

# Senior Farmers Market Nutrition Program 2016 Update



Kristie Sharp  
November 10, 2016

# Senior Farmers Market Nutrition Program (SFMNP)

- ❖ Supplement to the Food Stamp program
- ❖ Helps low income seniors purchase fresh fruits, vegetables and herbs
- ❖ Increases consumption of agricultural commodities by expanding farmers markets







# Senior Farmers Market Nutrition Program Fast Facts for 2016

- ❖ Vouchers distributed: **3,764**
- ❖ Voucher redemption rate: **99%**
- ❖ Value: **\$75,280** (\$20 per person)
- ❖ Wholesome Wave doubling - **\$8,420**
- ❖ Markets held: **72**
- ❖ Counties served: **8**
- ❖ Partners: **33 implementation partners** + additional community partners
- ❖ Pilot projects: **2**

# 2016 Market Locations

- ❖ Neighborhood Senior Centers
- ❖ Multipurpose Senior Centers
- ❖ Kinship Centers
- ❖ Senior High-rises
- ❖ Faith Based Organizations
- ❖ Community Market Locations

**Markets were located in the following counties:**

Clayton, Cobb, DeKalb, Douglas, Fulton, Gwinnett, Henry and Rockdale



# Overall Program Goals for 2016

- ❖ Increase number of market locations to include:
  - Food Deserts
  - Limited English Speaking populations
- ❖ Increase revenue for farmers
- ❖ More community participation/partnerships



# 2016 Pilot Projects

- ❖ Wholesome Wave, Community Market Expansion
- ❖ Atlanta Community Food Bank, Commodity Food Box Program Collaboration



# Wholesome Wave Pilot Goals

- ❖ Increase visibility and sustainability of community markets
- ❖ Double SFMNP vouchers
- ❖ Increase farmer revenue

# Wholesome Wave Pilot

## Partners

- ❖ Wholesome Wave Georgia
- ❖ Tucker Lifelong Community
- ❖ Tucker Farmers Market
- ❖ East Point Farmers Market
- ❖ Norcross Community Farmers Market
- ❖ Community Farmers Markets – Decatur Market



# Wholesome Wave Pilot Outcomes

- ❖ Added 3 new community farmers markets
- ❖ 4 new famers SFMNP certified
- ❖ New community partnerships developed
- ❖ 421 vouchers doubled resulting in:
  - Additional \$8, 420 in fresh fruits/veggies to participants
  - Additional \$8,420 in revenue to farmers

# Food Bank Pilot Goals

- ❖ Provide fresh fruits and vegetables to older adults on Commodity Food Box Program wait list and link them to other appropriate aging services
- ❖ Link county aging programs to other non-profits also serving older adults in their region to enhance reach and leverage opportunities to serve older adults

# Food Bank Pilot

## Partners

- ❖ Atlanta Community Food Bank
- ❖ 14 Food Bank, Commodity Food Box Partner Agencies
- ❖ 7 Aging Service Provider Partners



# Food Bank Pilot Outcomes

## Commodity Food Box Partner Agencies

- ❖ 93% have a better understanding of the services provided through the aging network
- ❖ 75% will be able to work with aging network partners in other ways
- ❖ 92% felt this pilot was beneficial to them
- ❖ 92% felt this pilot was helpful for their clients
- ❖ 92% would be interested in participating again

# Food Bank Pilot Outcomes

## Senior Service Providers

- ❖ 75% shared information on other programs and services when they spoke with clients
- ❖ 83% of clients were unaware of available programs/service
- ❖ 85% feel they can work with Food Bank partners in other ways
- ❖ 86% were able to provide additional information or services to clients

# 2017 Program Goals



## ❖ Continue to increase access to markets for:

- ❖ Food desert communities
- ❖ Limited English speaking populations
- ❖ Older adults not currently active at senior centers

## ❖ Leverage and expand community participation/partnerships to better support:

- ❖ Markets at senior centers and facilities outside of SFMNP season
- ❖ More sustainable community farmers markets
- ❖ Cross collaboration of SFMNP partners
- ❖ Increased revenue for farmers



