

City of Lawrence
Outside Agency
Bi-annual Report
2016

Reports on activity should be submitted electronically to Danielle Buschkoetter, at dbuschkoetter@lawrenceks.org. Reports on activities from January 2016 to June 2016 are due on July 15th 2016. Cumulative reports on activities from January 2016 through December 2016 are due on February 15th 2017.

Agency Name: Lawrence Farmers' Market

Reporting Period (please check one): ☐ January - June (deadline July 15) ☒ January – December (deadline February 15)

1. Give a brief narrative of the activities that were funded with City funds over the reporting period checked above.

In 2016, the City of Lawrence provided \$9,100 to the Lawrence Farmers Market to support the expansion of Double Up Food Bucks (formerly Market Match), a SNAP-matching program offered at the Lawrence Farmers Market and the Cottins Farmers Market. Low-income citizens who qualify for the Supplemental Nutrition Assistance Program (SNAP, formerly food stamps) can participate.

Double Up Food Bucks is a dollar-for-dollar matching program that matches SNAP benefits spent at participating farmers' markets and grocery stores. The program provides SNAP matching funds up to \$25 per day to be used exclusively on locally grown, fresh fruits and vegetables. *The benefits of Double Up Food Bucks are three-fold: low-income consumers eat more healthy foods, local farmers access new customers and increase revenue, and more dollars stay in the local economy.*

Throughout 2016, Double Up Food Bucks was offered at the year-round Cottins Farmers Market on Thursdays, and at the Lawrence Farmers Market at both their Tuesday and Saturday downtown locations. Funding was used to: Purchase tokens for the markets to administer the matching program, fund a small stipend to the Lawrence Farmers Market manager for time spent administering the program, and to provided the \$1:\$1 match directly to low-income citizens.

Also, in 2016, the Douglas County Food Policy Council joined a bi-state initiative to apply for USDA funding to support expansion of Double Up Food Bucks. The funding was awarded (\$2.9 million) leveraged by \$2.9 million in local funds (of which Lawrence funds were pledged as match). Therefore, the City's contribution was doubled via this grant, allowing for significant program improvements in signage, marketing, program evaluation, and staff support. The USDA funding will support Double Up Food Bucks in Lawrence through 2019, providing significant program stability and sustainability moving forward.

2. Provide specific detail (and supportive documents, if needed) to demonstrate progress made toward your goals/objectives.

In our grant application, we outlined the following objectives (in black). Progress towards those objectives is detailed below (in blue).

1. Increase the amount of SNAP matched from \$8,881 to at least \$12,500.
In 2016, the total SNAP match at the Lawrence Farmers Market and Cottins Farmers Market was \$8,541.
2. Increase number of SNAP users at farmers' markets from 118 to 200.
There were 508 SNAP transactions at Lawrence farmers markets in 2016, 85 of which were new customers to the farmers markets.
3. Ensure all Lawrence Farmers' Markets are SNAP authorized Farmers' Markets by December 2016.
Both the Cottins and Lawrence Farmers Market were SNAP authorized, but the Clinton Parkway Farmers Market declined to participate in 2016.
4. Leverage an additional \$30,000 from various local, state and federal organizations / grants for future program sustainability.
By joining the USDA Double Up Heartland Collaborative, we were able to double local funding from the Sunflower Foundation, Emporia Community Foundation, Topeka Community Foundation, Southeast Kansas Community Foundation, The Merc Coop, and Wholesome Wave Foundation. This allowed for significant expansion of DUFb statewide, from our original 2 farmers market locations in 2014 to fifteen markets in 2017.
5. Increase participant fruit and vegetable consumption from 62% to 70%.
Partners at KU Med provided program evaluation for our markets in 2016, and found that 87% of participants increased their consumption of fruits and vegetables as a result of Double Up Food Bucks. Also, 80% of DUFb participants increased the variety of fruits and vegetables consumed, and 67% reported that the amount of soda, chips, cookies, etc. that they consumed decreased.
6. Increase percentage of vendors from 83% to 90% who saw an increase in business from SNAP due to Market Match.
Partners at KU Med asked a variation of this question in 2016. According to their evaluation, 57% of vendors reported making more money as a result of Double Up Food Bucks, and 53% reported gaining new customers as a result of the program. 60% of vendors agreed that their market is stronger because of Double Up Food Bucks.
7. By December 2016, develop and distribute final evaluation and program sustainability recommendations to Douglas County, the City of Lawrence, Healthy Food For All Work Group, Douglas County Food Policy Council, Lawrence Farmers' Market, Cottin's Farmers' Market, potential funders, and other interested community groups.
Final results of the Double Up Food Bucks program were provided to the organizations listed above as part of the Food Policy Council annual report in 2016. Additional outreach has occurred through the Kansas Department of Agriculture and regional partners.

3. How have you impacted the citizens of Lawrence?

The Double Up Food Bucks program directly addresses one of the biggest barriers to healthy eating for low-income families: Cost. 500+ low-income Lawrence families were able to have their purchases of healthy food matched dollar-for-dollar at our area farmers markets in 2016. 85 of those were new customers who had never been to a farmers market before.

There are approximately 90 vendors at the Lawrence Farmers Market and Cottins Farmers Market who were able to reach new customers and increase their sales at the markets. The total economic impact of the program to local farms was \$17,151 that would not otherwise have been spent at the market.

4. What barriers, if any, have you encountered?

One of the biggest challenges we encountered this year was the learning curve of moving from the small Market Match program (serving 6 nearby markets) to the Double Up Heartland Collaborative (which will expand to 15 farmers markets and 2 grocery stores in 2017). The process of re-branding to Double Up Food Bucks involved significant training of market managers, customers, and vendors alike. Along with the transition to the USDA funded Double Up Heartland Collaborative came a significant increase in federal grant reporting. This too, involved a significant learning curve.

To address these barriers, we have applied for additional funding from statewide charitable foundations to assist with access to iPads for real-time program tracking at the markets, which will assist with the federal grant reporting. We have also utilized the USDA FINI funding to scale up our marketing efforts significantly to help customers understand the new program.

5. Review the line-item budget you provided in your application. How much of your allocation has been spent?

Below is a table that shows the funding awarded by the City of Lawrence compared to how the funding was spent in 2016.

Budget Category:	Amount Awarded:	Amount Spent:
<u>Personnel</u>		
Program Coordinator	\$1,820	\$1,820
Support for farmers market coordinator	\$364	\$236
<u>Supplies</u>		
Tokens	\$1,092	\$1,220
<u>Matching dollars</u>		
Double Up Food Bucks match	\$5,824	\$5,824
Total:	\$9,100	\$9,100