



**Kitsap
County**

WASHINGTON STATE UNIVERSITY
EXTENSION



FOOD SECURITY AND FARMERS MARKETS

2020

BY THE NUMBERS

- 12 farmers markets supported in food access programming and SNAP Market Match in 5 counties (Kitsap, Clallam, Jefferson, Mason and Grays Harbor)
- One new market onboarded accepting EBT and SNAP Market Match
- Over \$73,000 distributed in EBT & \$67,000 in SNAP Market Match for West Sound Farmers Markets.
- A 95% EBT redemption rate and 91% SNAP Market Match redemption rate at West Sound Farmers Markets.



ISSUE

Many farmers markets across Washington State accept SNAP, WIC & Senior Farmers Market Nutrition (FMNP) vouchers, and offer fresh fruit and vegetable incentives to SNAP shoppers (known as SNAP Market Match). Markets across the West Sound are continually looking for ways to increase access to fresh, healthy and local foods to their community. During COVID the need has grown even greater. Farmers Markets are essential services and operate often times in community hubs or low income, low access areas.

RESPONSE

In 2020, WSU Kitsap Extension contracted with the Washington State Farmers Market Association (WSFMA) to act as the West Sound Regional Lead and with the Washington State Department of Health (DOH) as the Technical Assistant for their SNAP Market Match program.

Through this partnership, Kitsap Extension provided assistance to farmers markets in Kitsap, Jefferson, Clallam, Mason and Grays Harbor counties to expand their food security programming. Program support included:

- Building local capacity at farmers markets around food access programs.
- Increasing the number of farmers markets accepting food assistance benefits (SNAP, FMNP, and SNAP Incentives such as SNAP Market Match).
- Develop and strengthen partnerships with regional partners working to promote access and education around healthy food availability and consumption at farmers markets.
- Improve outreach, promotion and awareness of food access programs at farmers markets
- Provide support and technical assistance to farmers markets taking part in the SNAP Market Match statewide program.



IMPACTS

In 2019 roughly \$36,000 of EBT and \$14,000 of SNAP Market Match incentive was distributed to SNAP customers at West Sound Farmers Markets. In 2020, that number increased to over \$73,000 in EBT and \$67,000 in SNAP Market Match.

Increased need during COVID coupled with added interest in purchasing locally, contributed to the growth seen across our region. In addition to supporting markets with their food access programming, Kitsap Extension collaborated with statewide partners in the creation of two SNAP focused toolkits for farmers markets:

- **Kids Activities to Go Toolkit** - for use at farmers markets to help markets continue to provide kids club activities during the pandemic. The toolkit focuses on healthy eating and active living activities that market managers can provide as take away options for their customers with children.
- **Developing SNAP-Ed Activities at Farmers Markets: A Toolkit** - This toolkit was created to provide SNAP-Ed partners as well as markets with examples of the types of activities they can collaborate on, with both in person and COVID friendly adaptations at the farmers market.

