

The **Kauai Food Bank of Kauai, HI**, received \$53,529 to implement a new EBT project that increased SNAP recipients' access to 6 farmers markets, 10 roadside stands, and 4 CSAs on Kauai Island. Assistance was offered to growers to help manage EBT transactions, as well as continuing education to increase grower yield and production to meet the increased market demand for their products.

[Final Report FY 10](#)

## FMPP Final Performance Report

**Date:** 2/1/2013

**Recipient Name:** *Kauai Food Bank  
3285 Waapa Road  
Lihue, HI 96766*

**Title of Project:** *Kauai Food Bank Farmer's Markets  
New EBT Promotion Program*

**Grant Number:** 12-25-G-1145

**Location:** *County of Kauai, State of Hawaii*

### **Project Summary:**

*Promotion of greater awareness by SNAP/EBT participants about the availability of locally grown fresh fruits and vegetables offered by Kauai farmers/growers with the purchase of tokens to be used at the markets. The County of Kauai established a 2 for 1 coupon program permitting EBT participants to receive 2 for 1 coupon to match their EBT charges up to \$20.00 per use. During this grant period over 2800 transactions were conducted at six farmers markets totaling nearly \$52,000 in EBT sales and an additional \$29,000 dollars in 2 for 1 coupon.*

### **Project Approach:**

*The primary goal of the program was to introduce EBT participants to the value of including healthy and nutritious foods in their meal preparation and diets by purchasing locally grown fresh fruits and vegetables each week. An additional goal was to increase participation of EBT users by 40% within the grant period and to increase the economic base of local farmers/growers by 45%.*

*This effort was promoted by frequent ads and news articles in local print media (82), live radio/cable TV speaker panels (22), presentation to local civic and social organizations (18), and signage-include banners and sandwich boards at farmer markets sites (13), flyers handed out at markets listing locations of additional markets. One off-site "point-of-purchase" location was established. In addition EBT tokens/coupons could be used at any market (6) throughout the island with vendors who accepted the tokens/coupons for payment.*

### **Goals and Outcomes Achieved:**

*Vendors were recruited, signed vendor participation contracts and were trained regarding the EBT program and encouraged to support the program by posting an "EBT Accepted Here" sign at their market stall(s). Over 35,000 vendor transactions were conducted resulting in nearly \$81,000 dollars in sales. Over \$, 1500 dollars in sales were recorded each week and increase of*

*over 75% prior to the establishment of the program. EBT participation increase by .55% during the program period and continues to grow as more markets become available across the island and the number of vendors increase as well. Most of the markets were 2-5 hours in durations with markets available 7 days a week at various locations. Kauai Food Bank supported the administration of one full time staff person who managed the program and was present at all markets to tender EBT participants transactions and distribute tokens/coupons.*

**Beneficiaries:**

*The primary beneficiaries of the program were the local farmers and the EBT participants. Local farmers increased their income by more than 45%, permitted them to grow more and varied crops, expand to additional markets and establish a client base that followed them from market to market. Without a doubt the real benefits were gained by the families who learned valuable information about the nutritional value of purchasing local fresh grown products, achieving greater purchasing power, and developing better dietary habits for their lifestyles. Several (4) markets had to be relocated from their original locations to locations that would allow for more foot traffic, larger sized stall(s) and greater volumes of products.*

**Lessons Learned:**

*The volume of sales, number of EBT participants and vendors increased much more than was anticipated.*

*The establishment of addition staff is quite apparent and will need to be addressed if the program is to continue to grow.*

*The variety and amounts of products available was remarkable. Several farmers/growers expanded their crop base to include items that they had not grown before. The demand for a wider variety of products encouraged farmers/growers to expand their crop base to include crops that would mature at various times of the year so they would have products continually.*

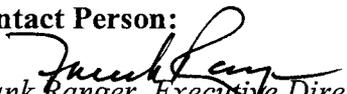
**Additional Information:**

*The attachments are representative of the media efforts.*

*Please go to this web site to see a special video regarding the EBT Farmers Market.*

*<https://www.dropbox.com/s/xer7oxri0ef107o/kauaiebt.mp4>*

**Contact Person:**

  
*Frank Ranger, Executive Director*  
*1-808-246-3809 Ext. 109*  
*franger@kauaifoodbank.org*

**MONDAY**

Koloa Sunshine Market  
Koloa Ball Park (Knudsen)  
12:00pm - 1:30pm  
(sold from 12pm-12:30pm)

Kukui Grove - Monday Market  
K-Mart Parking Lot  
3:00pm - 4:00pm

**WEDNESDAY**

Kapa'a Sunshine Market  
Kapa'a New Town Park  
3:00pm - 5:00pm

**THURSDAY**

Hanapepe Sunshine Market  
Hanapepe Park  
3:00pm - 5:00pm

**FRIDAY**

Lihu'e Sunshine Market  
Vidinha Stadium  
3:00pm - 5:00pm

**SATURDAY**

Kaua'i Community Market  
Kaua'i Community College  
9:30am - 1:00pm

# E.B.T. EAT BETTER TODAY!

**Double your SNAP dollars with the EBT Farmers Market 2-for-1 promotion!**

**Use your E.B.T. Card at these markets and \$10 of snap dollars gets you \$20 to spend**

*Purchase fresh Kaua'i grown fruits, vegetables and other healthy and nutritious products.*

*Over 125 participating vendors*



**Families, are the social glue that provides strength and hope as well as opportunities for growth and development is seen in the magic of our keiki. As grown-up keiki's you have the opportunity to support the KIFB's E Ku' No' a Kookua Kupuna (Standing and helping seniors) program in a sharing opportunity to provide nutritious foods to seniors who are 60 years of older. For more information how you can support the program please contact Frank Ranger at Kauai Independent Food Bank 808-246-3809 Ext 109**



For more information: Call KIFB at (808) 246-3809 or [franger@kauaifoodbank.org](mailto:franger@kauaifoodbank.org)

**Do you Need Help  
Buying Nutritious Food?**

**It's a**



**Call Today:**

**Kauai Independent Food Bank**

**For a quick 5 minute**

**Pre-qualification screening,**

**Assistance in completing Full Applications,  
and Recertification Assistance!**

**Call: 808-246-3809, press 3**



**3285 Wa'apa Rd.**

**Lihu'e, HI 96766**

**(next to Nawiliwili Park)**



**The Kauai Independent Food Bank is an equal opportunity  
provider and employer.**

**This ad is partially funded by Food & Nutrition Services FNS/USDA**

# E.B.T.

EAT BETTER TODAY!

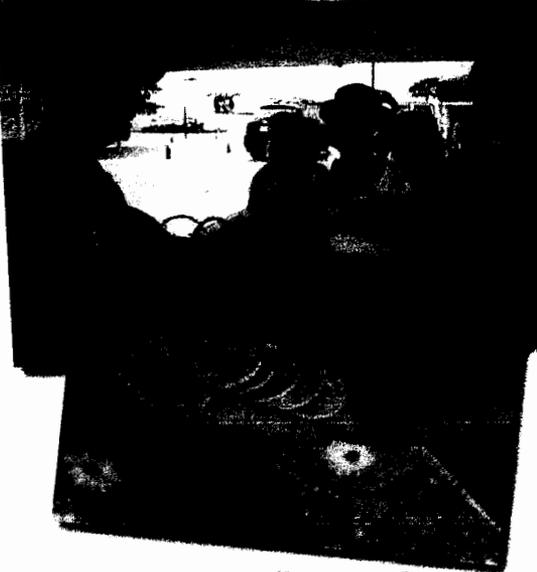
Double your SNAP dollars

with the

EBT Farmers Market

2-for-1 promotion!

Use your E.B.T. Card at these participating markets and \$5 of snap dollars gets you \$10 to spend at these participating markets\*



*\*Up to \$5 matching per customer, per market day while funds last. Market locations subject to change. Stay tuned for additional markets to come.*

**Kauai Grown farm products  
for your family**

**Delicious fruits, veggies and  
other fresh, local products**

**Many participating vendors**

This is a one-year pilot program funded by USDA, the County of Kauai, and a GET FIT KAUAI CPPW grant. The success of the program will enable us to seek additional funding for future years.

For more information: call Sasha at (808) 246-3809, ext. 100, (808) 212-5407, or [sfigureira@kauaifoodbank.org](mailto:sfigureira@kauaifoodbank.org)



## E.B.T. Shoppers Now Have Greater Access to Farmers Markets



EBT shoppers now have more options to find farm fresh fruits and vegetables for the family. Made possible by County of Kaua'i, Koloa, Lihue, and Kapa'a Sunshine Markets and the Kaua'i Community Market at KCC participate in a 2-for-1 promotion where shoppers will receive a \$1 matching coupon for each dollar spent on their EBT card (up to \$5 per market/per day.) This promotion is good while funding lasts.

**What's the program:** Operated by the Kaua'i Independent Food Bank, the EBT Farmers' Market Program is a one-year pilot program that allows SNAP recipients to use their EBT cards at selected farmers markets across Kaua'i to purchase fresh fruits, vegetables, bread, meat, eggs, and

other eligible food items. (See adjoining ad for participating markets).

**How it works:** Use your EBT card to purchase tokens at participating markets, then spend them with vendors displaying the EBT sign. During the 2-for-1 program, when a customer purchases EBT tokens at participating markets, they will also receive a \$1 coupon for each dollar spent on their EBT card (up to \$5 per market/per day.)

**For more information:** To find out about the EBT Farmers' Market program please contact Sasha Figueira by calling 808.246.3809 ext. 100, or email [sfigueira@kauaifoodbank.org](mailto:sfigueira@kauaifoodbank.org).



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# THE GARDEN ISLAND

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## Sunshine Markets SNAP into summer

### EBT program expanding

**Dennis Fujimoto**

THE GARDEN ISLAND

LIHU'E — Electronic Benefits Transfer for Supplemental Nutrition Assistance Program recipients will have more places to use their benefits starting this week.

The announcement by the Kaua'i Independent Food Bank EBT program said the use of EBT cards at the Hanapepe sunshine market will start Thursday and the use of EBT cards at the Monday Market at Kukui Grove Center will start June 18 at its location in the Kmart parking lot, said Sasha Figueira, the EBT Market Manager and Account Clerk at KIFB.

The two new locations join the current four locations accepting EBT tokens, including the Koloa Sunshine Markets on Mondays from noon until 2 p.m. at Anne Knudsen Park, the Kapa'a Sunshine Markets on Wednesdays at Kapa'a New Town Park from 3 to 5 p.m., the Lihue Sunshine Markets on Fridays at the Vidinha Stadium



Anuene Mose processes a vendor's Electronic Benefits Transfer transactions while Melissa McChats chats with another vendor waiting for his token exchange Saturday at the Kaua'i Community Market.



Dennis Fujimoto/The Garden Island

**Anuenue Mose is ready with a supply of Electronics Benefits Transfer tokens Saturday at the Kaua'i Community Market at Kaua'i Community College. Starting Thursday, there will be six locations accepting EBT tokens.**

## EBT

*Continued from A1*

fronting Esaki's Produce.

Daytan Nagao offers fresh fish in Hanama'ulu and other locations when available, and shoppers can call 482-4123 to find out what is available.

In addition to the expanded locations for EBT tokens, the current 2-for-1 matching program, with funds approved by the Kaua'i County Council, will be continued and its daily matching limit increased to \$10 daily.

Under this program, when a customer purchases EBT tokens at participating farmers markets, they will also receive a \$1 coupon for each dollar spent up to \$10 per day at each market.

Figueira said this 2-for-

1 matching program will continue while the funding lasts. It is not a permanent program.

The EBT Farmers Market program started Sept. 30, 2011 and allowed SNAP recipients to purchase fresh fruits, vegetables, bread, meat, eggs, and other food items from market vendors at selected markets on Kaua'i.

The program has increased revenues for local growers by more than \$36,000 since it started, Figueira said.

"The benefits this program provides affects our local economy in a tremendous way," Figueira said. "Local growers benefit from an increased market of EBT holders and a new supply of customers to purchase their products."

When growers expand their operations, second-

ary businesses also benefit from the increase in sales and revenues, resulting in increasing tax dollars from the purchase of additional farming supplies, equipment and related services.

SNAP clients benefit from the increased access to affordable, locally-grown produce and other products to help feed their families and improve their wellbeing.

Funding for the continuation of the EBT program comes from grants from the County of Kaua'i and the Communities Putting Prevention to Work's Get Fit Kaua'i.

For more information about the EBT Farmers Market program, or to become an authorized EBT vendor, call Figueira at 246-3809, ext. 100, or email [sfigueira@kauaifoodbank.org](mailto:sfigueira@kauaifoodbank.org).

# EBT program at markets already yielding results

**Dennis Fujimoto**

THE GARDEN ISLAND

LIHU'E — The 2-for-1 Electronics Benefits Transfer program kicked in Wednesday, but Sasha Figueira of the Kaua'i Independent Food Bank Supplemental Nutrition Assistance Program (SNAP) did not anticipate the full effect until the week-end.

Figueira said most SNAP recipients do not get their funds until the third or fifth day of the month, which coincided with her Saturday appearance at Kaua'i Community Market at Kaua'i Community College. The

market is coordinated by the Kaua'i County Farm Bureau

"We started the program on the first of the month so vendors would gain experience dealing with both the coupons and the EBT tokens," Figueira said. "Today at the KCC market, I think we are going to be busy."

Despite not seeing the full effect of the program, Figueira said it's already yielding results. The Kapa'a Sunshine Sarket reported \$295 in EBT sales with \$65 in coupons distributed Wednesday.

The second market, the Lihu'e Sunshine Market at Vidinha Stadium parking lot,

Friday recorded \$145 in EBT sales with \$25 in coupons distributed.

Figueira said following the close of the Kaua'i Community Market, where \$100 in coupons was distributed, the total EBT sales from all three markets totaled \$645.

"At the two markets, Kapa'a and Lihu'e, there were people who said they are new shoppers to the markets and came after reading about it in the newspaper and hearing it on the radio," Figueira said.

Under the 2-for-1 EBT program, customers pur-



Dennis Fujimoto/The Garden Island

The SNAP program's Sasha Figueira, left, gets help from Audrey Lee in completing an EBT transaction.

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## EBT

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chasing EBT tokens will be offered a \$1 matching coupon for each dollar spent on their EBT card, up to a maximum of \$5 per day per site.

There are some rules to the promotion. The coupon is only good for the date it is received and if a customer wishes to use a coupon, they must also use a token at the same time.

Any unused coupons must be turned in to the EBT representative at any of the four participating markets — the Kapa'a Sunshine Market, the Lihu'e Sunshine Market, the Koloa Sunshine Market and the Kaua'i Community Market at KCC.

The 2-for-1 EBT program is part of a one-year pilot program which allows SNAP recipients to use their EBT cards at selected

Kaua'i.

Funding for the one-year program comes from a U.S. Dept. of Agriculture grant to the Kaua'i Independent Food Bank and covers the Kapa'a, Lihu'e and Koloa sunshine markets. A Get Fit Kaua'i-Communities Putting Prevention to Work grant allows the program to operate at the Kaua'i Community Market at KCC.

Money for the 2-for-1 program is derived from funds approved by the Kaua'i County Council, and

the program will operate until the fund is exhausted, states a food bank news release.

Call Figueira at 246-3809, ext. 100, or email [sfigueira@kauaifoodbank.org](mailto:sfigueira@kauaifoodbank.org) for more information on the EBT or 2-for-1 EBT programs.

► **Dennis Fujimoto**, photographer and staff writer, can be reached at 245-3681 (ext. 253) or [dfujimoto@thegardenisland.com](mailto:dfujimoto@thegardenisland.com).

*The Garden Island  
Monday, Feb. 6, 2012*

# Program offers 2-for-1 food market bargains

**Dennis Fujimoto**

THE GARDEN ISLAND

The Kaua'i Independent Food Bank on Feb. 1 will begin a 2-for-1 promotion for the Eat Better Today (EBT) Farmers' Market program, which will allow qualified recipients to buy twice as much food for each dollar spent on their EBT card.

Sasha Figueira, the EBT coordinator for the local food bank, said the Kaua'i County Council recently approved funds to offer the 2-for-1 promotion for EBT shoppers.

When a customer purchases EBT tokens at one of the participating farmers markets on the island, they will also receive a \$1 coupon for each dollar spent on their EBT card. There is a limit of

up to \$5 a day at each market.

Figueira stated in a news release that the 2-for-1 promotion will be available while funding lasts.

Started on Sept. 3, the EBT Farmers' Market Program allows EBT customers to purchase fresh fruits, vegetables, bread, meat, eggs and other eligible food items from market vendors at select markets on the island.

Participating markets include the Kaua'i Community Market at Kaua'i Community College, which is open from 9:30 a.m. to 1 p.m. Saturdays, and the Koloa, Lihu'e and Kapa'a Sunshine Markets.

The Koloa market operates from noon until 2 p.m. on

**See Food, A5**

## Food

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Mondays at Anne Knudsen Park.

The Kapa'a market operates from 3 to 5 p.m. Wednesdays at Kapa'a New Town Park across from the Kapa'a Armory.

The Lihu'e market operates from 3 to 5 p.m. Fridays at the Vidinha Stadium parking lot.

Funding for the one-year pilot EBT program was provided by a U.S. Department of Agriculture grant to the Kaua'i Independent Food Bank for the three sunshine markets, and a Get Fit Kaua'i

Communities Putting Prevention to Work grant for the KCC market.

Figueira said since the program started, EBT sales at all four markets have been close to \$11,000, with 43 percent of EBT shoppers saying they had never been to the farmers markets until the EBT program became available.

Figueira said more than 100 vendors from the four markets are registered to accept EBT tokens, including one roadside vendor who accepts the EBT cards on Wednesdays during the same period as the Kapa'a market is in operation.

Vendors who are interested in becoming an au-

thorized vendor for EBT at one of the four markets, or for more information, email Figueira at [sfigueira@kauaifoodbank.org](mailto:sfigueira@kauaifoodbank.org), or call 246-3809, ext. 100.

The Kaua'i Independent Food Bank has served the Kaua'i community since 1994.

It is the only food bank in the state accredited with the Better Business Bureau, earning the Hawai'i BBB Torch Award for Public Charities for Community, Trust, Performance and Integrity.

For more information about how to help or about how to obtain help, email [food@hawaiiink.net](mailto:food@hawaiiink.net), or call 246-3809.

The Garden Island

1/23/12

EBT ~~EF~~

Farmers' Mkt.