



CITY OF KENT, OHIO

DEPARTMENT OF COMMUNITY DEVELOPMENT

FMPP Performance Report: **FINAL**

Report Number/Period: Full Grant Period: September 30, 2012 through May 14, 2015

Date: July 30, 2015

Contact: Bridget Susel / 330-678-8108 / SuselB@kent-ohio.org

Recipient Name: City of Kent (OH-040-2012-G-1615)

Project Title: Expanding Use of Existing EBT in Kent Food Desert

Grant Number: 12-25-G-1615

Project Location: Kent, Ohio

Total Awarded Budget: \$38,855

Objective:

The objective of the project was to increase the number of low income residents who attend the Haymaker Farmers' Market and utilize the SNAP EBT services offered by the Market to purchase healthy and nutritious foods as part of their monthly SNAP benefits allocation.

Summary of Activities and Performance Achievements:

- The City of Kent entered into a subrecipient agreement with the Haymaker Farmers' Market for the provision of the project management services needed for the implementation of the City's grant-funded project.
- A total of **1,594 hours** were committed to project management of the 2012 FMPP grant award received by the City of Kent.
- The City of Kent, Ohio received a grant award of **\$38,855**. The total amount of **\$38,855** was expended and drawn within the grant program period.

The following is a detailed listing of the above activities and performance achievements for the grant period, beginning September 30, 2012 through May 14, 2015, grouped by the six (6) month performance reporting periods:

I. September 30, 2012 through March 31, 2013

94.50 hours of subrecipient project management time resulting in the following achievements:

- 1.) Development and dissemination of 4 newsletters promoting the use of SNAP benefits card at the Haymaker Farmers' Market.
- 2.) Coordination with 2 nonprofit organizations, including Kent State University's "Campus Kitchen," to develop projects targeted at SNAP users to purchase produce at the Market and teach how to cook/incorporate the produce purchased into healthy meals.
- 3.) Creation and display of winter market posters and SNAP benefit signage which were posted at the Markets' winter indoor location.
- 4.) Establishment of new system for better tracking of EBT users purchasing choices at the Market.

II. April 1, 2013 through September 30, 2013

354.5 hours of subrecipient project management services resulting in the following achievements:

- a. Development and implementation of produce match program that provides additional fruits and vegetables, up to a value of \$10, to SNAP card users who shop at the Market. Funding for produce match program provided by several different community groups who work with low income persons;
- b. Implementation of survey of SNAP card users at Market who participated in the produce match program. Of the SNAP participants surveyed at the market, 20% reported they had not shopped at the Haymaker Farmers' Market before and all reported they would continue shopping at the market even though the produce match program would not be offered.
- c. \$3,016.00 in SNAP tokens was sold to a total of 295 customers.
- d. Collaboration with Kent State University's "Campus Kitchen," on the development and printing of a cookbook that has simple and easy-to-make recipes that incorporate produce available for purchase at the Market.
- e. Development and dissemination of new marketing materials, including printed flyers, social media postings (Facebook, Twitter) and paid advertisements in the local newspaper.

III. October 1, 2013 through March 31, 2014

360.5 hours of subrecipient project management services resulting in the following achievements:

- a. Flyers and newsletters:
 - a. 23 weekly electronic newsletters were distributed to subscribers utilizing MailChimp, which were approximately 700 at that time. The link was also distributed weekly via Facebook (approx. 1800) and Twitter (450).
<http://eepurl.com/GpHSb>; <http://eepurl.com/GPZIb>;
<http://eepurl.com/HdL5v>; <http://eepurl.com/HCZ5D>;
<http://eepurl.com/H6atb>; <http://eepurl.com/IuQkj>;

<http://eepurl.com/JIRmr>; <http://eepurl.com/JOSAX>;
<http://eepurl.com/Kgi55>; <http://eepurl.com/KHOVb>;
<http://eepurl.com/LbjZL>; <http://eepurl.com/MaIGb>;
<http://eepurl.com/MBxsX>; <http://eepurl.com/M3J5z>;
<http://eepurl.com/NvgZb>; <http://eepurl.com/N0vDD>;
<http://eepurl.com/OrYZT>; <http://eepurl.com/OWFbn>;
<http://eepurl.com/PoNyz>; <http://eepurl.com/PXmT1>;
<http://eepurl.com/P6oqT>; <http://eepurl.com/QVKEH>;
<http://eepurl.com/Rrrvz>

- b. Two flyers were developed including:
 - i. Winter and holiday printed flyers distributed by hand at Market to 3,000 people over several weeks leading up to Market launch. Another 1,000 were left in a dozen area businesses.
 - ii. Kimchee workshop flyer promoted via newsletter, Facebook, Twitter, and handed out 200 by hand at Market. Fifteen (15) customers took the class, six (6) of whom are SNAP recipients. They used their benefits to purchase ingredients at the Market so they can make the recipes at home.
- c. Press releases and special event promotions (i.e. using EBT to purchase produce/products at the Market for use in holiday cooking) (see attachments for samples).

The Haymaker Farmers' Market opted for more unique advertising opportunities provided by its membership in Main Street Kent, rather than focusing solely on press releases in the local paper. These were bundled advertorials and advertising sections promoting the Kent downtown in area papers and magazines. Target audience was the greater Kent community, reaching into three (3) surrounding counties.
- d. Development and implementation of online promotion for EBT use; The Haymaker Farmers' Market Wordpress website, www.haymakermarket.com, was rebuilt and updated to include information about the EBT program, including information about how the Lettuce Loot match can be used as a complement to the SNAP benefits program, in an effort to find more sponsors to increase the amount given monthly. Flyers with program sponsorship information were handed out to area businesses, and promoted via Facebook and Twitter with the sponsor incentive of having onsite advertising at the Market. The Haymaker Farmers' Market Project Manager has determined the Market is primarily servicing the same repeat SNAP customers so the team is exploring a prescription produce program in order to reach new community members who are living with food insecurity.
- e. Development of billboard advertisement promoting the use of EBT at the Haymaker Farmers' Market.

- b. The Project Manager conducted two (2) presentations on topics relevant to EBT use at the Market, including food insecurity in low income households, holiday smart food shopping on a budget, and food nutrition workshops.
 - a. Oxfam Banquet at Kent State University – presented overview of the Farmers’ Market SNAP program, the Lettuce Loot incentive program and food insecurity in Portage County, Ohio to an audience of approximately 75 undergraduate students, graduate students, professors and area professionals.
 - b. Women’s Center at Kent State University – presented overview of Market SNAP program, Lettuce Loot incentive program and food insecurity in Portage County to twenty (20) women within the KSU and Kent community who work with issues of food insecurity in some capacity.
 - c. Kent Community Time Bank – Visited the monthly potluck on two (2) separate occasions to promote the Market SNAP program and Lettuce Loot program to participants, with one of the sessions focused on smart and healthy shopping for the holidays.

- c. The Project Manager conducted SNAP training sessions for new participating at the Haymaker Farmers’ Market.
 - a. Two (2) training sessions were held, one at the annual vendor meeting, and one at the Market for those unable to attend the first meeting. A total of 17 vendors received either new training or a refresher training. Manager provides periodic refreshers throughout the season as questions or issues may arise, and new vendors join the Market. Overall, we have found the vendors to be very positive participating in the program.

Agenda

- How the program works (detailed form provided).
- Swipe card at machine at Farmers’ Market information table in exchange for tokens (displayed the two (2) types of tokens for EBT - credit and debit).
- No change may be given: Vendors encouraged to include additional product to the sale rather than take away to reach a round dollar amount.
- Sensitivity training: Vendors required to treat SNAP customers the same as any customer paying with cash.
- Redemption process – form and bag distributed.
- Review of how the Lettuce Loot monthly \$10 match incentive program works in conjunction with SNAP program participants.
- Review of WIC program, which is also included on redemption form. The Haymaker Farmers’ Market Manager has signed up with State of Ohio to process all WIC coupons that come through the Farmers’ Market, allowing all produce vendors to participate without having to complete the paperwork themselves.
- All vendors selling eligible SNAP food items must participate (must sign contract attached to application in order to be accepted as a vendor

- at the Haymaker Farmers' Market).
- d. The Manager participated in Farmers Market Coalition EBT Best Practices Webinar.

IV. April 1, 2014 through September 30, 2014

443 hours of subrecipient project management services resulting in the following achievements:

- a. Produced 24 weekly e-newsletters, distributed to approximately 800 subscribers and cross-promoted these marketing tools via Facebook (2,300) and Twitter (500).
- b. <http://eepurl.com/RW3N1>; <http://eepurl.com/Sq4o1>;
<http://eepurl.com/SWTEL>; <http://eepurl.com/S8Y7v>;
<http://eepurl.com/TTjMH>; <http://eepurl.com/UoCj1>;
<http://eepurl.com/UVj7z>; <http://eepurl.com/VoZwP>;
<http://eepurl.com/VEuUb>; <http://eepurl.com/Wo3pb>;
<http://eepurl.com/XnDs9>; <http://eepurl.com/XS2xr>;
<http://eepurl.com/YnI-L>; <http://eepurl.com/YPGOP>;
<http://eepurl.com/ZNgzv>; <http://eepurl.com/Z8CMr>;
<http://eepurl.com/0EKS5>; <http://eepurl.com/08BGj>;
<http://eepurl.com/1BbsL>; <http://eepurl.com/14-GX>;
<http://eepurl.com/2DEy5>; <http://eepurl.com/3alLz>;
<http://eepurl.com/3Kh69>; <http://eepurl.com/4iBnH>
- c. The Haymaker Farmers' Market produced 400 copies of Arabic and Chinese language flyers promoting the Market to distribute via the International Student Affairs Department at Kent State University.
- d. The Market also produced and distributed 4,000 copies on market days (Saturdays) over several weeks of the flyer announcing the availability of the indoor winter market.
- e. Press releases and special event promotions, including cooking events at the Market with Campus Kitchen volunteers targeting EBT users. Focus of events is educating SNAP participants on how to incorporate Farmers' Market products into daily meal plans (see attachments for samples).
- f. These events are ongoing, with the Campus Kitchen participating in market day on a weekly basis. The range of people that stop to sample food, get a free recipe card, watch cooking demonstrations, and have nutrition and food preparation/shopping questions answered, is 200-800. The Campus Kitchen provides and disseminates a variety of free handouts as well, covering a variety of topics, including general nutrition information, heart health, diabetes, high blood pressure, and more.
- g. Outreach and educational demonstration programming on topic of food safety on market days with EBT users as target audience;
- h. The Campus Kitchen also incorporates information on food safety into its weekly Market Day events. Anyone who visits the booth on

market days has access to the information which is displayed for all to see. It should be noted that the Haymaker Farmers' Market and the Market Manager received an Outstanding Community Partnership Award from Kent State University for the work with The Campus Kitchen at the Market. After several years of weekly participation at the Haymaker Farmers' Market, the Campus Kitchen produced a cookbook to use as a fundraiser. Recipes included in the book have been used for Market demonstrations. The cookbook is a digital product, available for purchase on iTunes:

<http://www2.kent.edu/news/newsdetail.cfm?newsitem=68E2BFF5-BF66-D9E5-0F353CA883299E8D>

- i. The Haymaker Farmers' Market also partnered with The Ohio State University Extension Master Gardeners for the second year in a row, to offer a gardening workshop with a focus on SNAP customers. SNAP customers were able to plant donated vegetable and herb plants in containers, learn how to care for them, harvest, and preserve or prepare the produce. They were also able use their SNAP benefits to purchase food-producing plants at the market for their home gardens.
- j. Updating online promotion efforts targeting EBT users;
- k. Promotion of use of market coupon books to promote increase in purchases at market by SNAP program participants;
- l. The promotional efforts included online promotions and the use of the newsletter, Twitter, Facebook and the distribution of promotional materials to area agencies, including Kent Social Services, Coleman Professional Services, WIC, Family & Community Services, Family & Jobs Services, Northeast Ohio Medical University (NEOMED), Planned Parenthood, Kent City Schools, and several departments at Kent State University (KSU).
- m. The Haymaker Farmers' Market has been trying to secure sponsors to fund incentive programs, such as the Lettuce Loot program, that are also available to SNAP recipients. The majority of the incentives are actually financed through the Market's limited budget. The Market Manager worked on developing an ongoing fundraising initiative that has allowed the Market to increase the amount given monthly through the sale of handmade bags for storing produce, yoga bags, eye pillows, and insulated bags for cooking potatoes in the microwave. These bags are made by Time Bank members using "upcycled" donated fabric.
- n. The Haymaker Farmers' Market also applied to join area markets in a group incentive program called "Produce Perks" funded by Wholesome Wave. This application is still pending, and if accepted, it will allow the Market to join forces with several other medium to large markets to double value for produce using an existing system that has a dedicated funding stream.
- o. The Haymaker Farmers' Market Manager also did a presentation for approximately 50 attendees at the Heritage Ohio Annual Conference.

Topics discussed as part of the presentation included food insecurity and how markets can be part of a thriving downtown, while also supporting those in need within the community.

- p. The Market was able to take advantage of special rates for advertising in downtown Kent promotional advertorials and special shopping sections in the local paper and in regional magazines.
- q. The Market Manager continued to write articles about the Market, including information about the SNAP program and the Lettuce Loot program, for area magazines.

I. October 1, 2014 through April 16, 2015 (end of grant)

Period covered was the Haymaker Farmers' Market indoor winter market season so customer counts are lower than during the outdoor market season. 341.5 hours of subrecipient project management services were provided during this final grant period resulting in the following achievements:

- a. The Market sold \$1,356.00 in SNAP tokens for the period October 2014 through April 2015;
- b. The Haymaker Farmers' Market earned acceptance into the "Produce Perks Program," which is administered by The Ohio State University (OSU) Extension satellite office located in Cuyahoga County. The new program is funded by a USDA Food Insecurity Nutrition Incentive (FINI) grant and will allow the Market to offer up to \$10 worth of "match" fruits and vegetables to SNAP customers on a weekly basis. Participating SNAP recipients will also be included in the "Wholesome Wave Random Control Study" which will be conducted throughout the three-year grant period.
- c. The Market offered a sauerkraut workshop that provided participants with instruction on the at-home fermentation process, recipes and a jar of sauerkraut.
- d. Print and social media press releases and flyers were written and disseminated through media sources and at various promoting the winter indoor Haymaker farmers' Market and holiday shopping at the Market.