchers or coupons, is the program interested in pursuing ways to allow farmers to use WIC EBT? 23 of the 23 respondents in the questions (5.) above answered this question. The percentages are based on the 23 that responded.

Yes 91% (20)  No 13% (3)
7. Does your program offer WIC EBT for WIC Food Benefits at WIC authorized grocery stores?

12% (3) Yes, state wide
76% (19) No, were in the planning stages
12% (3) No, not at this time
FMNP
Survey Summary of the

• 45 - WIC FMNP responses
• 50 - S FMNP responses
FMNP

Years the FMNP Programs were Implemented

- WIC FMNP
- S FMNP

[Bar chart with years and corresponding FMNP program participation rates]
FMNP

Average Maximum family benefit per year

Note: About 50% of the respondents that chose Other stated They Issue by Participant not by Family
FMNP

Dollar denomination of the coupons

- WIC FMNP...
- S FMNP...

$2: 11%
$3: 22%
$4: 24%
$5: 37%
$6: 2%
$7: 0%
$8: 2%
$9: 2%
$10: 4%
$15: N/A

14
For the 2011 Season how many coupons/benefits were issued?

- WIC FMNP...
- S FMNP...

<table>
<thead>
<tr>
<th>Interval</th>
<th>WIC FMNP%</th>
<th>S FMNP%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>.1-5000</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>5001-10,000</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>10,001-100,000</td>
<td>46%</td>
<td>20%</td>
</tr>
<tr>
<td>100,001-1,000,000</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>1,000,001-3,205,000</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>
WIC FMNP

Program Redemption Rates

- % for 2011
- % for 2010
- % for 2009
- % for 2008
- % for 2007

Note: OSAGE NATION reported 100% for each year
Program Redemption Rates

- % for 2011
- % for 2010
- % for 2009
- % for 2008
- % for 2007

Note: Virginia and Puerto Rico reported over 91% for each year
FMNP

What method is used for participants to redeem

- **Coupons, Food Instruments, Paper Checks or Vouchers**
  - WIC FMNP
  - S FMNP

- **EBT Offline**
  - WIC FMNP - Oklahoma
  - S FMNP - Oklahoma

- **EBT Online**
  - WIC FMNP – Oklahoma

- **Other**
  - New Hampshire stated: Food Clinics give out Boxes
  - Maine and Mississippi Band of Choctaw Indians stated: Farmers invoices Agency
Of programs that use Coupons, food instruments, paper checks or vouchers...
Programs Interested in pursuing ways use EBT

<table>
<thead>
<tr>
<th>Percentage</th>
<th>WIC FMNP</th>
<th>S FMNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>90%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Left Blank
We have combined the rest of the survey results of all 3 surveys, WIC CVB, WIC FMNP and S FMNP

By:

- Farmers
- Roadside Stand Farmers
- Farmers’ Markets

We did this because the following questions could be compared
Farmers – summary of all surveys

Programs that Authorize Farmers – Nationwide

- **Does Not Authorize**
- **Authorizes**

<table>
<thead>
<tr>
<th>Program</th>
<th>Does Not Authorize</th>
<th>Authorizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC CVB</td>
<td>1</td>
<td>45</td>
</tr>
<tr>
<td>WIC FMNP</td>
<td>1</td>
<td>49</td>
</tr>
<tr>
<td>S FMNP</td>
<td>1</td>
<td>49</td>
</tr>
</tbody>
</table>

- **Texas** only authorize Farmers’ Markets For WIC CVB
- **Virgin Islands** only authorize Roadside Stand Farmers for WIC FMNP
- **Washington** only authorized Roadside Stand Farmers for S FMNP
Farmers – summary of all surveys

How is training provided to Farmers

- One on One
- Conference calls
- Online
- Face to Face at group trainings
- Webinars
- Other

- WIC CVB: 83% One on One, 21% Conference calls, 4% Online, 17% Face to Face, 13% Webinars, 6% Other
- WIC FMNP: 69% One on One, 76% Conference calls, 18% Online, 13% Face to Face, 0% Webinars, 7% Other
- S FMNP: 69% One on One, 73% Conference calls, 18% Online, 23% Face to Face, 17% Webinars, 6% Other

Bar graph showing the distribution of training methods across different programs.
How many Authorized Farmers are in program areas

- **WIC CVB**
  - 0-100: 25%
  - 101-250: 17%
  - 251-450: 4%
  - 451-800: 0%
  - 801-2000: 13%
  - Unknown or left blank: 14%

- **WIC FMNP**
  - 0-100: 18%
  - 101-250: 20%
  - 251-450: 13%
  - 451-800: 11%
  - 801-2000: 12%
  - Unknown or left blank: 12%

- **S FMNP**
  - 0-100: 29%
  - 101-250: 20%
  - 251-450: 12%
  - 451-800: 12%
  - 801-2000: 14%
  - Unknown or left blank: 12%
How many ADDITIONAL farmers COULD BE authorized in the program area

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>101-300</th>
<th>301-2000</th>
<th>Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC CVB</td>
<td>21%</td>
<td>8%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>WIC FMNP</td>
<td>8%</td>
<td>8%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>S FMNP</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Program Area:
- CVB: 69%
- WIC: 78%
- S FMNP: 54%
Roadside Stand Farmers – summary of all surveys

Programs that Authorize Roadside Stand Farmers – Nationwide

Example:
65% of the WIC FMNP programs authorize Roadside Stand Farmers Nationwide

30 programs authorize Roadside Stand Farmers and 16 programs DO Not.
How is training provided to Roadside Stand Farmers

- One on One
- Face to Face at group trainings
- Conference calls
- Webinars
- Online
- Other

WIC CVB
- 60%
- 73%
- 22%
- 13%
- 13%
- 0%

WIC FMNP
- 77%
- 67%
- 13%
- 17%
- 3%

S FMNP
- 77%
- 67%
- 27%
- 17%
- 17%
- 3%
Roadside Stand Farmers – summary of all surveys

How many Roadside Stand Farmers are in program areas

- 0-100
- 101-250
- 251-450
- 451-800
- 801-2000
- Unknown or left blank

WIC CVB
- 80%
- 0%
- 20%
- 13%
- 7%
- 3%
- 17%
- 10%
- 7%
- 3%
- 13%

WIC FMNP
- 60%
- 20%
- 13%
- 7%
- 3%
- 17%
- 10%
- 7%
- 3%
- 13%

S FMNP
- 67%
- 0%
- 20%
- 13%
- 7%
- 3%
- 17%
- 10%
- 7%
- 3%
- 13%
Roadside Stand Farmers – summary of all surveys

How many ADDITIONAL Roadside Stand Farmers COULD BE authorized

- 0%
- 101-300
- Unlimited

WIC CVB: 27% 7% 0%
WIC FMNP: 10% 0% 3% 7%
S FMNP: 13% 20% 0% 3%

28
Farmers’ Markets – summary of all surveys

Programs that Authorize Farmers’ Markets – Nationwide

<table>
<thead>
<tr>
<th>Program</th>
<th>Authorized</th>
<th>Does Not Authorize</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC FMNP</td>
<td>63%</td>
<td>17%</td>
</tr>
<tr>
<td>S FMNP</td>
<td>62%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Farmers’ Markets – summary of all surveys

WIC CVB Programs that have Written Agreements with Farmers’ Markets – Nationwide

- 13 written agreements
- 12 no written agreements

WIC CVB

52%
Farmers’ Markets – summary of all surveys

How is training provided to Farmers’ Markets

- One on One
- Conference calls
- Online
- Face to Face at group trainings
- Webinars
- Other

Bar chart showing the percentage of training methods used by different programs.

- WIC CVB:
  - One on One: 92%
  - Face to Face at group trainings: 54%
  - Conference calls: 23%
  - Online: 8%
  - Webinars: 0%
  - Other: 0%

- WIC FMNP:
  - One on One: 90%
  - Face to Face at group trainings: 66%
  - Conference calls: 21%
  - Online: 7%
  - Webinars: 10%
  - Other: 14%

- S FMNP:
  - One on One: 83%
  - Face to Face at group trainings: 60%
  - Conference calls: 20%
  - Online: 13%
  - Webinars: 3%
  - Other: 7%
Farmers’ Markets – summary of all surveys

Authorized Farmers’ Markets

0-100: 62%
251-450: 14%
801-2000: 3%

WIC FMNP

101-250: 17%
451-800: 3%
Unknown or left blank: 0%

S FMNP

101-250: 70%
451-800: 3%
Unknown or left blank: 10%
Farmers’ Markets – summary of all surveys
How many ADDITIONAL Farmers’ Markets COULD BE authorized

0% 10% 20% 30% 40% 50% 60% 70%

WIC FMNP

S FMNP

0 101-300 Unlimited
10% 0% 0% 7% 66% 17% 17% 30% 17% 0% 0% 3% 50%
Next Steps

How can we...

1. Streamline & focus resources
2. Reach eligible farmers to authorize more farmers to accept benefits
3. Keep better records