Welcome to
Florida Small Farms and Alternative Enterprises Conference

Farmers Markets EBT & Fresh Access Bucks

UF IFAS Extension
UNIVERSITY OF FLORIDA
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For more information on Small Farms, visit our website at: http://smallfarms.ifas.ufl.edu/ or contact your local County Extension Agent.

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FLORIDA CERTIFIED ORGANIC GROWERS AND CONSUMERS (FOG)

Mission:
To support and promote organic and sustainable agriculture, wherein; we educate consumers, farmers, future farmers (children & youth), businesses, policy makers and the general public.
FLORIDA’S BOUNTY
Florida

Ranks 12th in the Country
17.9% of the State
3,448,220 People
US OBESITY EPIDEMIC, 1985-2010
BETTER TO PAY THE FARMER THAN THE DOCTOR

Florida Statistics 2013

- 25.2% adults were obese
- 11.4% adults with diabetes
- 34.2% adults with hypertension
WHAT IS SNAP/EBT?

Electronic Benefits Transfer

Putting Healthy Food Within Reach
WHO GETS FOOD STAMPS?

1 in 7 Americans receive SNAP

Most are working-class Americans with jobs*, senior citizens or children.

* USDA data show that only 20% of SNAP participants have no income.
2013 SNAP Statistics in Florida

3,556,473 People

$5,906,158,957 in benefits

Children and Seniors accounted for more than half (55%)
FARMERS MARKET EBT

- Allows SNAP benefit redemption at Farmers Markets
- Improves access to healthy, local food
- Increases food education
- Supports local farmers and local economies
WHY FARMERS MARKETS?

- Farmers Markets previously accepted food stamps

- Buying Local Boosts the Economy – The USDA estimates that $5 in new SNAP benefits leads to $9.20 in economic activity.
WHY FARMERS MARKETS?

- Healthier families
- Healthier environment
- Healthier local economies
FLORIDA ORGANIC GROWERS’ INCENTIVE PROGRAM

- FL Department of Agriculture & Consumer Services (FDACS) Grant
- 20 EBT-enabled markets throughout the state by the end of 2014.

Others around the country...

FRESH ACCESS BUCKS

marketumbrella.org

ecology center
KEY PARTNERSHIPS

- Wholesome Wave Foundation
- Florida Department of Consumer & Agriculture Services
- Farmers Market Coalition
- Department of Children and Families
- Department of Health
- UF/IFAS Extension
- 20+ Farmers Markets Across the State
- And more...
HOW DOES EBT & FAB WORK?
90% REPORT INCREASING THEIR CONSUMPTION OF FRESH FRUITS AND VEGETABLES
GROWING COMMUNITY
FARMERS EXPAND PRODUCTION & DIVERSIFY PRODUCTS
MORE SNAP DOLLARS STAY IN FLORIDA

Small scale farmers receive less than 1% of the almost $6 billion in federal nutrition assistance dollars that flow into Florida.
Upper East Side Farmers Market, Miami
SW Community Farmers Market, Miami
Verde Gardens Farmers Market, Miami
Urban Oasis Mobile Market, Miami
North Bay Village Farmers Market, Miami
Bee Heaven Farm, Miami
Alachua County Farmers Market, Gainesville
SWAG Market, Gainesville
St. Pete Saturday Morning Market, St. Pete
Brevard County Farmers Market, Melbourne
Dania Beach PATCH Market, Dania Beach
Las Olas Farmers Market, Ft. Lauderdale
Beaches Green Market, Jacksonville
Mid Week Market, Jacksonville
Sweetwater Organic Farm & Market, Tampa
Frenchtown Heritage Market, Tallahassee
Palafox Farmers Market, Pensacola
North Sarasota Farmers Market, Sarasota
Englewood Farmers Market, Sarasota
Venice Farmers Market, Venice
Henrietta Farmers Market, West Palm Beach
Riviera Farmers Market, West Palm Beach
FRESH ACCESS BUCKS STATISTICS
MAY 2013 – JUNE 2014

- 6,119 Federal Benefit Transactions (SNAP & WIC/Senior FMNP)
- 2,421 new market shoppers
- Over $134,915 in revenue generated by FAB and federal benefits on Florida grown produce
- 6 markets participated with WIC/Senior FMNP
- 18 markets participated with SNAP and over 100 Florida farmers participated
BARRIERS TO FARMERS MARKETS ACCEPTING SNAP/EBT & FRESH ACCESS BUCKS

- The costs and administration of EBT for many farmers markets is prohibitive.

- Difficult to tell the origin of produce. Produce available may or may not be grown by the person selling it.
LONG TERM SUSTAINABILITY & THE FARM BILL’S FOOD INSECURITY NUTRITION INCENTIVE PROGRAM

New Federal Legislation $100 million over five years for Incentive Programs. 1-to-1 Match Requirement