

EXPANDING YOUR EBT PROGRAM

California Small Farms Conference
Friday, February 26th, 2021



Housekeeping

- Everyone should be muted. If you're not, please mute yourself.
- This meeting is being recorded and notes are being taken. These will be sent out after the session.
- Feel free to add questions and comments to the chat box. Some of my colleagues will answer questions within the chat and I will pause to answer remaining questions at the end of the presentation.

Don't already have EBT?

Visit our website, ecologycenter.org/ebt, for a step by step guide on how to get EBT set up at your farm-direct site.

Reach out to us with your questions:
ebt@ecologycenter.org
(510) 925-4001





Agenda

- About us
- About EBT
- Identifying & addressing barriers for customers with EBT
 - Community assessment
 - Increasing awareness
 - Operations suggestions
 - Incentive programs
- Breakout discussion groups
- Large group share

Ecology Center Farmers' Market Access & Equity Program

Ecology Center's mission is to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond.

Founded in 1969, we have several program areas addressing Zero Waste, Sustainable Living, Food & Farming, and Climate Action.

The Farmers' Market Access & Equity program is committed to providing access to healthy food throughout California through our EBT Program, Market Match incentive program, and Farmers' Market Finder.

[FMFinder.org](https://www.fmfinder.org)



Poll questions



What type of site(s)
do you run?

How long have you
been accepting EBT
at your site(s)?

What brought you to
this workshop today?

About EBT

The Supplemental Nutrition Assistance Program (SNAP), known as CalFresh in California, provides low-income individuals and families money to spend on food, which is loaded onto an Electronic Benefits Transfer (EBT) card.

Over 4 million Californians receive EBT.

EBT cards can be used at authorized outlets to purchase eligible food items.



Identifying & Addressing Barriers for Customers with EBT



Assess your
community



ecology center

Some questions to consider

- What percentage of your community members have CalFresh? What percentage of your customers are using CalFresh?
 - If there's a big discrepancy between those numbers, why is that?
- Do you have multilingual signage at your site? If there are languages other than English that are commonly spoken in your community, do you have any staff/vendors/volunteers that speak those languages?
- How did you choose your operating hours? Would shifting your hours allow more community members to access your site?
- What transportation options exist for accessing your site?

Leverage community connections

- County Social Services
- County Health Offices
- WIC Offices
- Area Agencies on Aging
- Food Banks
- Local Nonprofits and NGOs
- Faith Institutions
- Hospitals & health clinics
- Neighborhood groups
- Schools
- Senior Centers
- Community Development Corporations

Common Barriers for Customers with EBT

Some common barriers for customers shopping with EBT include:

- Awareness of the farm-direct site & awareness that EBT is accepted there
 - Hours, location, convenience
 - Price or perception of price
 - Transportation
 - Language
- What other barriers do you see or expect?



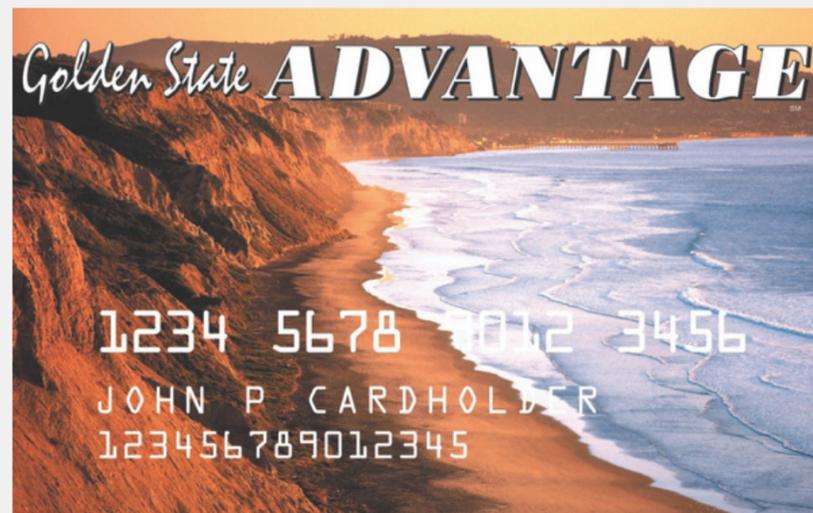
Addressing Common Barriers



Increase Awareness

Spread the word!

- Print: outreach materials & at-market signage
- Digital: website, social media, newsletters, etc.
- Word of mouth
- Use multiple languages & easy to understand terms



Tip: Include the image of the CalFresh card, which is easily recognizable



North Coast Growers Association Farmers' Markets

October 7 · 🌐

Oooh, are you excited about heirloom tomatoes as much as we are?? Come and get them while they are available. Your McKinleyville farmers' market is open tomorrow 3-6pm, right outside of Eureka Natural Foods, McKinleyville.

Ask us about using your EBT card to qualify for a dollar-for-dollar Market Match to double your spending power.



AMADOR FARMERS MARKETS

The Amador Farmers Market Association hosts free, family-friendly, certified Amador Farmers Markets in the heart of California's motherlode. From May through October, we showcase local agriculture, fresh produce, prepared foods, and artisans and handcrafters in our vibrant, experiential markets located in Sutter Creek, Pine Grove, and Plymouth. We accept WIC and SNAP.

Come to your local Farmers Market

Meet your farmer. Enjoy locally-grown foods and flowers. Listen to live music. Get Fresh, Have Fun!

Calling local farmers, food providers, and artisans. Join our vendor family this season!





Improve Convenience & Clarity

- Explain how it works (online & in person)
 - e.g. "Come to the information booth, ask to swipe your EBT card for the amount of your choice, receive EBT tokens in exchange, and spend them like cash with vendors on eligible foods."
 - Or "Sign up for the produce box and check 'Pay with EBT,' then bring your EBT card to swipe upon pick up."
- Make sure staff, volunteers & vendors are well trained to assist customers using EBT
- Hire a market navigator or offer market tours
uccalfresh_support@ucdavis.edu

We gladly accept your
CON MUCHO GUSTO ACEPTAMOS SU TARJETA



CalFresh **EBT!**



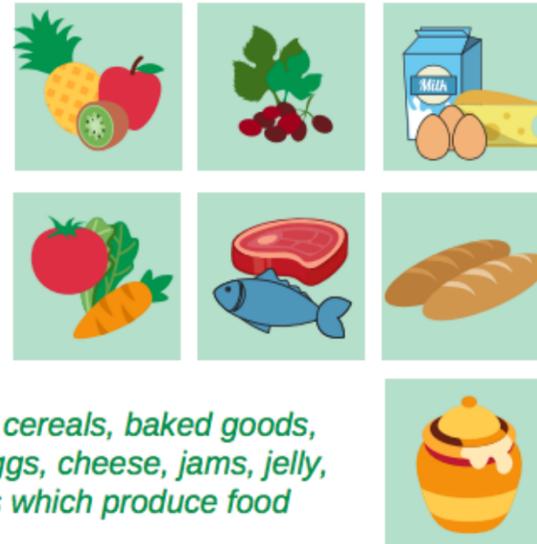
Spend your EBT tokens
on **fruits, vegetables**
& other healthy foods **HERE**

PAGUE SU FRUTA, VEGETALES Y OTRAS COMIDAS
SALUDABLES CON SU VALE EBT



These materials were developed by the Ecology Center's Farmers' Market EBT Program. This project is funded in part by the California Department of Food and Agriculture's Specialty Crop Block Grant Program. Este proyecto fue financiado en parte por el California Department of Food and Agriculture's Specialty Crop Block Grant.

WHAT CAN I BUY WITH MY EBT CARD?



fruits, vegetables, breads, cereals, baked goods, meat, fish, poultry, milk, eggs, cheese, jams, jelly, honey, seeds and plants which produce food

THINGS YOU CANNOT BUY

hot foods, soap, non-food items, alcohol, tobacco, vitamins or medicine



CalFresh **GREEN TOKENS**



**GLADLY
ACCEPTED**

**SE ACEPTA
CON GUSTO**



Improve Convenience & Clarity

- Online ordering
 - EBT payment cannot be taken over the phone or online currently
 - Use Google forms
 - See this list of online ordering systems
- Be prepared for your POS device to break/lose service -- have the manual vouchers on hand
- Farm/vendor stands: Make it easy to understand how much items or certain quantities cost

First Day to Use: May 1, 2012
Last Day to Use: Nov. 30, 2012

VOID

\$4 Four Dollars

No Change Given

Farmer Vendor 6-digit ID number
(REQUIRED)

Pay to the order of: WIC-Authorized Farmer

Good only for fresh fruits, vegetables, and cut herbs.
Good only at WIC-Authorized Farmers' Markets. Not valid at grocery stores.

Banker: Check is payable through the California State Treasurer's Office. Farmer Vendor must write or stamp a 6-digit WIC ID number in the space provided. Do not accept if white box is blank or does not have a 6-digit ID number. Void if deposited after December 31. Lost or stolen checks will not be replaced. For verification of checks, please call 916-928-8513.



Other Operations Suggestions

- Apply to get WIC & Senior FMNP authorized
 - We have a brief guide on our website, or visit wicfarmers.ca.gov
- Review your market rules/agreements - see if there's room for improvement in language about inclusivity and welcoming of all customers and vendors

Incentive Programs



- Offers extra money to customers using EBT or another federal benefit (e.g. "Spend 10, get 20," or "Use EBT and get 50% off")
- Some markets/sites apply for grants or fundraise
- Apply to join the Market Match Consortium (2021 deadline is March 26th)

marketmatch.org/become-a-partner



Questions?

Breakout Group Discussion

What concerns or questions do you have about trying to implement any of the practices discussed in the presentation?
Is there anything important that wasn't mentioned?

What practices have you implemented to improve accessibility for low-income customers?
What's worked?
What hasn't seemed to work?

Are there ways you've built connections with community orgs/members to help give them a sense of inclusion at your site?



Highlight Share

Thanks for participating!

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www.ecologycenter.org/ebt

www.marketmatch.org

