



**Celebrating 43
Seasons!**

Thank You, City of Olympia



Market Data: 2017

- Open over 150 days per year for a **year round farmers market**
- \$5.8 million dollars in gross annual sales
- Farmers Market Nutrition Program WIC & Senior Check Program generated \$45,000 in annual sales
- SNAP/EBT generated \$32,000 in annual sales, with over 3,000 total annual SNAP/EBT transactions.



Rapid Market Assessment

- 5,500 Market Shoppers on busy market day
- 37% of whom come from Olympia's East & West Side neighborhoods
- 53% of whom spend \$16 - \$40 with market businesses
- 46% of whom spend \$5-\$40 at other local downtown businesses
- 45% of whom shop at the market two or more times per month
- 32% of whom come to the market to support a local farmer
- 68% of whom expressed that low income people's ability to shop at farmers market with SNAP EBT or WIC & Senior was "important" or "very important"

*complete report is available



Mission:

“To promote and encourage the development of small scale agriculture and ensure a dynamic market balance for small, local growers and others to make available their products to the residents of this community.”

- market integrity
- internal, organizational improvements
- business incubation
- local agricultural development
- food access



Current Projects & Accomplishments:

- Remodeling office space
- Conducted a Focus Group with Vendor Base
- Continuing to refine Strategic Plan
- Actively collecting & utilizing data for decision making
- Has 9 active committees of the Board
- Is looking to pilot an expansion project in partnership with the Port of Olympia
- Is continuing to grow its vendor base; events programming
- Continued community partnerships
- Partnered with the Washington State Department of Health to further food access by way of the Food Insecurity and Nutrition Incentive (FINI) Grant Fresh Bucks Program.

Fresh Bucks at the Olympia Farmers Market

- FINI Grant, partnership w/ DOH for \$30,000
- Every dollar is utilized to fresh fruit and vegetable purchasing with Olympia Farmers Market Farmers
- >3,000 SNAP/EBT transactions in 2017
- Dollar for dollar SNAP/EBT match, up to \$10 per day



FRESH BUCKS **DOUBLE EBT DOLLARS** **FRESH BUCKS**

OLYMPIA FARMERS MARKET

Fresh Bucks provides SNAP (Supplemental Nutrition Assistance Program) shoppers with extra buying power, by providing an additional dollar for dollar match of up to \$10 per day, per SNAP card holder to be spent with local farmers on fresh fruit, vegetables, herbs, mushrooms and edible plant starts.

Promoting healthy eating and supporting local farms!

Olympia Farmers Market Hours:

ALWAYS 10AM – 3PM

January – March: Saturdays
April – October: Thursday – Sunday
Nov & December: Sat & Sunday, including Dec. 22, 23 & 24

A dollar-for-dollar match is provided up to \$10 per EBT card holder, per market day. Fresh Bucks are redeemable with participating farmers April–December 2018. Vendors accept Fresh Bucks for full or partial payment. No change will be given for Fresh Bucks.

1. GO TO YOUR FARMERS MARKET INFORMATION OFFICE

2. SWIPE YOUR EBT CARD FOR FRESH BUCKS

3. DOUBLE YOUR DOLLARS – UP TO \$10 PER PERSON

4. SHOP FOR FRESH PRODUCE, INCLUDING:

VEGETABLES, MUSHROOMS, FRUIT, VEGETABLE STARTS, HERBS

LEARN MORE about your market: www.olympiafarmersmarket.com

Washington State Department of Health

FRESH BUCKS

Olympia FARMERS MARKET

Thank You City of Olympia!

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Olympia
FARMERS MARKET

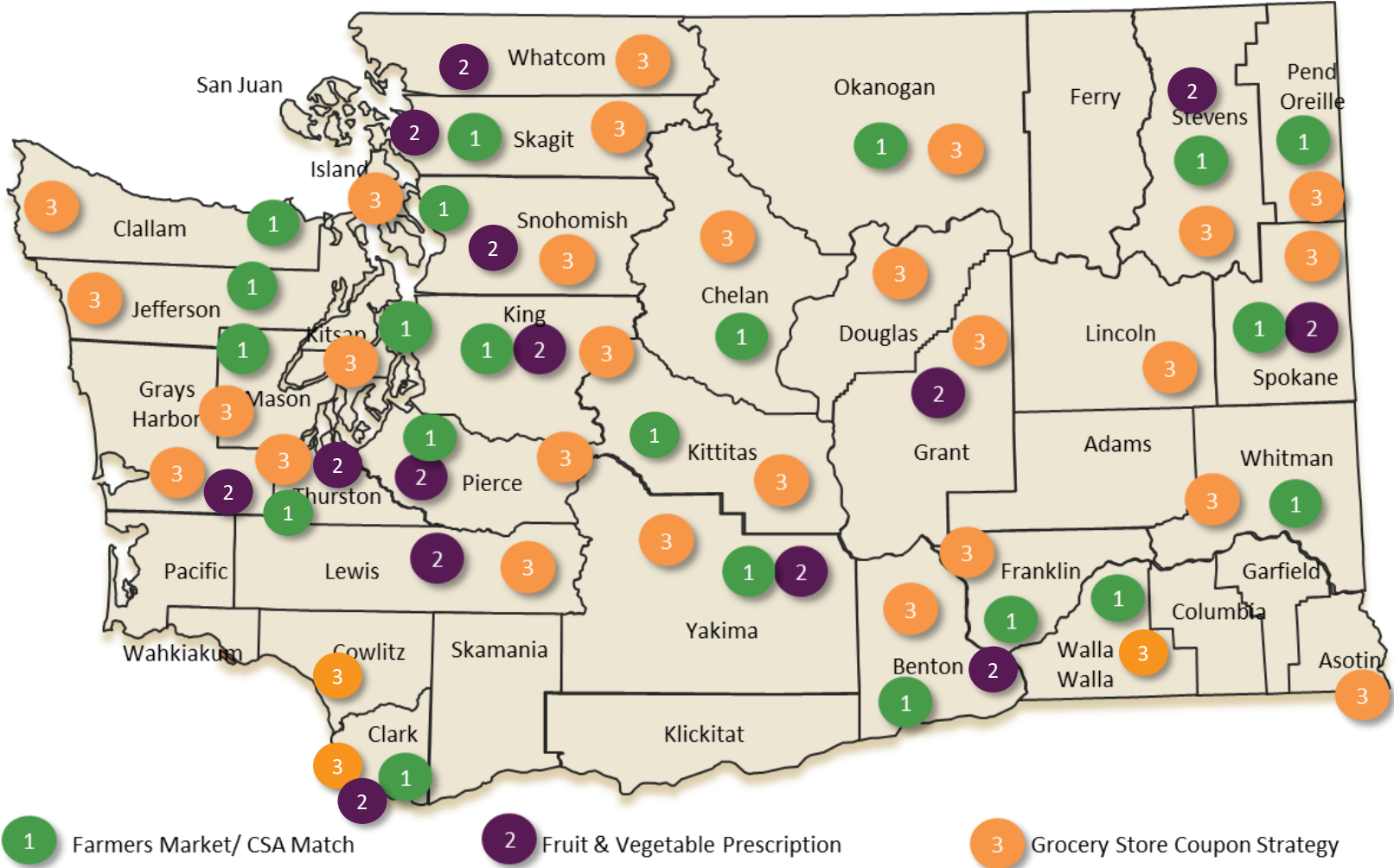
10am - 3pm
Jan - Mar | Sat Only
April - Oct | Thur - Sun
Nov - Dec | Sat & Sun
Dec 22, 23, & 24

700 Capitol Way N • Olympia, WA 98501
(360) 352-9096

www.olympiafarmersmarket.com

Food Insecurity Nutrition Incentive (FINI) Programs



Outcomes

Farmers Market Redemption (April 2015- December 2017)

# of SNAP Transactions	73,436
Amount of SNAP of Benefits Spent	\$1,024,649
Amount of SNAP of Incentives Spent	\$664,933
Average Amount of SNAP Benefits Spent per Transaction	\$13.95

Economic impact of SNAP incentives based on USDA's estimate \$1.79 generated for every SNAP dollar spent:

\$3,025,000

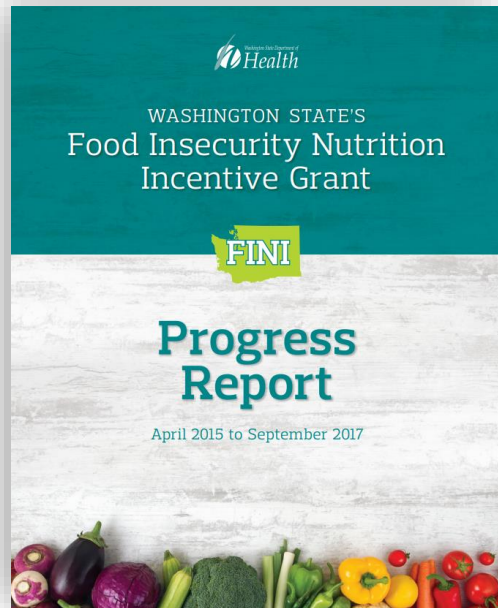


Participants in the SNAP Ambassadors program, Tacoma Farmers Market.

More information

www.doh.wa.gov/FINI

Email: FINI@doh.wa.gov



FINI Food Insecurity Nutrition Incentive (FINI) Grant

Farmers Market Match

In 2015, the Washington State Department of Health and more than 60 partners were awarded a \$5.86 million competitive FINI grant from the National Institute of Food and Agriculture at the U.S. Department of Agriculture (USDA). Funds support incentive programs to make it easier for participants in the Supplemental Nutrition Assistance Program (SNAP) to afford more fruits and vegetables. Washington's Farmers Market Match program helps families access fresh, local food.



Farm Fresh for Everyone

Food Insecurity in Washington
Everyday, thousands of people in Washington face uncertainty about where their next meal will come from. One in eight Washingtonians can't afford enough food for their household and 15% receive benefits from the Supplemental Nutrition Assistance Program (SNAP), and 37% of those recipients are children. Fresh fruits and vegetables, an important part of a healthy diet, are not easily affordable with the average SNAP benefit budget.

Farmers Market Nutrition Incentives
With support from the FINI grant, a growing network of farmers markets across Washington are making it easier for families to afford more fruits and vegetables by matching SNAP dollars spent at the market. Customers who use their SNAP benefits at participating markets are matched with extra dollars they can use to buy more fresh fruits and vegetables.

2015 – 2017 Outcomes

79	73,436	\$997,000
farmers markets in 18 counties offered SNAP-match programs.	SNAP transactions happened at participating farmers markets.	in SNAP dollars spent at participating farmers markets. The average value per SNAP transaction was \$13.60.
\$665,000	\$1,662,000	\$2,975,000
in FINI-funded nutrition incentives spent at participating farmers markets.	in total SNAP dollars and incentives spent at participating farmers markets.	In overall economic impact, based on USDA's estimate that \$1.79 is generated in the local economy for every SNAP dollar spent.

For more information, contact FINI@doh.wa.gov or visit www.doh.wa.gov/FINI.