

The **Crossroads Farmers Market** of Takoma Park, MD, received \$50,724 to create a network of well attended and economically vibrant markets in Maryland where people of all income levels are able to access fresh, nutritious, locally grown fruits and vegetables directly from producers as well as benefit from expansion of the established EBT program at the markets.

[Final Report FY10](#)

Final Performance Report for MD-382-2010-G-1160

“Forming a Network of EBT Markets in Maryland, to Better Expand Opportunities for Federal Nutrition Benefit Clients in the State”



Crossroads Farmers Market
Takoma Park, Maryland
December 28th, 2012

This report reflects activities from October 2010 to September 2012.

Project Summary

Our 2010-2012 FMPP grant allowed Crossroads to launch our Eat Fresh Maryland initiative in November 2010 to help establish a vibrant statewide network committed to increasing access to fresh, local food for shoppers of all backgrounds and income levels. Because shoppers, farmers and market organizers all saw potential for increased benefit redemption at Maryland farmers markets -yet felt that the logistically challenging how-to's stood as an obstacle -Crossroads took the lead on streamlining these processes. To achieve our goals during the grant period, Eat Fresh Maryland worked to create more effective and efficient tools for markets to outreach to federal nutrition benefits clients. These included: a) shared, multilingual marketing materials and signage; b) a series of workshops and technical assistance for all network participants educating about the systems and steps to accept the different forms of federal nutrition benefits at farmers markets; c) a forum for market managers to share resources; d) development of best practices for these programs.

Project Approach

Focus during this grant period was specifically to increase SNAP and other federal nutrition benefits redemption at Maryland farmers markets through the creation of a statewide network of markets that would provide: a bilingual outreach and marketing campaign and multiple other means of support for Maryland farmers market managers running, or planning to run, EBT market programs. When Crossroads began program activities in November 2010, we aimed to create a network of more than a dozen Maryland markets committed to increasing federal nutrition benefit redemption at Maryland farmers markets. In our original grant proposal, we stated that program activities would help grow the number of active EBT markets in Maryland from 3 in 2009 to 15 by 2012.

At the time of this report, we have signed partnership agreements from 30 Maryland farmers markets and 7 community organizations and state agencies partnering in "Eat Fresh Maryland." 17 of these partners now run extremely successful EBT programs, while many others are in the initial stages. Eat Fresh Maryland is the now-formalized public-private collaborative committed to increasing local fruit and vegetable consumption through federal nutrition benefits redemption at farmers markets. Founded with FMPP funding, this statewide network is the first of its kind in the country, and is already looked to as a nationwide model.

Eat Fresh Maryland partners, defined as relevant entities who have signed partnership agreements, include: farmers markets in Baltimore City, Baltimore County, Montgomery County, Prince George's County, Charles County, Allegany County, and Frederick County; Maryland Department of Health and Mental Hygiene; Maryland Department of Agriculture; University of Maryland Extension, University of Maryland School of Public Health; Maryland Hunger Solutions; Southern Maryland Agricultural Development Commission; and Future Harvest-CASA.

Eat Fresh Maryland network activities during the grant period included:

- Introductory conference call for project partners in November 2010;
- In-person partners workshop in January 2011, which included 15 representatives from 10 partnering farmers markets and organizations;

- In-person workshop in for 20 partners in April 2011;
- Development and statewide distribution of bilingual marketing materials in 2011 & 2012 (details included below);
- Development and statewide distribution of an Eat Fresh Maryland video promoting the use of WIC and EBT at Maryland farmers markets in 2011 & 2012 (details below);
- Provided 6 original partner markets with SNAP incentives to support their new EBT programs in 2011;
- Mid-season conference call with 8 network partners in July 2011;
- 2 in-person workshops for 25 partners in 2012;
- Site visits to a dozen partner farmers markets;
- Weekly SNAP & WIC sales data reports from 13 partner farmers markets in 2011 & 2012 (additional details below);
- Webinar presenting on successes and lessons learned during the pilot season of Eat Fresh MD in January 2012, with over 110 nationwide registrants;
- Development of “Market to Mealtime”, a market-based nutrition education project, in collaboration with University of Maryland that was piloted at 12 partner markets in 2012; and
- On-going technical assistance to network partners.

The goals and accomplishments of these network activities became twofold: to provide technical assistance and training to Maryland farmers market managers on successfully coordinating market programs that accepted/promoted federal nutrition benefits, and to develop an outreach and marketing campaign to federal nutrition benefits clients, promoting use of federal nutrition assistance dollars to purchase local fruits and vegetables. Both of these aims were successfully met.

The primary project partners were Maryland WIC, Maryland Department of Agriculture, Future Harvest CASA and Maryland Hunger Solutions. In addition to participating in network activities, including workshops, meetings, and conference calls, each of the primary partners helped us access their constituents that we identified as target audiences for this initiative. Specifically, Maryland WIC and Maryland DSS offices provided content area expertise in developing our outreach and marketing materials and promoted the initiative to local directors and to benefit clients throughout the state; MDA has provided invaluable support in engaging Maryland farmers market managers, content area expertise, and cross-promotion of network resources; and Maryland Hunger Solutions has assumed oversight of federal nutrition benefits at Baltimore Farmers Markets, assisting farmers market managers with outreach and data collection.

Goals and Outcomes Achieved

1) Establishment of an Eat Fresh Maryland network:

In the original grant proposal, Crossroads stated its intent to engage fifteen Maryland farmers markets by 2012. The network has grown beyond our initial vision. At the close of this grant period, Eat Fresh Maryland has partnership agreements with 30 farmers markets/mobile farmers markets in eight Maryland counties and Baltimore City. They include (listed by county):

- *Allegany County*: Allegany Mountain Fresh
- *Anne Arundel County*: Westfield Annapolis Farmers Market

- *Baltimore City*: Waverly/32nd Street, Baltimore Farmers Market and Bazaar, Charles Street Friday Market, Go Life/Cylburn, Highlandtown, Kaiser Fresh Friday, State Center Market, Park Heights/Pimlico, University of Maryland University Farmers Market, West Baltimore/MARC (did not operate in 2012), Farm Alliance of Baltimore (mobile farmers market)
- *Baltimore County*: Arbutus, Catonsville, Kenilworth
- *Charles County*: Waldorf
- *Frederick County*: Grace Community Church
- *Montgomery County*: Briggs Cheney-Greencastle, Crossroads, Potomac Village, Rockville, Shady Grove, FRESHFARM Silver Spring, Takoma Park, Wheaton
- *Prince George's County*: Riverdale Park, Mount Rainier, Montpelier Farm, Suitland (opening in 2013)
- *Mobile Market*: Arcadia

We have also secured partnership agreements with six non-profits and government agencies who are helping us target their constituents, market the program, and/or provide area expertise on program and materials development. Those non-farmers market entities include: Maryland Hunger Solutions, Future Harvest-CASA, University of Maryland Extension, Maryland Department of Agriculture, Maryland WIC, Maryland Hospitals for a Healthy Environment. Crossroads sees these markets and organizations all as lasting partners in this movement in our state.

2) Successful Marketing Campaign promoting SNAP and WIC at farmers markets:

With input with network participants and the same graphic designer who works on Maryland's Best, we created branded, bilingual marketing materials promoting redemption of EBT and the WIC Fruit and Vegetable Checks (FVC) at Maryland farmers markets to purchase fresh, locally grown produce. Eat Fresh Maryland partners distributed these materials in over 50 communities statewide at farmers markets, local WIC and Department of Social Services offices, senior and community centers, local storefronts, and churches in both 2011 and 2012 market seasons. Updated, improved versions from 2012 will remain available for future seasons as well.

These materials include:

- English and Spanish color tri-fold brochures explaining how to use SNAP & WIC FVC at farmers markets and highlighting the benefits of purchasing local;
- English and Spanish SNAP & WIC at market 11x17 posters to hang at local benefits offices listing address of closest farmers market;
- English and Spanish "SNAP & WIC Accepted Here!" banners for display at participating farmers markets;
- English and Spanish fliers for distribution at markets and benefits offices.
- English/Spanish Eat Fresh Maryland video for viewing at markets, community centers, benefit offices, local tv channels, etc.
- English/Spanish bus stop posters in two partner communities.

By circulating a branded, streamlined set of promotional materials throughout the state, we aimed to generate increased awareness amongst federal nutrition benefits clients that they may use their assistance dollars to purchase local fruits and vegetables. The video, having been filmed at 4 markets in Maryland, effectively represents the diversity of the markets and market shoppers. Additionally, the development of template materials alleviated the burden placed on individual market managers and farmers to generate materials tailored to their specific market. Name and brand recognition of the Eat Fresh Maryland network serves as a reminder to federal nutrition benefits clients that any location displaying that logo is a site where SNAP and WIC may be used to purchase fresh, healthy, local fruits and vegetables.

3) Technical Assistance and support for MD Farmers Market Managers

Eat Fresh Maryland provided ongoing technical assistance around increasing SNAP & WIC redemption to Maryland farmers market managers, growers, and organizations that work directly in support of one or both populations. TA was provided in group settings and one-on-one through workshops, conference calls, site visits, email, and phone calls. See list of Eat Fresh Maryland events in Project Approach for greater detail.

4) Successful data collection to establish SNAP & WIC sales baseline

Twelve Eat Fresh Maryland farmers markets collected weekly SNAP & WIC sales from June-October 2011 and June-October 2012 which they reported on a monthly basis using a standardized reporting sheet developed by Crossroads. The Baltimore markets reported directly to Maryland Hunger Solutions, who then compiled and reported data with Crossroads.

Results show an overall increase in both SNAP and WIC FVC sales at farmers markets statewide. While sales reported by these farmers markets were generally highest in August, which is consistent with peak season for Maryland farmers markets, SNAP & WIC sales reported for September and October in both years lagged only slightly behind August and were considerably higher than June and July. This consistent redemption later in the season, when markets typically begin to slow down, indicates that the ongoing outreach and promotion throughout the season was impacting federal nutrition benefit shoppers and that there was greater awareness that SNAP & WIC could be used at farmers markets. We have observed the trend that redemption continues to improve with the length of time the program is present at the market.

Numbers Highlights

For example, 12,200 English EBT promotional brochures & 6,700 Spanish EBT promotional brochures were printed and have continuously been distributed over the past two years, thanks to FMPP funding!

In terms of SNAP data collected:

| year | # of partner markets reporting | # of counties where program is present | # of new SNAP users recorded | # of EBT transactions recorded in Maryland | Recorded \$ of SNAP dollars spent at Maryland markets | Average EBT transaction |
|--------|--------------------------------|--|------------------------------|--|---|-------------------------|
| 2011 | 13 | 4 | 704 | 2,388 | \$31,856 | \$13.34 |
| 2012 | 17 | 8 | 1515 | 4,922 | \$69,892 | \$14.20 |
| totals | 18 | 8 | 2219 | 7,310 | \$101,748 | \$13.77 |

Of course this only reflects what was actually reported, as some partner data submissions are still pending. Still, data indicates a statewide increase in SNAP usage at farmers markets. Overall, we saw a growing awareness that farmers market accept benefits, and market managers participating in the Network were glad to be part of this larger movement in Maryland.

Beneficiaries

This project resulted in three primary groups of beneficiaries.

- 1) *Local fruit and vegetable producers* benefited from this project through increased revenue from SNAP and WIC and the establishment of a new customer base. By actively targeting SNAP and WIC shoppers and encouraging redemption of their benefits at farmers markets, this project both generated immediate revenue and cultivated a new population of shoppers who will continue purchasing fresh fruits and vegetables at farmers markets beyond the close of this project. SNAP and WIC shoppers at participating markets often cited word of mouth and encouragement from friends and family as a significant factor in their decision to use their benefits for locally grown produce. Through continued joint marketing and outreach with the local and state benefit offices, increasing numbers of SNAP and WIC participants will shift their purchase from grocery stores to farmers markets, generating greater revenue for local producers.
- 2) *Low-income Marylanders* benefited through access to fresh, local, healthy produce. All participating families were able to procure locally-grown fresh fruits and vegetables using their federal nutrition assistance dollars, purchasing fresher, and more nutrient dense produce than is generally available in supermarkets. Access to higher quality, fresher, and better tasting produce generates greater interest in continuing to purchase locally-grown items, supporting local producers, and in increased fruit and vegetable consumption, positively impacting health and wellness. Additionally, as some of the partner markets are located in or near food deserts, this project informed low-income Marylanders that they have the option of purchasing fresh produce within relative proximity to their homes.
- 3) *Maryland farmers market managers* benefited from the support of a network, ongoing technical assistance, marketing support, outreach materials, and signage. Having a centralized entity providing these tools alleviated the burden that would otherwise be placed on individual markets and market managers to develop, fund, and troubleshoot on their own.

Lessons Learned

Evaluation of the first two seasons of Eat Fresh Maryland highlighted both areas for improvement and the need for a statewide farmers market network. Primary lessons are as follows:

- 1) *Collaborative, streamlined marketing strengthens farmers markets statewide by minimizing the burden on overextended market managers, many of whom are also farmers and/or operating the market as part of another job.* Demand for this program is evident in the numbers of participating markets, which dramatically exceeded what we had initially envisioned, in support from local and statewide agencies, and active participation of community organizations. As growing numbers of diverse stakeholders converge to promote farmers markets to new customer bases, local producers will benefit directly from increased revenue. In future seasons, we will continue evaluating how Eat Fresh can best support market managers in outreach to federal nutrition benefits clients. For example, we are currently assessing our role in liaising between the market managers and local WIC & DSS clinics, determining whether it is more effective for the managers to cultivate those relationships or for Eat Fresh to assume primary responsibility for distributing materials directly to the clinics.
- 2) *Multilingual, branded, clearly displayed point of sale signage is a key tool for increasing sales.* Of the multiple marketing materials that Eat Fresh Maryland developed and distributed to partner farmers market managers, the banners were reported by partners to be particularly effective in letting market patrons know that their benefits were eligible for use at market. While the video took extra time to finalize, the end result has been worthwhile.
- 3) *Low-income households are interested in eating fresh, locally grown produce and are a potential customer base typically overlooked by specialty crops growers.* As demonstrated by the increase in SNAP and WIC FVC at participating farmers markets and anecdotal reporting from market managers, DSS & WIC clinic staff, and participants, many low-income households are interested in eating healthful foods, fresh foods, and locally grown foods. Eat Fresh Maryland is committed to continuing its work to promote locally-grown produce to SNAP & WIC families, developing outreach models mutually supportive of consumers and producers.
- 4) *Streamlined data collection is essential for evaluating program impact.* One particular challenge of this project is the difficulty obtaining benefit sales data from producers. Because these transactions occur directly between shopper and producer, rather than through a market manager (as with SNAP/food stamp sales), we are often relying on farmers to self-report to the market managers, who then provide weekly sales and transaction data to Crossroads staff. We are in ongoing dialogue with producers, market managers, and Maryland WIC to simplify the data collection process and increase accuracy. Having Maryland Hunger Solutions assist with data collection from the Baltimore area markets helped to streamline the collection process, as they often had more direct contact with this group of Network partners. Having multiple assistants with the data collection was necessary. To counter some of these challenges, in 2012 we decided to implement a formal partnership agreement to Eat Fresh network members. This states that partners receiving our materials and assistance will submit monthly benefits data. Having a formal partnership agreement in writing of course helped to improve collection results.
- 5) *Shifting patterns of consumption is a gradual process.* We consider the first two years of Eat Fresh Maryland to be a tremendous success. We also recognize that shifting patterns of consumption takes time. With continued education about the importance of eating fresh, healthy, and local, outreach to SNAP & WIC clients informing them about opportunities to use their benefits at farmers markets, dialogue with producers about tips for marketing to benefit clients, we are confident that federal nutrition benefit sales will increase exponentially in seasons to come.

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Additional Information below

Eat Fresh Maryland's video, "How to use your WIC and EBT at Maryland Farmers Markets."

http://www.youtube.com/watch?v=Sf9-q_RBit8

Eat Fresh Maryland's blog/website: <http://eatfreshmd.wordpress.com>



Grace Community Church Farmers' Market in Frederick, MD displays their new Eat Fresh Maryland banner.



Eat Fresh Maryland and University of Maryland Extension collaborated in 2012 to develop a market-based nutrition education program, as requested by Eat Fresh Maryland partner markets. In its first year, Market to Mealttime, was piloted at 12 Maryland farmers markets. Approximately 1,600 families were reached by this pilot program with recipe cards, nutrition info, food tastings, farm to fork coloring books and other resources. Plans to expand and improve this program in 2013 are currently in the works.



At Crossroads Farmers Market, the UME/Eat Fresh Maryland Market to Mealtime initiative was most active. Community members were engaged to try various new recipes featuring seasonal leafy greens, and sometimes volunteered with the program.



Crossroads SNAP Outreach team and SNAP clients show their support for the SNAP program at the market!



Access to fresh and local foods via EBT technology and double dollar incentives at Eat Fresh Maryland markets is important for many families state-wide.



Getting information and spending benefits at Maryland markets has been successfully promoted with the Eat Fresh Maryland banners.



These girls enjoy an Eat Fresh Maryland "Market to Mealtime" food tasting at Crossroads Farmers Market.

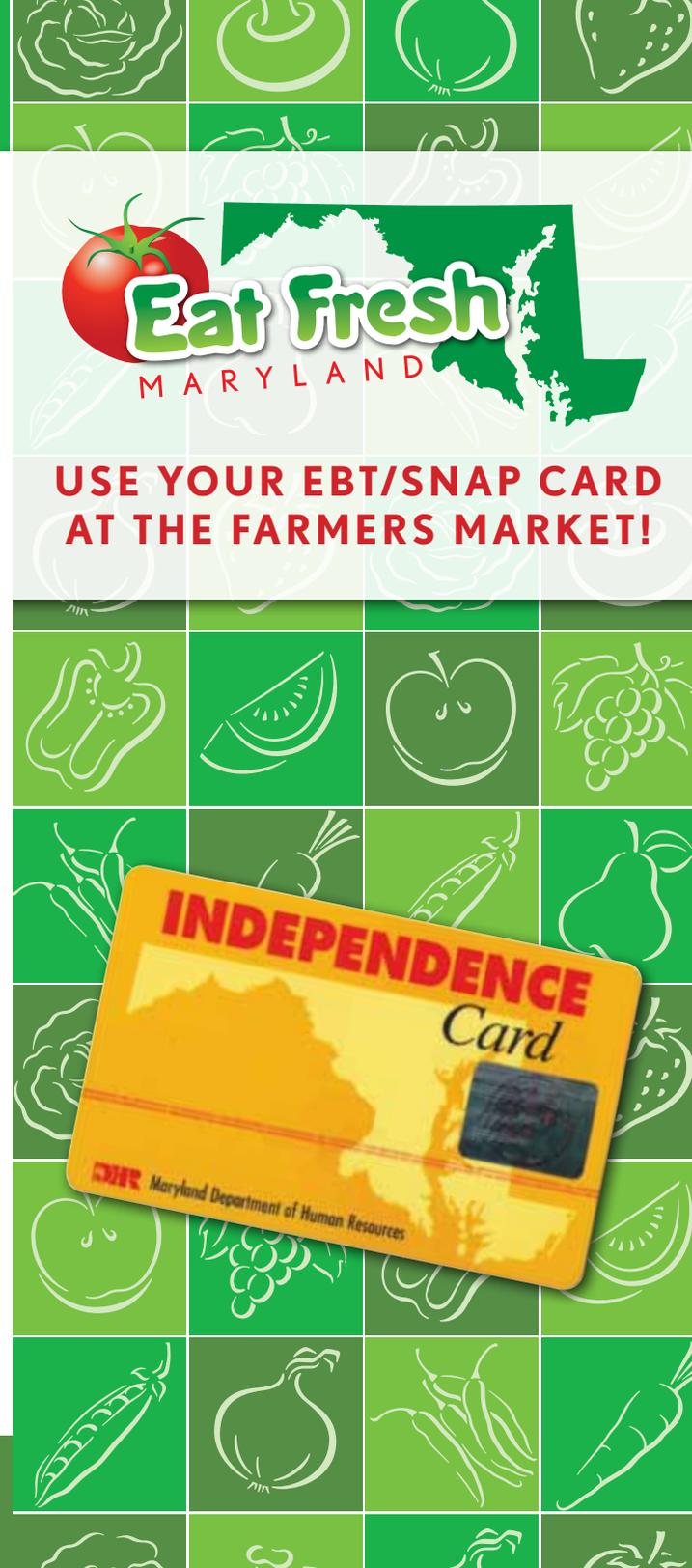
What's at market each month?

| PRODUCE | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Apples | | | | | | | | | |
| Beans | | | | | | | | | |
| Beets | | | | | | | | | |
| Berries | | | | | | | | | |
| Broccoli | | | | | | | | | |
| Cabbage | | | | | | | | | |
| Cherries | | | | | | | | | |
| Cilantro | | | | | | | | | |
| Collards | | | | | | | | | |
| Corn | | | | | | | | | |
| Eggplant | | | | | | | | | |
| Kale | | | | | | | | | |
| Melons | | | | | | | | | |
| Okra | | | | | | | | | |
| Pears | | | | | | | | | |
| Peppers | | | | | | | | | |
| Peaches | | | | | | | | | |
| Spinach | | | | | | | | | |
| Squash | | | | | | | | | |
| Strawberries | | | | | | | | | |
| Sweet Potatoes | | | | | | | | | |
| Tomatoes | | | | | | | | | |

For more information, go to:
www.eatfreshmaryland.org
 or call (301) 891-7244



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**USE YOUR EBT/SNAP CARD
 AT THE FARMERS MARKET!**





How to use your EBT/SNAP card at the farmers market:



1. Find out which local market(s) accept EBT.
2. Head to the table with the banner that says "We accept EBT cards!"
3. Use your EBT card to buy \$1 tokens, which you can use like "cash" at the market.
4. Use your \$1 tokens to pay for food from farmers and vendors at market.



Fresh is Best!

Fresh foods you can buy with your \$1 EBT tokens:

- 🍎 Fruits & vegetables
- 🍞 Breads & baked goods
- 🍖 Meat, Fish, Poultry
- 🥛 Milk, cheese & other dairy
- 🍁 Maple, syrup & honey
- 🍪 Jams, sauces, soups, etc.
- 🌱 Food-producing plants and seeds
- 🍲 Prepared foods that are not served hot



What to do with left-over tokens:



Tokens do not have an expiration date!

You may keep unused tokens and use them the next time you shop at the farmers market.

How to shop at a farmers market:

- 🕒 Arrive early for the best selection.
- 🗣️ Talk to the farmers for cooking tips, recipes, and information about how the food is grown.
- 🛍️ Bring reusable shopping bags to the market.
- ☀️ Prepare for the weather. Remember: most markets are open rain or shine!

¿Qué hay en el mercado cada mes?

| PRODUCTO | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Manzanas | | | | | ■ | ■ | ■ | | |
| Frijoles | | | ■ | ■ | | | | | |
| Remolachas | | | | | | | | | |
| Bayas | ■ | ■ | ■ | ■ | ■ | | | | |
| Brocoli | | ■ | | | | | | | |
| Repollo | | | ■ | ■ | | | | | |
| Cerezas | | | ■ | ■ | | | | | |
| Cilantro | ■ | | | | | | | | |
| Collards | | | | | | | | | |
| Maiz Dulce | | | | | | | | | |
| Pepinos | | | | | | | | | |
| Berenjena | | | | | | | | | |
| Ajo | | | | | | | | | |
| Melones | | | | ■ | ■ | ■ | ■ | | |
| Okra | | | | | | | | | |
| Peras | | | | | ■ | ■ | ■ | | |
| Arvejas | | | | | | | | | |
| Chiles | | | | | | | | | |
| Duraznos | | | | ■ | ■ | | | | |
| Espinaca | ■ | | | | | | | | |
| Calabaza | | | | | | | | | |
| Fresas | ■ | ■ | ■ | | | | | | |
| Camotes | | | | | | | | | |
| Tomates | | | | | | | | | |

Para más información, visitar:
www.eatfreshmaryland.org
 o llamar al (301) 891-7244



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¡USE SU TARJETA DE ESTAMPILLAS DE COMIDA (EBT/SNAP) EN EL MERCADO DE AGRICULTORES!





Como usar su tarjeta de estampillas de comida (EBT/SNAP) en el mercado de agricultores:



¡Coma Fresco y Local!

Comidas Frescas que se puede comprar con sus monedas de \$1 EBT:

- 🍎 Frutas y vegetales
- 🐟 Carne, pescado, pollo
- 🥛 Leche, queso y otros
- 🍯 Miel y maple
- 🍯 Jaleas, salsas, sopas y más
- 🌱 Semillas y plantas que producen comida
- 🍞 Panes y comidas horneadas
- 🍲 Comidas preparadas no calientes

Que hacer con las monedas de \$1 EBT no gastadas:

Las monedas no tienen fecha de vencimiento.
Se puede guardar las monedas y usarlas la próxima vez que va a comprar en el mercado.

Como ir de compras en el mercado de agricultores:

- 🕒 Llega temprano para mejor selección.
- 🗣️ Habla con los agricultores para su consejo de cocina, recetas y información sobre la producción de la comida.
- 🛍️ Trae bolsas reusables al mercado.
- ☀️ Prepara para el clima del día. ¡Recuerde que la mayoría de los mercados están abiertos con lluvia o sol!

1. Identifica cuales mercados locales aceptan la tarjeta de estampillas.
2. Pasa por la mesa con el rotulo que dice "Aceptamos Tarjetas de Estampillas de Comida (EBT/SNAP)."
3. Use su tarjeta para comprar monedas de madera de \$1 EBT, cuales se puede usar como "cash" en el mercado.
4. Use su monedas de \$1 para comprar directamente de los agricultores y otros vendedores en el mercado.



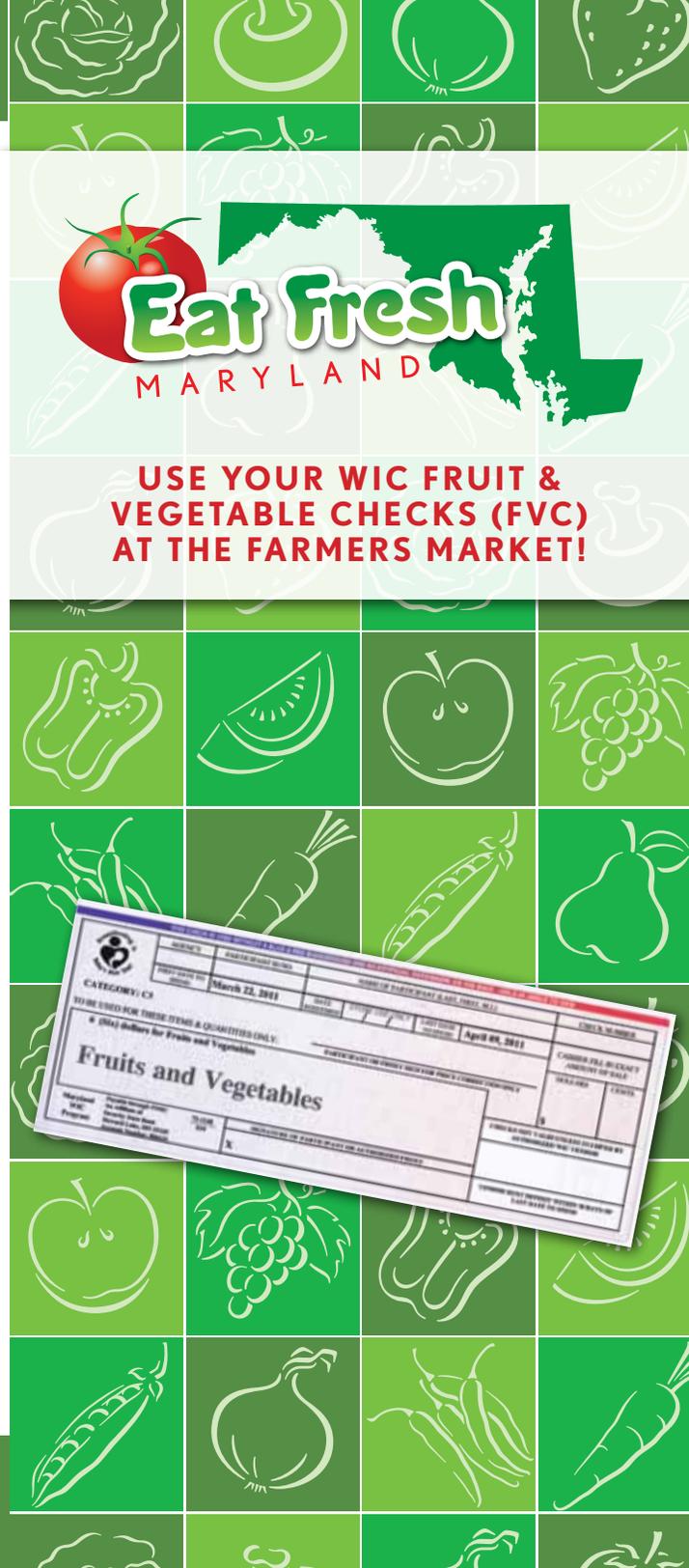
What's at market each month?

| PRODUCE | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Apples | | | | | | | | | |
| Beans | | | | | | | | | |
| Beets | | | | | | | | | |
| Berries | | | | | | | | | |
| Broccoli | | | | | | | | | |
| Cabbage | | | | | | | | | |
| Cherries | | | | | | | | | |
| Cilantro | | | | | | | | | |
| Collards | | | | | | | | | |
| Corn | | | | | | | | | |
| Eggplant | | | | | | | | | |
| Kale | | | | | | | | | |
| Melons | | | | | | | | | |
| Okra | | | | | | | | | |
| Pears | | | | | | | | | |
| Peppers | | | | | | | | | |
| Peaches | | | | | | | | | |
| Spinach | | | | | | | | | |
| Squash | | | | | | | | | |
| Strawberries | | | | | | | | | |
| Sweet Potatoes | | | | | | | | | |
| Tomatoes | | | | | | | | | |

For more information, go to:
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 or call (301) 891-7244



Funding provided by the Maryland Specialty Crop Block Grant, a program of the Maryland Department of Agriculture. For more information, see www.eatfreshmaryland.org



USE YOUR WIC FRUIT & VEGETABLE CHECKS (FVC) AT THE FARMERS MARKET!





Using your WIC FVC at market is simple! Here's how:



1. Find a farmers market close to you at www.marylandsbest.net, or ask the staff at your local WIC clinic.
2. Look for farmers with signs that say **“WIC Fruit & Vegetable Checks Welcome Here.”**
3. Choose your favorite **fresh** fruits and vegetables.
4. Have the farmer fill in the total price on your check.
5. Sign your check, and give it directly to the farmer.

Using your **WIC Checks** at the market is more than just a shopping trip:

- 🍅 **Fresh is best!** Foods that have spent less time on the shelf carry more nutritional value.
- 🍅 **Taste the difference.** Local fruits and vegetables are more flavorful.
- 🍅 **Meet the Farmers who grow your food.** Ask questions about the fruits & vegetables you're feeding your family.
- 🍅 **Enjoy the outdoors.** Farmers markets are a great space for people of all ages to get fresh air and connect with friends. Take advantage of special events, like live music & kids' activities.



Fresh fruits and vegetables you can buy at Maryland farmers markets with your WIC FVC:

- 🍅 Greens- such as spinach, kale, chard
- 🍅 Tomatoes
- 🍅 Melons
- 🍅 Peaches
- 🍅 Strawberries
- 🍅 Corn
- 🍅 Peppers
- 🍅 Onions
- 🍅 Apples
- 🍅 Yams
- 🍅 Cherries
- 🍅 Broccoli
- 🍅 Many, many more!
**white potatoes and herbs are not eligible*

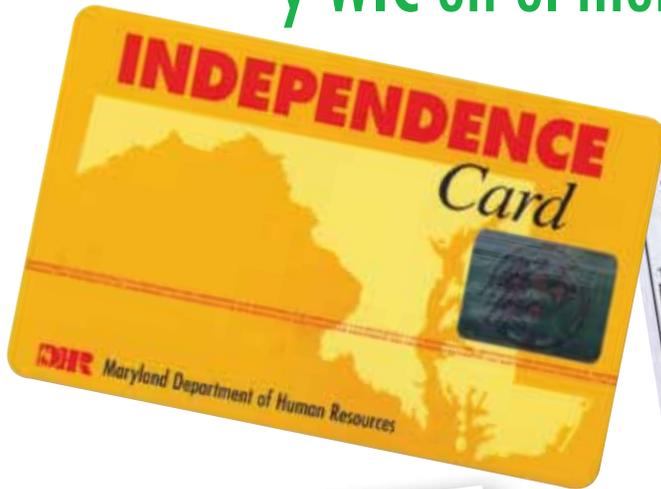
How to shop at the farmers market:

- 🍅 Arrive early for the best selection.
- 🍅 Talk to the farmers for cooking tips, recipes, and information about how the food is grown.
- 🍅 Bring reusable shopping bags to the market.
- 🍅 Prepare for the weather. Remember: most markets are open rain or shine!



Use your EBT and WIC at the Farmers Market!

Use su tarjeta de estampillas de comida y WIC en el mercado de agricultores!



| | | |
|--|--------------------|--|
| THIS CHECK IS YOUR RECEIPT AND IS NOT VALID UNLESS SIGNED BY THE VENDOR. VOID IF SIGNED BY YOU. | | CHECK NUMBER |
| AGENCY | PARTICIPANT ID NO. | NAME OF PARTICIPANT (LAST, FIRST, M.I.) |
| FIRST DATE TO USE | March 22, 2011 | DATE RECEIVED |
| STAMP USE ONLY | LAST DATE TO USE | April 09, 2011 |
| CATEGORY: C3 | | CARRIER FILL IN EXACT AMOUNT OF SALE |
| TO BE USED FOR THESE ITEMS & QUANTITIES ONLY: | | DOLLARS |
| 6 (Six) dollars for Fruits and Vegetables | | CENTS |
| Fruits and Vegetables | | \$ |
| PARTICIPANT OR PROVIDER SIGN FOR PRICE CORRECT ONLY | | CHECKS NOT VALID UNLESS STAMPED BY AUTHORIZED WIC VENDOR |
| SIGNATURE OF PARTICIPANT OR AUTHORIZED PROVIDER | | VENDOR MUST REPORT WITHIN 30 DAYS OF LAST DATE TO USE |
| Maryland WIC Program Payable through FOOD An Affiliate of Security State Bank Rowland Park, MD 21158 Account Number: 890000 | | |



Fresh is Best!
¡Come Fresco!



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Where to shop with your SNAP/EBT Card and WIC FVC

This list will grow, so check www.eatfreshmaryland.org for updates!



These markets accept the EBT/SNAP Card.



These markets may have "Bonus Dollars" for EBT customers to spend at the market.



These markets may have "Bonus Dollars" for WIC customers to spend at the market.

ALLEGANY COUNTY

Allegheny Mountain Fresh Producers Market
Downtown Cumberland Mall
Thursdays: 9:30am- 2pm

BALTIMORE CITY

Baltimore Farmers' Market & Bazaar
Saratoga St. @ Holliday & Gay
Sundays: 7am - 12pm

Charles Street Friday Market

1700 N. Charles Street
Fridays: 4-8pm

Go Life / Cylburn Market

Sinai Hospital Parking Lot
Saturdays: 9am-1pm

Highlandtown Market

400 S. Conkling St. @ Eastern Ave.
Thursdays: 4 - 8pm

Kaiser Permanente Fresh Friday Farmers' Market

10 Hopkins Plaza
Fridays: 10am-2pm

State Center Community Market

300 W. Preston St.
Wednesdays: 10am-2pm

Park Heights Market

Pimlico Race Course Parking Lot
Wednesdays: 9:30am - 2:30pm

Waverly Market

400 block of E. 32nd St.
Saturdays: 7am - 12pm

University Farmers Market

Baltimore and Paca St.
Tuesdays: 10am - 2:30pm

W. Balt. MARC Market

400 Block of Smallwood St. btw. Franklin & Mulberry
Saturdays: 8am - 12pm

Real Food Farm Mobile Market

Belair Rd. @ Erdman Ave.
Wednesdays : 5 - 7pm
Lake Montebello - Fri: 5 - 7pm
Home Deliveries (EBT ONLY)

BALTIMORE COUNTY

Arbutus Market

5200 Southwestern Blvd.
Thursdays: 3 - 6:30pm

Catonsville Market (Wed.)

108 Bloomsbury Ave.
Wednesdays: 10am - 1pm

Kenilworth Market

800 Kenilworth Dr.
Tuesdays: 3:30 - 6:30pm

CHARLES COUNTY

Waldorf Market

St. Patricks Dr. & O'Donnell Place
Wednesdays: 11am - 3pm
Saturdays: 9am - 1pm

FREDERICK COUNTY

Grace Community Church Farmers' Market

5102 Old National Pike
Fridays: 3- 7pm

MONTGOMERY COUNTY

Briggs Chaney-Greencastle Farmers & Artisans Market

Parking Lot @ E. County Service Center
3300 Briggs Chaney Rd.
Silver Spring
Saturdays: 10am-2pm

Crossroads Market

7676 New Hampshire Ave.
Wednesdays: 2:30 - 6:30pm

Potomac Village Market

9808 S. Glen Rd.
Thursdays: 2-6pm

Rockville Market

Rt. 28 & Monroe St.
Saturdays: 9am - 1pm

Shady Grove Farmers & Artisans Market

9601 Broschart Rd. Rockville
Wednesdays: 10am-2pm

Silver Spring FRESHFARM Market

Ellsworth Drive between Fenton & Cedar
Saturdays: 9am - 1pm

Takoma Park Market

Carroll Ave. & Laurel Ave.
Sundays: 10am - 2pm

Wheaton Farmers Market

Reedie Drive between Veirs Mill & Georgia Ave.
Sundays: 7am-1pm

PRINCE GEORGE'S COUNTY

Riverdale Park Market

Rhode Island Ave. & Queensbury Rd.
Thursdays: 3-7pm

Mount Rainier Farmers Market

1 Municipal Place
Saturdays: 10am-2pm

Suitland Farmers Market

Suitland Federal Center
Tuesdays: 2-6pm

* All listed markets accept WIC FVC