



MARKET

MATCH

MARKET MATCH OVERVIEW

- Market Match is a Supplemental Nutrition Assistance Program (SNAP) dollar for dollar matching program available at farmers' markets in Lawrence, KS
- Market Match provides a doubling, or match, of SNAP food assistance dollars spent at the farmers' market up to \$25 per day/per Vision Card

MARKET MATCH GOALS

- To make healthy, locally produced food more affordable and accessible for low-income individuals and families
- Increase fruit and vegetable consumption among low-income populations
- Generate the opportunity for economic development by supporting local food producers

MARKET MATCH 2014 FUNDERS

- Douglas County
- City of Lawrence
- LiveWell Lawrence



A SPECIAL THANKS TO OUR COMMUNITY PARTNERS

- Just Food
- Harvesters
- Lawrence Douglas County Health Department
- Douglas County Food Policy Council

















Stony Ridge Farms

Stony Ridge Farms
Naturally Grown - Chemical Free
Apples
\$2.00 per lb.

Heirloom Tomatoes \$3.99/lb
to Customers \$4.99/lb
Chest \$3.00
Arbutus \$2.50

Figures \$3.99
Best Prices
\$2.99 \$3.99







MARKET MATCH BY THE NUMBERS

- *Number of markets participating: **2***, Lawrence Farmers' Market & Cottin's Farmers' Market
- *Number of days available at markets: **67***
- *Number of vendors impacted by Market Match: LFM-**80**, Cottin's-**20***
- *Number of SNAP participants who participated at least once: **118*** (participants spent an average of **\$17.88** per shopping trip)

- *Total SNAP dollars matched: **\$8,881.00***
- *Total SNAP dollars leveraged: **\$17,933.94***
- *Total local economic impact: **\$32,101.75***

MARKET MATCH USER EVALUATION RESULTS

- **80%** of Market Match participants strongly agreed that Market Match influenced their decision to shop at the farmers' market
- **62%** strongly agreed that their fruit and vegetable consumption increased because of Market Match
- **73%** indicated that the incentives offered by Market Match are very important in their decision to shop at the farmers' market
- Participants spend an average of **54%** of their SNAP benefits at the farmers' market

INTERVIEW HIGHLIGHTS

- *“We spend more than we used to at the farmers’ market and less at the grocery stores. We do as much as we can at the market and we appreciate it.”*-Market Match user
- *“I am really appreciative of the program and it is really unique. It is a nice service-twice the bang for your buck makes it worth coming down [to the farmers’ market].”*-Market Match user

- *“I am able to buy a lot more healthy food now. It is actually cheaper to buy healthy food so I can buy more fruits and vegetables and we definitely eat a lot healthier now.”*-Market Match user
- *“I used to come to the market occasionally, now I make it a weekly thing.”*-Market Match user
- *“I feel so much better [because of eating food purchased at the market] and it tastes better.”*
-Market Match user

VENDOR SURVEY DATA

- **83%** of vendors surveyed strongly agreed or agreed that there was an increase of SNAP customers visiting their stand compared to previous years
- **100%** of vendors surveyed agreed or strongly agreed that Market Match had a positive influence on their revenue generated from the farmers' market

MARKET COORDINATOR FEEDBACK

- “Because of Market Match, we saw vendor sales increase exponentially. Our SNAP sales more than tripled some weeks and there were many new faces at the market!”

-Sally Sanko, Lawrence Farmers’ Market

- “We saw an increase of Vision card purchases, both from new-to-market patrons and from patrons who were already shopping at the market. Everyone was very excited about the program and happy the community contributed to such a valuable program.”

-Linda Cottin, Cottin’s Farmers’ Market

Plans for 2015

- Expand Market Match to other Lawrence farmers' markets as well as regionally to markets in Baldwin City and Eudora
- Market Match 2015 funders:
 - City of Lawrence: \$10,000
 - Kansas Health Foundation: \$15,000
 - Topeka Community Foundation: \$8,000