



Empowering Communities for Healthy Eating & Active Living

Dear Douglas County Commissioners –

My name is Ashley Jones-Wisner, and I am State Policy Manager for KC Healthy Kids. Located in downtown Kansas City, Kansas; KC Healthy Kids is a nonprofit focused on empowering communities for healthy eating and active living.

I'm writing today in support of the SNAP Dollar for Dollar proposal that will be on your agenda this week. Here in Kansas City we have a similar matching program called Beans and Greens that has been a huge success. In the three small markets that serve downtown Kansas City, the match has increased market sales and encouraged access to healthy food produced in our area to an underserved population. By incentivizing healthy food purchases, SNAP recipients in KCK have realized a cost savings by purchasing healthy food and supporting local farmers.

I'm attaching a very rough estimate of sales from the three markets last year for your review. Each year that the match has been available we have seen interest and sales at the market increase. I am confident the SNAP Dollar for Dollar program before you will have similar results in Douglas County and applaud your interest in supporting healthy food retail access!

Ashley Jones-Wisner  
State Policy Manager  
KC Healthy Kids  
Direct: 913.375.7264 | Main: 816.523.5353 |

# KCK Greenmarket at Juniper Gardens

<b>Average Per Customer:</b>	<b>\$102.05</b>
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**3rd and Richmond 66101**  
**Mondays, 7:30-sellout**  
**vegetable and fruit farmers (10)**  
**meat(1)**  
**cooking demos weekly**  
**mostly burmese refugees**

Total SNAP + match for Juniper:	<b>\$21,533.00</b>	<b>86%</b>
Total SFMNP+ match for Juniper:	<b>\$1,035.00</b>	<b>4%</b>
Total Estimated Cash for Juniper:	<b>\$2,368.00</b>	<b>10%</b>
<b>Total Sales:</b>	<b>\$24,936.00</b>	

211 Different Vision Cards

22 Different Zip Codes

4 Digit Pin Code	Total per Customer
0093	\$240.00
0251	\$40.00
0322	\$22.00
0413	\$130.00
0437	\$50.00
0449	\$140.00
0525	\$100.00
0567	\$210.00
0625	\$250.00
0633	\$130.00
0757	\$10.00
0761	\$160.00
0791	\$80.00
0801	\$199.00
0805	\$170.00
0812	\$200.00
0819	\$70.00
0827	\$145.00
0872	\$100.00

Zip Code	Total Amount in Each Zip Code
11052	\$40.00
44310	\$100.00
61123	\$50.00
64104	\$40.00
64106	\$590.00
64116	\$791.00
64123	\$605.00
64124	\$265.00
64816	\$140.00
66101	\$2,758.00
66102	\$6,162.00
66103	\$195.00
66104	\$204.00
66106	\$1,074.00
66107	\$25.00
66109	\$20.00
66112	\$7,297.00
66116	\$50.00
66118	\$50.00

0996	\$20.00
1002	\$36.00
1024	\$150.00
1049	\$140.00
1139	\$20.00
1152	\$125.00
1266	\$50.00
1315	\$50.00
1361	\$70.00
1389	\$20.00
1452	\$50.00
1455	\$100.00
1468	\$120.00
1585	\$97.00
1637	\$210.00
1687	\$150.00
1754	\$116.00
1781	\$102.00
1783	\$34.00
1879	\$120.00
1947	\$50.00
1985	\$40.00
2014	\$50.00
2016	\$250.00
2017	\$20.00
2092	\$30.00
2142	\$95.00
2194	\$215.00
2195	\$92.00
2252	\$20.00
2268	\$50.00
2318	\$110.00
2351	\$160.00
2377	\$114.00
2398	\$132.00
2772	\$40.00
2774	\$50.00
2807	\$100.00
2840	\$50.00
2920	\$14.00
2925	\$50.00
2956	\$10.00
2967	\$146.00
2979	\$20.00
2981	\$40.00
3154	\$90.00
3168	\$200.00

66203	\$50.00
66366	\$40.00
68104	\$100.00
77979	\$10.00
86106	\$50.00

3209	\$150.00
3236	\$70.00
3279	\$50.00
3358	\$50.00
3371	\$4.00
3391	\$200.00
3408	\$100.00
3419	\$90.00
3435	\$230.00
3539	\$10.00
3568	\$50.00
3569	\$200.00
3610	\$300.00
3621	\$50.00
3628	\$50.00
3704	\$70.00
3814	\$135.00
3894	\$40.00
3990	\$50.00
3996	\$80.00
4076	\$90.00
4112	\$400.00
4118	\$252.00
4253	\$320.00
4470	\$10.00
4478	\$20.00
4483	\$268.00
4529	\$20.00
4571	\$80.00
4613	\$100.00
4621	\$4.00
4726	\$100.00
4767	\$150.00
4782	\$10.00
4809	\$100.00
4878	\$260.00
4945	\$30.00
4980	\$50.00
5038	\$30.00
5044	\$27.00
5072	\$168.00
5102	\$20.00
5205	\$180.00
5238	\$50.00
5307	\$200.00
5330	\$84.00
5396	\$190.00

5433	\$200.00
5459	\$20.00
5496	\$150.00
5736	\$20.00
5768	\$50.00
5772	\$14.00
5858	\$200.00
6146	\$75.00
6149	\$50.00
6191	\$150.00
6249	\$50.00
6337	\$38.00
6454	\$328.00
6471	\$40.00
6493	\$56.00
6498	\$9.00
6506	\$10.00
6554	\$30.00
6737	\$50.00
6765	\$20.00
6824	\$270.00
6848	\$20.00
6868	\$20.00
6925	\$50.00
6938	\$130.00
7004	\$40.00
7090	\$170.00
7092	\$20.00
7096	\$100.00
7131	\$50.00
7215	\$10.00
7259	\$110.00
7291	\$20.00
7294	\$40.00
7296	\$4.00
7301	\$50.00
7368	\$10.00
7384	\$100.00
7432	\$20.00
7437	\$120.00
7505	\$20.00
7511	\$120.00
7557	\$60.00
7589	\$220.00
7735	\$128.00
7765	\$125.00
7891	\$75.00

7940	\$160.00
7948	\$100.00
7969	\$55.00
8046	\$100.00
8057	\$340.00
8130	\$200.00
8156	\$160.00
8186	\$252.00
8293	\$40.00
8296	\$36.00
8300	\$14.00
8301	\$50.00
8350	\$150.00
8439	\$100.00
8476	\$225.00
8533	\$60.00
8600	\$50.00
8630	\$480.00
8689	\$140.00
8706	\$300.00
8728	\$20.00
8747	\$40.00
8797	\$196.00
8816	\$30.00
9001	\$140.00
9086	\$4.00
9107	\$90.00
9210	\$350.00
9227	\$150.00
9260	\$40.00
9271	\$50.00
9279	\$194.00
9301	\$50.00
9318	\$130.00
9327	\$80.00
9332	\$260.00
9349	\$8.00
9376	\$220.00
9422	\$140.00
9462	\$10.00
9475	\$20.00
9477	\$150.00
9567	\$150.00
9630	\$50.00
9724	\$112.00
9727	\$20.00
9761	\$150.00

9791	\$2.00
9819	\$12.00
9852	\$240.00
9931	\$95.00



# KCK Greenmarket at Central Ave.

<b>Average Per Customer:</b>	<b>\$46.08</b>
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**2220 Central Ave. 66102**  
**Tuesdays, 7:30-sellout**  
**vegetables (4)**  
**meat (1)**  
**honey (1)**  
**cooking demos bi-weekly**  
**nepali refugees, Catholic Charities staff and neighborhood folks**

Total SNAP + match for CC:	<b>\$7,281.00</b>	<b>47%</b>
Total SFMNP+ match for Central:	<b>\$4,908.00</b>	<b>32%</b>
Total Estimated Cash for Central:	<b>\$3,152.00</b>	<b>21%</b>
<b>Total Sales:</b>	<b>\$15,341.00</b>	

164 Different Vision Cards

12 Different Zip Codes

4 Digit Pin Code	Total per Customer
0004	\$30.00
0093	\$100.00
0107	\$20.00
0299	\$10.00
0307	\$110.00
0475	\$20.00
0525	\$50.00
0567	\$50.00
0625	\$100.00
0651	\$25.00
0673	\$60.00
0742	\$50.00
0761	\$50.00
0771	\$20.00
0775	\$20.00
0804	\$10.00
0805	\$30.00
0808	\$1.00
0819	\$32.00

Zip Code	Total Amount in Each Zip Code
22116	\$100.00
64123	\$80.00
64124	\$12.00
66046	\$16.00
66101	\$1,256.00
66102	\$3,208.00
66103	\$110.00
66104	\$103.00
66105	\$22.00
66106	\$323.00
66109	\$1.00
66111	\$8.00
66112	\$2,399.00

0935	\$20.00
0941	\$40.00
0977	\$60.00
1234	\$20.00
1315	\$50.00
1468	\$128.00
1496	\$20.00
1593	\$60.00
1596	\$20.00
1687	\$20.00
1754	\$8.00
1790	\$7.00
1822	\$50.00
1993	\$30.00
2016	\$100.00
2017	\$50.00
2142	\$70.00
2194	\$50.00
2318	\$60.00
2373	\$20.00
2377	\$50.00
2430	\$35.00
2435	\$16.00
2666	\$10.00
2840	\$50.00
3037	\$16.00
3168	\$50.00
3198	\$20.00
3209	\$50.00
3222	\$20.00
3358	\$10.00
3408	\$50.00
3435	\$50.00
3500	\$10.00
3569	\$300.00
3658	\$10.00
3728	\$50.00
3805	\$20.00
3814	\$50.00
3986	\$20.00
4032	\$20.00
4118	\$50.00
4241	\$5.00
4253	\$150.00
4338	\$34.00
4529	\$6.00
4538	\$30.00



4690	\$20.00
4767	\$110.00
4878	\$50.00
4906	\$40.00
5072	\$50.00
5082	\$20.00
5116	\$84.00
5205	\$50.00
5223	\$20.00
5238	\$95.00
5268	\$10.00
5330	\$50.00
5396	\$50.00
5490	\$36.00
5516	\$10.00
5533	\$90.00
5583	\$30.00
5763	\$30.00
6017	\$60.00
6146	\$30.00
6160	\$8.00
6249	\$60.00
6326	\$70.00
6413	\$20.00
6471	\$20.00
6493	\$35.00
6506	\$12.00
6663	\$15.00
6737	\$50.00
6766	\$10.00
6824	\$90.00
6907	\$20.00
7004	\$50.00
7043	\$50.00
7090	\$200.00
7096	\$50.00
7108	\$20.00
7131	\$35.00
7136	\$204.00
7211	\$28.00
7259	\$20.00
7301	\$50.00
7368	\$20.00
7384	\$40.00
7511	\$120.00
7551	\$16.00
7633	\$50.00



7724	\$16.00
7728	\$6.00
7735	\$30.00
7765	\$80.00
8029	\$35.00
8042	\$35.00
8057	\$50.00
8102	\$155.00
8120	\$56.00
8135	\$40.00
8148	\$8.00
8200	\$26.00
8218	\$285.00
8242	\$20.00
8290	\$140.00
8310	\$10.00
8495	\$50.00
8531	\$20.00
8586	\$20.00
8600	\$22.00
8630	\$194.00
8675	\$8.00
8687	\$20.00
8706	\$100.00
8816	\$30.00
9001	\$40.00
9075	\$18.00
9086	\$20.00
9210	\$110.00
9220	\$16.00
9227	\$50.00
9236	\$2.00
9250	\$10.00
9255	\$20.00
9317	\$8.00
9376	\$30.00
9465	\$30.00
9477	\$50.00
9567	\$80.00
9634	\$20.00
9761	\$20.00
9852	\$60.00
9873	\$10.00
9931	\$70.00
9956	\$10.00







# KCK Greenmarket at Strawberry Hill

<b>Average Per Customer:</b>	<b>\$39.47</b>
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6th and Tauromee 66101  
 Wednesdays, 7:30-sellout  
 vegetables (6)  
 coffee (1)  
 honey(1)  
 cooking demos bi-weekly  
 mostly older folks, some UG, some  
 neighborhood folks

Total SNAP + match for SH:	<b>\$2,289.00</b>	<b>10%</b>
Total SFMNP+ match for Strawberry Hill:	<b>\$16,158.00</b>	<b>65%</b>
Total Estimated Cash for Strawberry Hill:	<b>\$6,087.00</b>	<b>25%</b>
<b>Total Sales:</b>	<b>\$24,534.00</b>	

57 Different Vision Cards

9 Different Zip Codes, 1 unrecorded

4 Digit Pin Code	Total per Customer
0229	\$20.00
0346	\$10.00
0499	\$16.00
0761	\$50.00
0791	\$14.00
1012	\$20.00
1029	\$20.00
1101	\$20.00
1120	\$20.00
1303	\$50.00
1315	\$20.00
1442	\$30.00
1872	\$10.00
1934	\$36.00
1952	\$20.00
1971	\$20.00
2244	\$6.00
2244	\$40.00
2372	\$35.00

Zip Code	Total Amount in Each Zip Code
16506	\$190.00
66012	\$10.00
66101	\$672.00
66102	\$679.00
66103	\$182.00
66104	\$196.00
66106	\$260.00
66111	\$20.00
66140	\$10.00

2453	\$50.00
2885	\$16.00
3025	\$8.00
3168	\$50.00
3292	\$10.00
3355	\$10.00
3437	\$170.00
3439	\$20.00
3511	\$20.00
3753	\$84.00
3850	\$50.00
3903	\$4.00
4002	\$20.00
4115	\$50.00
4452	\$338.00
4878	\$150.00
5059	\$10.00
5289	\$40.00
5662	\$40.00
5772	\$50.00
6134	\$16.00
6243	\$33.00
6271	\$26.00
6313	\$60.00
6326	\$20.00
6522	\$20.00
6828	\$6.00
6886	\$16.00
7310	\$30.00
7501	\$15.00
7814	\$10.00
7855	\$80.00
8057	\$50.00
8077	\$40.00
8376	\$20.00
8675	\$20.00
9013	\$30.00
9921	\$20.00
9931	\$130.00



Dear City Commissioners,

I am writing to express Healthy Sprouts' support for the Food Policy Council's proposal for SNAP Match at the Farmers' Market. By offering financial support for this evidence-based model, the City of Lawrence will be providing an essential tool for low-income families to access healthy foods while also encouraging small farmers in the area.

The Healthy Sprouts farm to preschool program works to create access to healthy foods for families of young children in Douglas County through education, gardening and farm connections. With your support, we will be able to offer a crucial opportunity for those families to increase the amount of local, fresh produce served at home. One of our main challenges is encouraging families to eat healthy when we know it is often not financially possible. Through our experience working with local food projects all around the country, SNAP Match at the Farmers' Market programs are truly one of the only ways to give low-income families that option.

We greatly appreciate your consideration and hope you will make the decision to increase access to local, healthy foods for families in Lawrence and beyond.

All the best,

Emily Hampton  
Farm to Preschool Coordinator

A handwritten signature in black ink, appearing to read "Emily Hampton", is written over the typed name.



April 21, 2014

Lawrence City Commission  
Mayor Mike Amyx  
6 E. 6<sup>th</sup> Street  
Lawrence, KS 66044

DELIVERED VIA EMAIL

Dear Mayor Amyx:

The City and County Commissions have a unique opportunity to work together to accomplish something great for our community. The SNAP matching funds will empower hundreds of families in our community who don't choose to eat healthy or shop at the Farmers Market because of the perceived high cost, to have equal access to healthy food. In addition to this, it will bring more dollars to the Farmer's Market, which will have a direct economic impact on people who live, work and pay taxes here.

I'm sure you are aware of the Community Health Improvement Plan, which both bodies have adopted as being a policy guide in relationship to which agencies are funded, and how decisions are made within both Governments. Funding this pilot program at this level is a great first step to seeing those policies come to fruition in a tangible way, which will have immediate impacts on the kind of food that families in our community are placing on their table to eat.

At Just Food, we have thousands of people who are at risk for hunger...40% of the clients we serve are children under the age of 18. Of the thousands that we serve, many are at risk for heart disease and diabetes, due to the fact that convenience and processed foods are so easily accessible. We have a responsibility to back initiatives, which will promote healthy choices, and give the thousands of people in our community who are in need a chance to live a healthier life.

The SNAP match is an innovative way to empower people to make healthier choices, and to incentivize those healthier choices, potentially saving on health care costs that number in the thousands of dollars each year. While this program will cost \$10,600 from each body, and \$3,800 from LiveWell Lawrence, the amount of benefits produced as a result will be felt for years to come...as children live healthier lives, as parents make healthier choices, and as seniors can stretch their dollar to double their investment.

I urge your strong support as we work together to build a healthier Lawrence and Douglas County.

Sincerely,

Jeremy Farmer  
Chief Executive Officer



3801 Topping Avenue  
Kansas City, MO 64129

215 SE Quincy Street  
Topeka, KS 66603

Toll-free 877.353.6639  
[www.harvesters.org](http://www.harvesters.org)

April 21, 2014

Dear Ms. Walthall:

I am writing this letter in support of the SNAP Match program at the Lawrence farmer's markets. Harvesters—The Community Food Network supports local efforts to launch this important program to increase access to healthy foods for low-income members of the community.

Harvesters has seen first-hand the benefits of a similar program (Beans & Greens) in Kansas City in the past few years. Families on SNAP (Food Assistance) are eating more fresh fruits and vegetables, and farmer's markets are seeing the economic benefits of a larger customer base. Everyone wins with this program.

According to data released just today by Feeding America, the food insecurity rate for Douglas County is 17.1%, which is up from 15.3% just two years ago. More than 1 in 6 people in Douglas County may not know where their next meal is coming from. We pay for food insecurity in our community in so many ways—from kids who can't concentrate in school to families making difficult choices between buying food and paying their rent or mortgage to the long-term health consequences of eating inexpensive, calorie-dense processed foods.

Harvesters is committed to healthy eating and considers access to healthy foods to be vital to good health for the citizens of northeast Kansas. We seek to increase access to healthy foods through our nonprofit agency network that serves thousands of hungry Kansans every week. Through our Healthy Eating Initiative, we work to increase the amount of fresh produce available to our network of pantries, kitchens and shelters, and we educate clients about hunger through nutrition education courses like Project Strength.

While our network provides food to those in need at no cost, we understand that there is a need to stretch families' available food dollars as well. Incentivizing the purchase of healthy produce from local farmers is an excellent public health effort and economic development tool that will result in a healthier community.

Harvesters fully supports efforts to undertake this important program and increase access to healthy foods for low-income members of our community and hopes the Commission will as well.

Sincerely,

Valerie Nicholson-Watson  
President & CEO





Lawrence City Commission  
City of Lawrence  
6 East 6th Street  
P.O. Box 708  
Lawrence, Kansas 66044

April 15, 2014

Dear Commissioners:

LiveWell Lawrence supports the proposal before the Lawrence City Commission and the Douglas County Board of Commissioners to create a pilot program to incentivize Supplement Nutrition Assistance Program (SNAP) purchases at local farmers markets. The pilot program would match federal SNAP benefits dollar-for-dollar to provide SNAP recipients the opportunity to stretch their food budgets and purchase fresh, healthy foods sold by local food producers at both the Lawrence Farmers' Market and Cottin's Hardware Farmers Market (and conceivably the program could grow to other Farmers Markets in the future). The pilot effort is consistent with the goals of the Community Health Plan, already endorsed by the Lawrence City Commission, to enhance access to healthy food in the community.

LiveWell Lawrence is a coalition of more than 100 community wellness champions, both individual citizens and representatives of organizations, who are committed to advance the goals of the Community Health Plan and specifically are working to make it easier for Douglas County residents to eat healthy foods, be physically active and live tobacco free. A primary goal of LiveWell Lawrence is to support policy, systems and environmental changes that enhance access to healthy food among low-income residents of Lawrence and Douglas County. We know from the 2012 Community Health Assessment that:

- Many residents cite access to healthy foods as a concern, and an astonishing 4 out of 5 adults do not eat recommended amounts of fruits and vegetables each day;
- Results of the "community concerns" survey and focus groups revealed that people would like to purchase fresh fruits and vegetables more often, but often cannot afford to do so;
- SNAP enrollment/participations rates are low in Douglas County, and additional incentives are needed to encourage eligible families to apply.

This important project will greatly inform future local efforts to enhance access to healthy foods among low-income residents of Lawrence and Douglas County. LiveWell Lawrence has committed \$3,800 to this pilot program to fund program marketing and dedicated staff time. One thousand dollars is designated for the design, printing, and distribution of marketing materials, while \$2,800 will cover the staff time of a Program Coordinator who will be responsible for administering funds, monitoring and evaluating the program, and reporting evaluation results. We ask you, the City Commission, to join with us and provide the financial support necessary to make this proposal a reality.

Sincerely,

A handwritten signature in cursive script that reads "Cindy Johnson".

Cindy Johnson  
Chair

A handwritten signature in cursive script that reads "Nikki White".

Nikki White  
Chair-elect

A handwritten signature in cursive script that reads "Susan Johnson".

Susan Johnson  
Past Chair

A handwritten signature in cursive script that reads "Christina M. Holt".

Christina Holt  
Healthy Food for All  
Work Group Chair

**VISION**

Together, day by day,  
building a healthy  
community

**MISSION**

The mission of the  
Lawrence-Douglas  
County Health  
Department is to  
advance policies,  
practices and programs  
that promote health for  
all, prevent disease and  
protect the  
environment.

**VALUES**

**Integrity**

Demonstrating  
dependability, honesty  
and responsibility in all  
actions.

**Compassion**

Demonstrating concern  
for others with respect  
and empathy.

**Teamwork**

Being engaged and  
focused on team goals  
while respecting and  
appreciating each  
other's contributions.

**Professionalism**

Demonstrating  
commitment to  
excellence, personal  
growth and  
accountability for  
actions and results.

Lawrence City Commission  
City of Lawrence  
6 East 6th Street  
P.O. Box 708  
Lawrence, Kansas 66044

April 17, 2014

Dear Commissioners:

The Lawrence-Douglas County Health Department supports the proposal before the Lawrence City Commission and the Douglas County Board of Commissioners to create a pilot program to incentivize Supplement Nutrition Assistance Program (SNAP) purchases at local farmers markets. The pilot program would match federal SNAP benefits dollar-for-dollar to provide SNAP recipients the opportunity to stretch their food budgets and purchase fresh, healthy foods sold by local food producers at local farmers markets.

This pilot effort is consistent with the goals of the Community Health Plan, already endorsed by the Lawrence City Commission. Enhancing access to healthy food is one of five community priorities identified in that plan. Access to healthy foods was identified as one of the community's most critical priorities based on information gleaned from over 1,500 residents in the community who participated in a 2012 Community Health Assessment. We know from the assessment that:

- Many residents cite access to healthy foods as a concern, and an astonishing 4 out of 5 adults do not eat recommended amounts of fruits and vegetables each day;
- Results of the "community concerns" survey and focus groups revealed that people would like to purchase fresh fruits and vegetables more often, but often cannot afford to do so;
- SNAP enrollment/participations rates are low in Douglas County, and additional incentives are needed to encourage eligible families to apply.

The health department is committed to supporting evidence-based efforts in Douglas County to address access to healthy foods as well as other community health priorities. We believe this pilot project creates a useful opportunity to inform future local efforts to enhance access to healthy foods among low-income residents of Lawrence and Douglas County.

Thank you for your consideration.

Sincerely,



Dan Partridge  
Director