

GREEN MARKETS EBT CARDS

GO SNAP!

TRACK RECORD
SNAP

DID YOU KNOW YOU COULD USE YOUR EBT CARD AT NYC FARMERS MARKETS?

GET FRESH ALL YEAR ROUND! TAKE HOME AN EXTRA \$2 WORTH OF FRUITS AND VEGGIES FOR EVERY \$5 YOU SPEND IN SNAP.

FIND YOUR GREENMARKET AT GROWNVC.ORG

#OHSNAPNYC

Funding provided by United States Department of Agriculture. USDA is an equal opportunity provider and employer.

GrowNYC's Healthy Exchange Project 2017 Highlights

Increasing food access, improving health, building community, growing the economy and improving farm viability in the New York State Region





Project Description

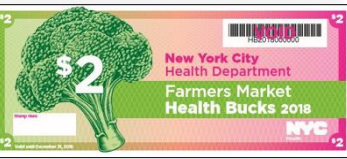
The Healthy Exchange Project provides the framework for making healthy, regional food accessible to all New Yorkers by overseeing GrowNYC's work to promote and accept nutrition assistance benefits, incentive coupons, and debit/credit cards. The Healthy Exchange Project also partners with city government and community-based organizations to implement special programs and education to enhance food access at Greenmarkets.



Nutrition Assistance Programs and Incentive Coupons Accepted at GrowNYC



Supplemental Nutrition Assistance Program (SNAP) is a federal program that helps low-income households purchase food. Customers access their SNAP benefits using an Electronic Benefit Transfer (EBT) card. At Greenmarket, customers can swipe their EBT card at the farmers market in exchange for wooden tokens that can be used to purchase SNAP eligible items. **Accepted at:** Greenmarket, Youthmarket, and Fresh Food Box sites.



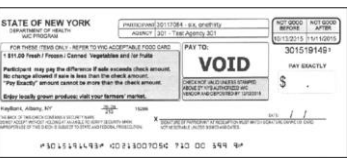
Health Bucks are \$2 coupons distributed by the NYC Department of Health and Mental Hygiene that can be used to purchase fresh fruits and vegetables at all NYC farmers markets. For every \$5 spent at farmers markets using SNAP on an EBT card, shoppers receive \$2 in Health Bucks, resulting in a 40% increase in purchase power for the purchase of fresh produce. **Accepted at:** Greenmarket, Youthmarket, and Fresh Food Box sites.



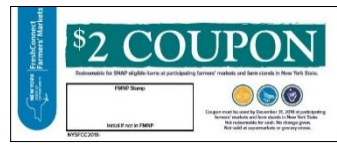
Greenmarket Bucks can be sponsored by businesses, community-based organizations and non-profit organizations as incentives or rewards to clients, employees or specific community groups. Greenmarket Bucks are \$2 coupons that can be used to purchase items at any GrowNYC program. Greenmarket Bucks introduce new customers to the fresh foods available at farmers markets as well as increase revenue for producers. **Accepted at:** Greenmarket, Youthmarket, and Fresh Food Box sites.



The New York State Farmers Market Nutrition Program (FMNP) is a federally funded and state administered program created to provide fresh fruits and vegetables to WIC participants and low-income seniors. FMNP provides \$4 checks redeemable for fresh fruits and vegetables at farmers markets. **Accepted at:** Greenmarket and Youthmarket sites.



WIC Fruit and Vegetable Checks are distributed to low-income women who are pregnant or have small children who are found to be at nutritional risk. WIC provides participants with \$4, \$8, \$11, or \$17 checks that can be used to purchase fresh, frozen and canned vegetables and fruits with participating vendors. **Accepted at:** Select Greenmarket sites.



FreshConnect Coupons are \$2 coupons that can be used at farmers markets in New York State to purchase any SNAP eligible item. FreshConnect coupons are given as an incentive for every \$5 that a customer spends using SNAP at participating farmers markets outside of New York City, as well as to military veterans and their families. **Accepted at:** Greenmarket, Youthmarket, and Fresh Food Box sites.

2017 Sales Highlights

2017 Token Sales

- GrowNYC SNAP sales reached \$1,100,278, an 8% increase from 2016
- GrowNYC Debit-Credit Sales reached \$1,683,683

2017 Health Bucks

- SNAP customers receive a \$2 Health Buck for every \$5 they spend on their EBT card at a NYC farmers market – a 40% increase in purchase power
- With funding provided by a Food Insecurity and Nutrition Incentive (FINI) Grant from USDA, Health Bucks were distributed year round in 2017
- GrowNYC distributed over \$400,000 in Health Bucks as a SNAP incentive

2017 Greenmarket Bucks

- 13 organizations and programs sponsored Greenmarket Bucks
- Greenmarket producers redeemed over \$20,000 in Greenmarket Bucks at market



2017 Programming Highlights

Fresh Pantry

- GrowNYC collaborated with five food pantries to provide pantry members with nutrition education and a \$12 incentive towards the purchase of fresh fruits and vegetables at market
- Over a six-month period, the program reached 1,735 pantry members and distributed \$20,820 in Health Bucks



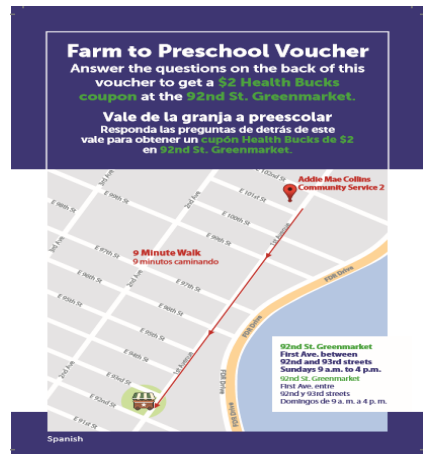
Fruit and Vegetable Prescription Programs

- GrowNYC collaborated with the New York City Department of Health and Mental Hygiene (NYC DOHMH) and three pharmacies to redeem prescriptions worth \$30 in Health Bucks to SNAP participants with high blood pressure. In 2017, a total of 302 prescriptions were redeemed and \$9,060 in Health Bucks were distributed.
- GrowNYC collaborated with New York Presbyterian Hospital to redeem prescriptions worth \$10 in Greenmarket Bucks to patients. In 2017, 320 prescriptions were redeemed and \$3,200 in Greenmarket Bucks were distributed.



Farm to Preschool

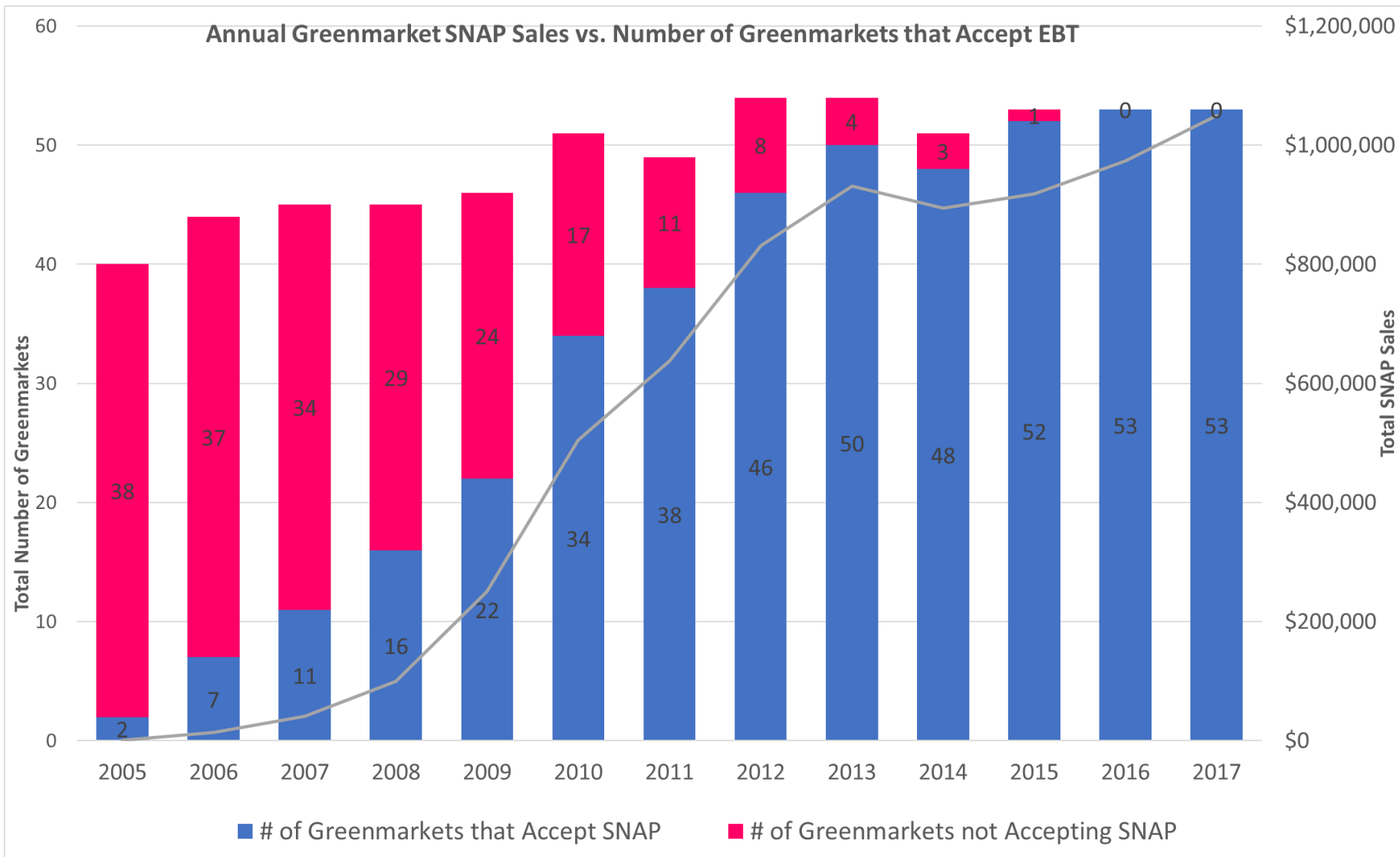
- GrowNYC collaborated with the NYC DOHMH and 3 preschools in Manhattan and Queens to distribute vouchers to parents worth \$2 in Health Bucks
- Over a six-month period, a total of 307 vouchers were redeemed and \$614 in Health Bucks were distributed





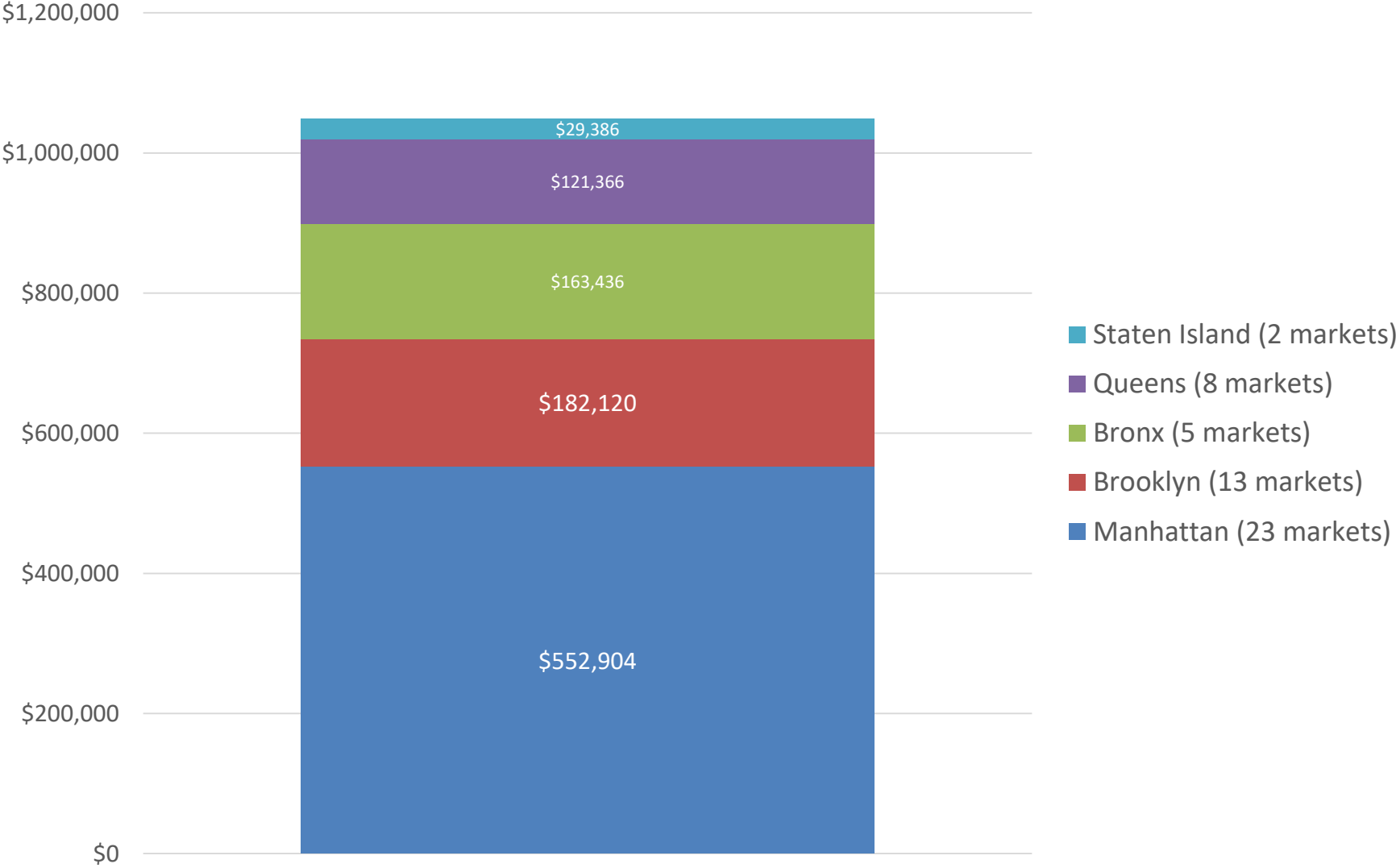
**Healthy Exchange:
Project Statistics**

Greenmarket Project Statistics



Greenmarket Project Statistics

2017 Greenmarket SNAP Sales by Borough



Greenmarket Project Statistics

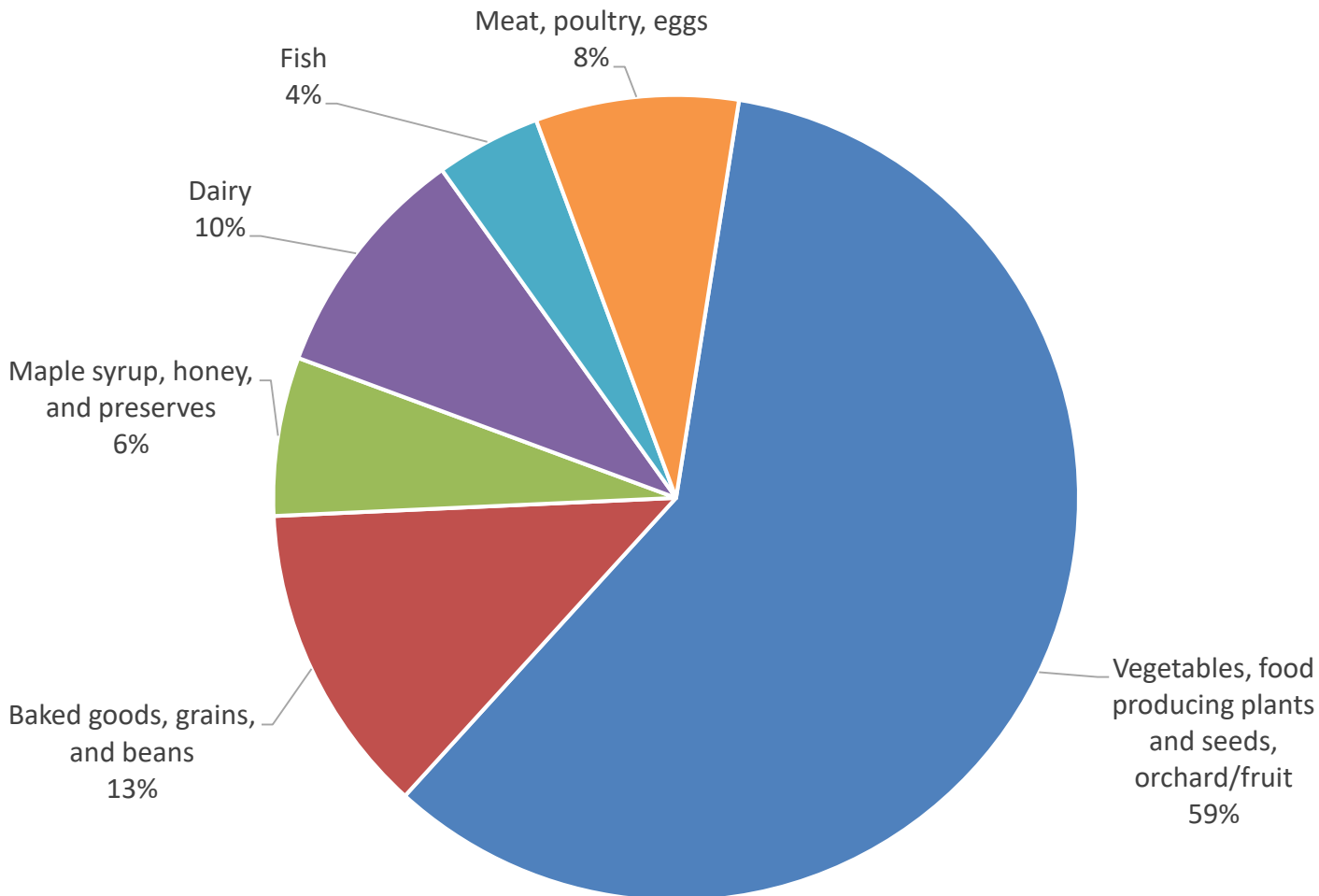
Top 10 Greenmarkets by SNAP Sales

Greenmarket	Borough	2017 SNAP Sales
1. Union Square	Manhattan	\$ 325,209
2. 175th St*	Manhattan	\$ 69,617
3. Grand Army Plaza	Brooklyn	\$ 61,763
4. Poe Park*	Bronx	\$ 60,119
5. Inwood	Manhattan	\$ 37,318
6. Jackson Heights	Queens	\$ 35,804
7. Parkchester*	Bronx	\$ 32,576
8. Brooklyn Borough Hall	Brooklyn	\$ 30,756
9. Bronx Borough Hall*	Bronx	\$ 30,202
10. Corona*	Queens	\$ 29,100

* Seasonal Market

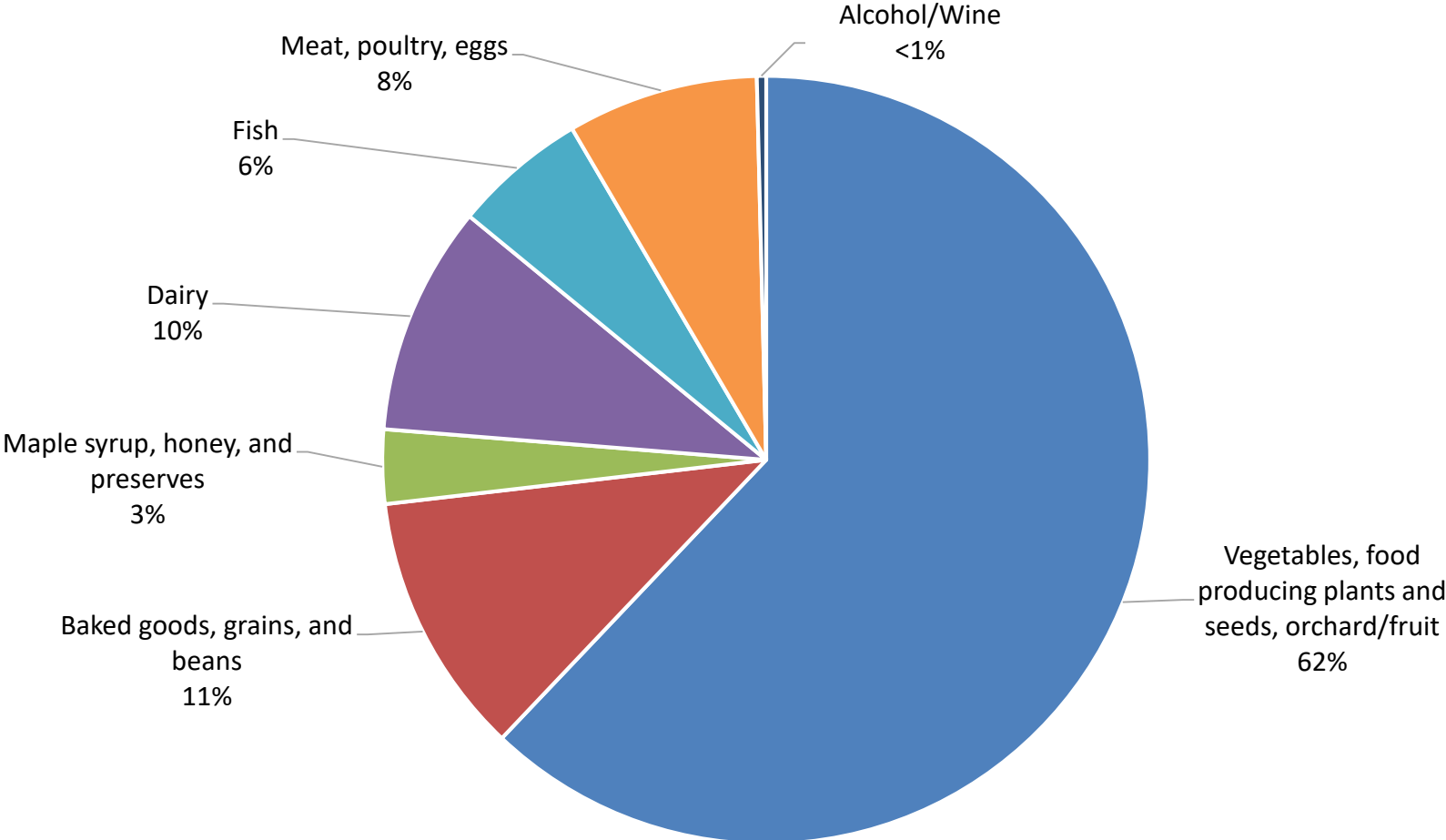
Greenmarket Project Statistics

How Customers Spent their SNAP Benefits in 2017



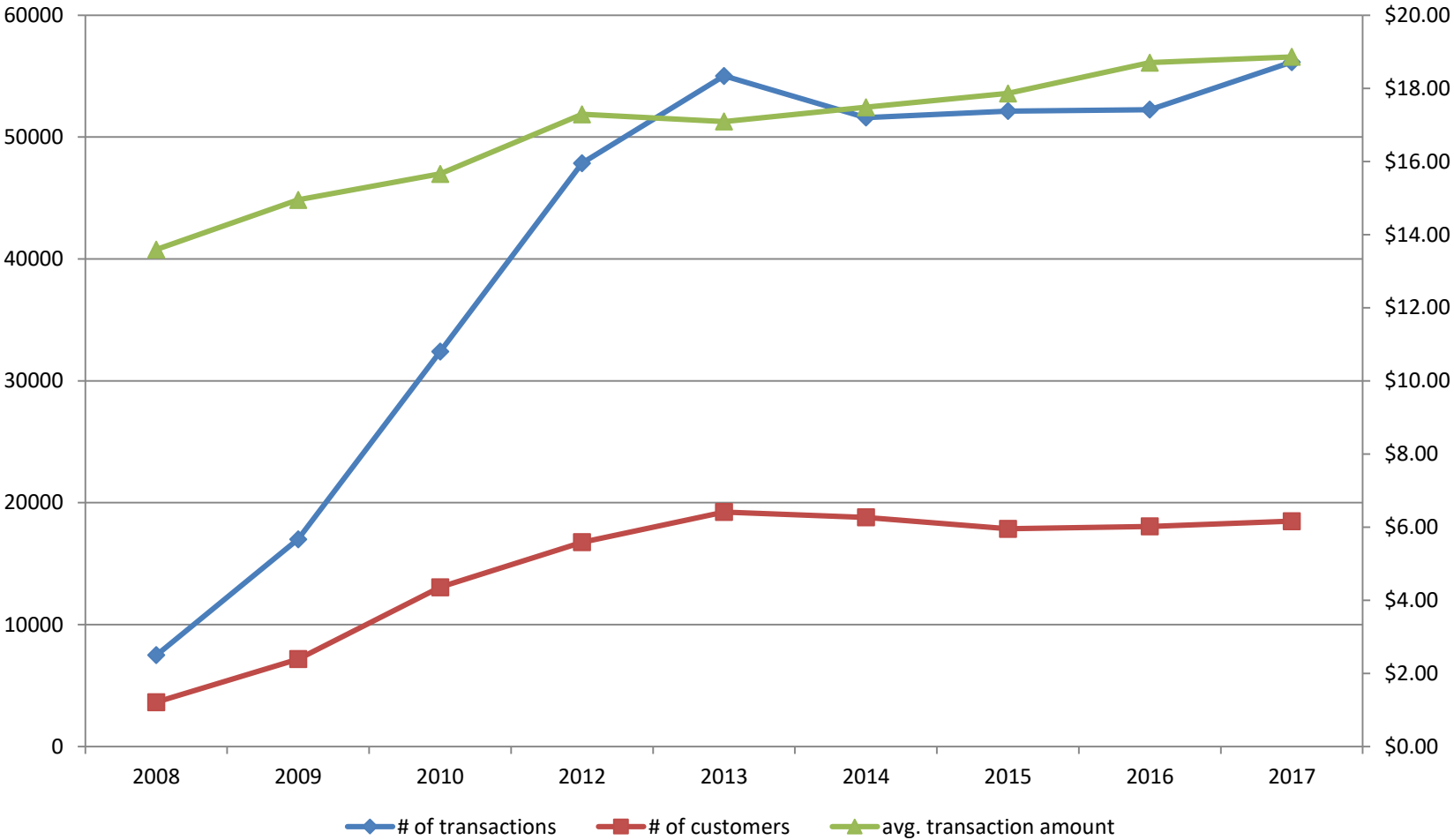
Greenmarket Project Statistics

How Customers Spent Debit/Credit in 2017

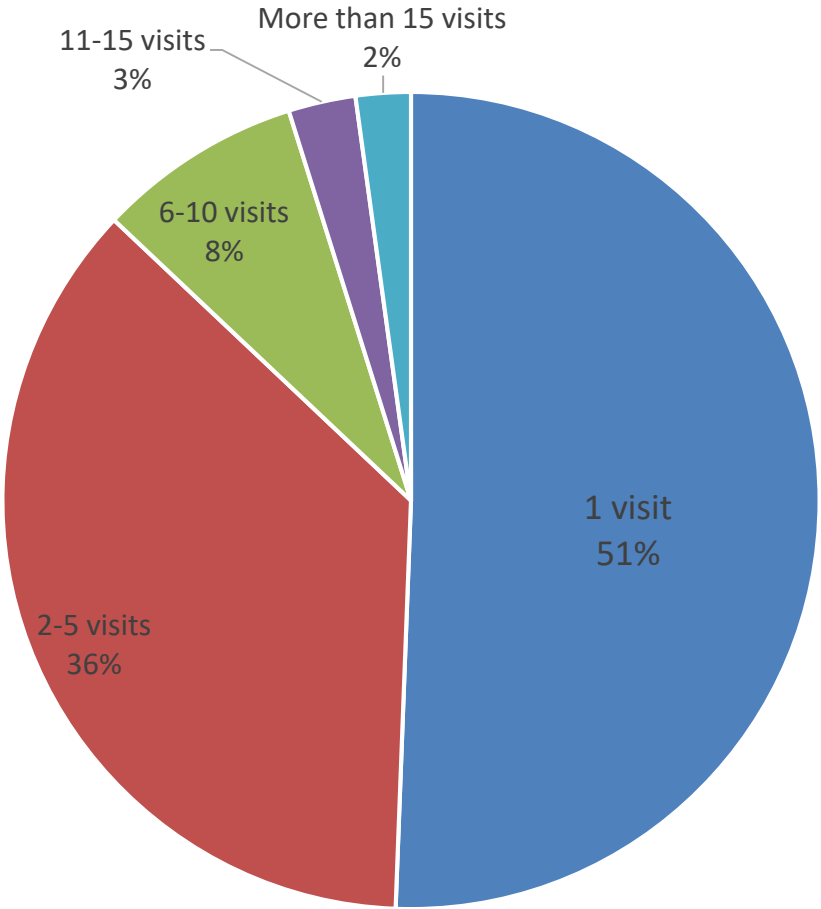


Greenmarket Project Statistics

SNAP Customer Transaction History

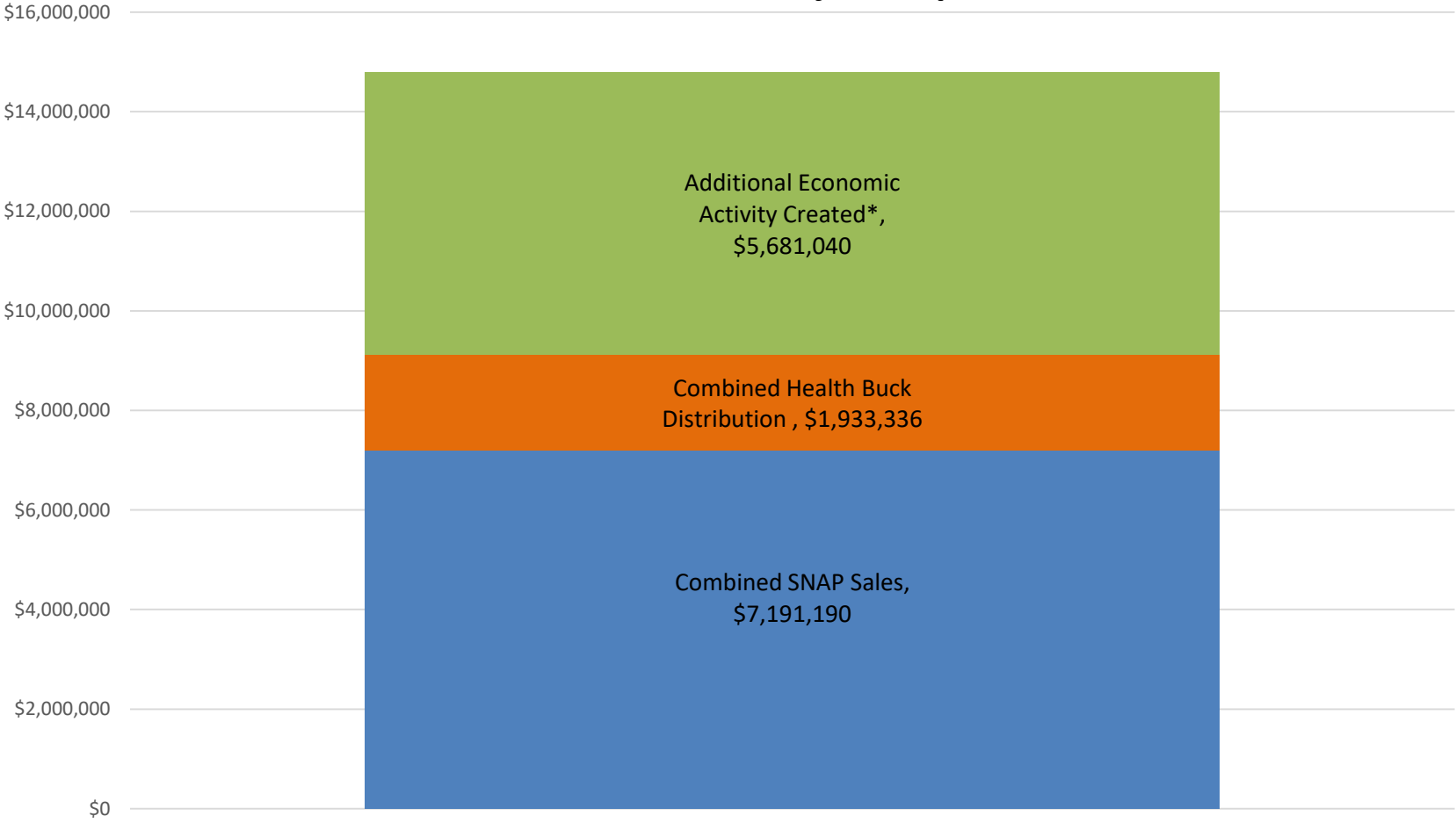


2017 # of Individual SNAP Shopper Visits



Greenmarket Project Statistics

SNAP in Greenmarkets Project Impact Since 2005



***The U.S. Department of Agriculture estimates that for every dollar spent on SNAP, \$1.79 in economic activity is generated, mostly in local communities.**



**Healthy Exchange:
Partnerships, Education, and
Research**

SNAP and Health Bucks

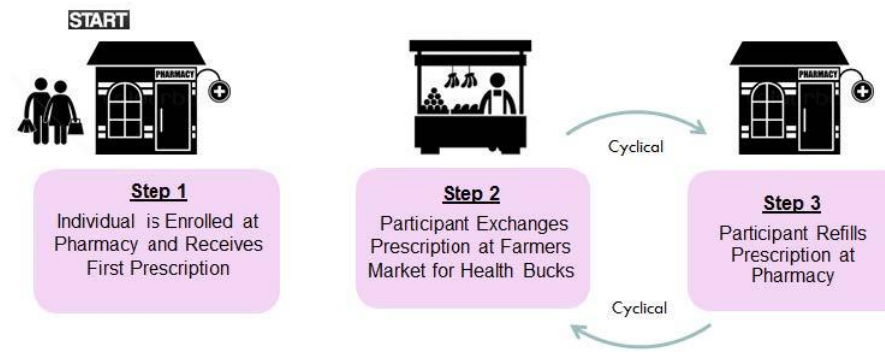
In 2017, GrowNYC distributed over \$400k in Health Bucks:

- Health Bucks are a fresh produce purchase incentive from the NYC DOHMH
- SNAP customers receive a \$2 Health Buck for every \$5 they spend on their EBT card at a NYC farmers market – a 40% increase in purchase power
- The program serves as a significant revenue stream for regional farmers
- Starting in 2017, Health Bucks were available year-round!



Pharmacy to Farm Collaboration with the NYC DOHMH

- Funded by a Food Insecurity and Nutrition Incentive (FINI) Grant from USDA, in partnership with NYC DOHMH and three pharmacies in Manhattan and Brooklyn
- Pharmacy-based fruit and vegetable prescription program
 - SNAP participants filling a prescription for high blood pressure medication receive a monthly prescription good for \$30 in Health Bucks at the farmers market
- Prescriptions can be redeemed at the nearest Greenmarket linked to a participating pharmacy:
 - Inwood Greenmarket
 - Grand Army Plaza
 - Fort Greene Greenmarket
- From April to December of 2017, a total of 302 prescriptions were redeemed and \$9,060 in Health Bucks were distributed



Pharmacy to Farm Prescriptions
Rx

Participant ID #:	Pharmacist Initials:
Start Date: / /	End Date (one month from start): / /

Bring this prescription to the farmers' market listed below and receive \$30 in Health Bucks.

Grand Army Plaza Greenmarket
Saturdays, 8 a.m. to 4 p.m.
Prospect Park West and Flatbush Avenue
Brooklyn, NY 11238

Health Bucks can be used to buy fresh fruits and vegetables at all NYC farmers' markets.

FARMERS' MARKET USE ONLY	
Date Redeemed: / /	Market Staff Initials:
HB Serial Numbers: -	

Rx serial number

Fruit and Vegetable Rx Collaboration with New York Presbyterian (NYP)

- The Fruit and Vegetable Prescription program is a collaboration between the New York Presbyterian Ambulatory Care Network's Nutrition Department, NYP Choosing Healthy & Active Lifestyles for Kids, GrowNYC and funded by NYP Community Relations
- Registered Dietitians at five outpatient clinics provide patients with a prescription good for \$10 in Greenmarket Bucks at the farmers market
- Prescriptions can be redeemed at two Greenmarket locations:
 - Fort Washington Greenmarket
 - 175th Street Greenmarket
- In 2017, 320 prescriptions were redeemed and \$3,200 in Greenmarket Bucks were distributed



Fresh Pantry

- Funded by Wholesome Wave, GrowNYC collaborated with five food pantries to provide pantry members with nutrition education and a \$12 incentive towards the purchase of fresh fruits and vegetables at market. Pantry partners:
 - Part of the Solution (Bronx)
 - Bedstuy Campaign Against Hunger (Brooklyn)
 - St. John’s Bread and Life (Brooklyn)
 - West Side Campaign Against Hunger (Manhattan)
 - New York Common Pantry (Manhattan)
- Pantry partners provided participants with nutrition education, information about the use of benefits at market, and a tour of the nearest Greenmarket or Youthmarket location
- From July to December of 2017, the program reached 1,735 pantry members and distributed \$20,820 in Health Bucks
- The program survey revealed that 20% of participants were not aware that Greenmarket accepts nutrition benefit programs and were introduced to this through the program
- **Grant funding ended in Dec 2017– GrowNYC currently seeking funding to continue this program next year**



Farm to Preschool

- Partnership with the NYC DOHMH and two preschools in Queens and one in Manhattan
- Preschool staff distributed vouchers to parents, one per child per week, to be filled out & redeemed at Elmhurst & 92nd Street Greenmarkets
- From July to November of 2017, 307 vouchers redeemed and \$614 in Health Bucks were distributed

Farm to Preschool Voucher
Answer the questions on the back of this voucher to get a **\$2 Health Bucks coupon** at the **92nd St. Greenmarket**.

Vale de la granja a preescolar
Responda las preguntas de detrás de este vale para obtener un **cupón Health Bucks de \$2** en **92nd St. Greenmarket**.

9 Minute Walk
9 minutos caminando

92nd St. Greenmarket
First Ave. between 92nd and 93rd streets
Sundays 9 a.m. to 4 p.m.
92nd St. Greenmarket
First Ave. entre 92nd y 93rd streets
Domingos de 9 a. m. a 4 p. m.

Spanish

The graphic features a map of the area around 92nd Street and First Avenue. A red line with arrows indicates a 9-minute walking distance from the Addie Mae Collins Community Service 2 (marked with a red pin) to the 92nd St. Greenmarket (marked with a green pin). The map shows streets including E 91st St, E 92nd St, E 93rd St, E 94th St, E 95th St, E 96th St, E 97th St, E 98th St, E 99th St, E 100th St, E 101st St, and E 102nd St, along with 2nd Ave, 3rd Ave, 4th Ave, 5th Ave, 6th Ave, 7th Ave, 8th Ave, 9th Ave, 10th Ave, and FDR Drive.

Nutrition Education at Greenmarkets in 2017

NYC DOHMH Stellar Farmer's Markets:

- Operated programming in twelve Greenmarkets in Brooklyn, Manhattan, the Bronx & Queens
 - Completed 1,055 nutrition workshops
 - Served 20,683 Greenmarket customers

Cornell Cooperative Extension:

- Operated Programming in three Greenmarkets:
 - Elmhurst Hospital: 14 market visits; 3,183 Greenmarket customers served
 - Fort Washington: 13 market visits; 1,153 Greenmarket customers served
 - St. George Staten Island: 15 market visits; 2,053 Greenmarket customers served

New York Common Pantry:

Operated programming in two Greenmarkets:

- Mount Sinai Greenmarket: 17 market visits; 2,516 Greenmarket customers served
- Lincoln Hospital Greenmarket: 34 market visits; 2,717 customers served



SNAP Screenings at Greenmarkets in 2017

- More than 20% of New York City residents are living at or below the poverty level, many of whom are not receiving the benefits to which they are entitled to purchase food
- GrowNYC partnered with Hunger Free-NYC, Met Council, Single Stop, Part of the Solution, New York Common Pantry, and Manhattan Legal services to provide SNAP screenings at Greenmarket locations between June and October, 2017
- Partners conducted screenings across 58 market dates in Manhattan, Bronx, Brooklyn, Queens and Staten Island



Randomized Control Trial (RCT)

NYC's Health Bucks program has been replicated across the country over the last ten years. In partnership with Wholesome Wave, the NYC DOHMH, and the University of Delaware, GrowNYC participated in a two-year study aimed at better understanding the optimal incentive amount to encourage healthy food purchases at farmers markets.

- In 2017, 16 Greenmarkets participated in the program, July through October
- In 2017, the RCT brought an additional \$32,000 in Health Bucks to Greenmarket SNAP customers
- The RCT has ended and Wholesome Wave and the University of Delaware have begun analyses
- Greenmarket results expected by summer 2018



Want to win more Health Bucks using your EBT/SNAP?

Stop by the Market Information tent to learn more and enter to win!



¿Quiere ganar más cupones Health Bucks utilizando su EBT/SNAP?

¡Pase por el puesto de información del mercado para conocer más y participar en el sorteo!

Healthy Exchange Project Impact



"I'd rather come here [to the farmers market] than the supermarket. I get more for my money and it tastes better"

- Healthy Exchange Customer

Healthy Exchange Project Impact



“The reason I started using food stamps and WIC benefits [at the farmers market] is because I was pregnant. It helped me and my baby.”

- Healthy Exchange Customer

Healthy Exchange Project Impact



“The FMNP program benefits both the farmers and the participants. It increases my sales and it allows customers to get more fruits and vegetables throughout the city.”

- Greenmarket Producer

Things we are looking forward to in 2018



Expanding Partnerships to Enhance Food Access in Greenmarkets:

- Pharmacy to Farm will expand in 2018 to include new pharmacies linked to Union Square, Jackson Heights, and Inwood Greenmarkets
- Currently seeking funding to continue and expand the Fresh Pantry program