The **Silverton Hospital Network** (SHN) of Silverton, OR received $28,224 to implement a comprehensive, grass-roots effort to bring EBT capability to the Wellspring Saturday Marketplace, and increase access to fresh produce low-income families.

Final Report FY10

Final Performance Report

November 1, 2012

Recipient Name:	Silverton Hospital
Title of Project:	NEW EBT PROJECT – Cultivating A Healthier Community – Woodburn, Oregon, Marion County
Grant Number:	12-25-G-1187
Location:	Woodburn, Oregon

Project Summary:

Silverton Health (formerly Silverton Hospital Network) is a 501(c) 3 healthcare organization located in Oregon's Willamette Valley. Silverton Health (SH) is comprised of the main hospital (located in Silverton), physician clinics (in Silverton and outlying towns), and a health and wellness center (in Woodburn). Our service area spans 200 square miles in Marion County, Oregon. Our care and services draw close to 100,000 residents and families who entrust us with their health and wellness.

In June 2009, the Wellspring Marketplace (our farmers market) was established in the parking lot of the health and wellness center (in Woodburn). Our goal was to establish a community gathering place and nurture the message that the body's overall health is a reflection of lifestyle habits. By hosting a farmers market, we hoped to encourage community connections, opportunities for healthy movement / exercise and increased consumption of nutritious foods purchased from local farms.

Vendors and farmers from surrounding communities were invited to sell handmade products and home-grown produce. During that first season (2009) an average of 12 farmers / vendors displayed their bounty each week. In total our attendance figures for the season were approximately 3,000 people with 143 vendor showings – 42 percent of whom were farmers, a 4:1 ratio (four farmers to one craft / other vendor).

In spring of 2010, we applied for the FMPP grant hoping to expand our impact in the local community. Most specifically, we wished to better support our underserved population. We sought to: implement EBT capability, capitalize on homegrown partnerships with like-minded organizations, and develop a multi-stage grass-roots effort to celebrate health and the bounty of the Willamette Valley. We believed that these integrated efforts would make the farmers market more accessible to community members from all socioeconomic backgrounds while helping to sustain our local economy.

We live in Oregon's fertile Willamette Valley, yet our community health rankings are grim. A March 2010 analysis reported that only three in ten (36%) Marion County zip codes had access to a healthy food outlet, defined as a grocery store or produce stand / farmer's market. This is puzzling, because Marion County is the largest producer of fruit and vegetables in the state. Mild temperatures, a long growing season, and plentiful supply of moisture are ideal for a wide variety of crops. But the true picture of health in Marion County just doesn't add up.

Statistics show that nearly two-thirds of Marion County's adult population is overweight or obese. In fact, residents of Marion County are more likely to be obese than residents of Oregon as a whole. Specific to the Hispanic community – which comprises more than half of our Woodburn population – nearly one-third report being obese, with another 39 percent being overweight. Sadly, these trends are likely to worsen as significantly more Marion County 8th graders are overweight (13%) compared to 8th graders

statewide (10%). Sadly still, only half of our 8th and 11th graders even eat breakfast every day, and fewer than one-quarter consume the recommended five or more fruits and vegetables per day.

Even more startling, in excess of 50 percent of the Woodburn community qualifies for low-income food assistance from the government – whether that's the Women Infants & Children (WIC) vouchers, Farm Direct Nutrition Program (FDNP) vouchers for seniors and people with disabilities, or Supplemental Nutrition Assistance Program (SNAP).

It's clear that the city of Woodburn's potential chronic disease burden is approaching epidemic proportions. Thereto, our friends and neighbors are struggling to feed their families. As a health and wellness provider, we wanted to lead the charge to help reverse these statistics.

Project Approach:

With assistance from the FMPP grant, we approached our challenge via multi-tiered strategies:

- Implement EBT capability
- Increase awareness of Wellspring Marketplace
- Educate the community about the important components of a healthy lifestyle
- Foster key community partnerships to further our reach and reinforce messages

Details about these strategies along with an overview of the tactics employed to achieve each of them follows.

1. Implement EBT Capability

At the launch of our June 2011 season, we successfully set up EBT capability. We chose to lease a wireless EBT machine which not only allowed us to serve SNAP recipients, but also to accept sales of credit card transactions (to purchase wooden tokens). Therein, we served a wider audience and increased the sales potential for our farmers / vendors.

2. Increase awareness of Wellspring Marketplace

FMPP grant funds allowed us to enhance our previous marketing and communications efforts for the past two seasons. Budget was allocated to promote our EBT capability and to build the farmers market brand within our diverse community:

- A portion of funds was allocated to reach our Hispanic population through radio advertisements and live remotes, in addition to participating in the annual Latino community festival.
- A door hanger promotional campaign was employed in the senior living communities located nearby the farmers market – complete with a custom wooden token worth $1.
- Color print ads were placed in local community publications.
- A weekly email campaign shared the scheduled vendor list, special events and sponsors.
- Our Facebook page captured photos, vendor info and sponsor highlights.
- A multi-page newsletter was distributed via grassroots efforts by students and our market intern (at community events, at local businesses, churches, door to door, etc.)
- A generous sponsor produced a video highlighting our market in exchange for in-kind recognition; the video was available via our Facebook page and website

3. Educate the community about the important components of a healthy lifestyle

Whether eating right, socializing, or getting adequate exercise, we utilized the farmers market atmosphere as a focal point to encourage a healthy lifestyle. We coordinated ongoing educational

demonstrations (e.g., canning practices, jam / jelly preservation, fruit and vegetable grilling techniques, fitness moves and stretching, recycling/sustainable practices, etc.). We also encouraged the use of the Woodburn Health Center parking lot for other community events, such as a school wellness walk, car wash fundraisers, etc.

4. Foster key community partnerships to further our reach and reinforce messages
To expand the number of local farmers represented at the Marketplace, we partnered with the Woodburn Boys & Girls Club to run a consignment booth. Club representatives coordinated with local farmers to obtain beautiful, fresh-picked produce. The students priced it, creatively arranged the items in their booth display, and sold it until the closing bell. This ingenious partnership not only increased our community's access to more farm-fresh fruits and vegetables, but the students also cultivated valuable business and social skills. Further, this partnership allowed us to increase the number of farmers with produce at the market by at least one farmer most weeks. On average, this strategy allowed us to represent another 40-plus local farmers over the past two seasons. But, we did not include these consignment farmers in the total vendor showings noted in the outcomes section, see below.

For the past two seasons, we were honored to receive sponsorship support from a family-owned building supply business. The Marketplace has benefited from their generous monetary donations, along with their farming, gardening, canning and building expertise.

Other generous businesses provided monetary or in-kind assistance to help us achieve our goals and spread the word (a pediatrician, a bank, a lawyer's office, a radio station, a car dealer and tire store – in connection with our car show and shine). Together, we furthered our collective efforts to best serve the Woodburn community.

Goals and Outcomes Achieved:

Our April 2010 grant submission addressed these goals as per the FY2010 FMPP stated priorities: 1) improve food access in local, rural and underserved communities to promote the consumption of fresh fruits and vegetables from local farms, 2) focus on the recruitment and retention of new farmers to participate at farmers markets and other direct-to-consumer farmer marketing outlets.

In the past two years, our notable achievements include:

- Increased SNAP/EBT-related transactions from zero in the 2010 season to $941 by season-end (September 30, 2012) including EBT card transactions and matching sponsor vouchers

- Surpassed our attendance growth goal. We doubled our attendance from 3,000 people per season (2009) to 6,857 by 2012 season end

- Improved the number of seasonal vendor showings by 30 percent (from 148 to 186 vendors). While this was not quite the percentage we had hoped for – our grant application shows we had hoped to double the figure – it is still a good level of success for a small farmers market. (As stated above, this 186 figure does not include the 40+ additional consignment farmers.) Perhaps most importantly, our ratio of farmer vendors increased from 4:1 to 6:1 (six farmers to one craft / other vendor). This achievement supports both overarching FMPP goals: "improving food access in local, rural and underserved communities to promote the consumption of fresh fruits and vegetables from local farms" and "focus on the recruitment and retention of new

farmers to participate at farmers markets and other direct-to-consumer farmer marketing outlets"

- Supported WIC/FDNP (Farm Direct Nutrition Program) efforts to feed our hungry neighbors. While this was not a focus of the FMPP grant, Wellspring Marketplace farmers reportedly accepted nearly 1,000 vouchers during the 2012 season. This equates to a 339 percent increase over last season (2011: 224 vouchers = $896 vs 2012: 983 vouchers = $3,932). Had our farmers market not existed in Woodburn, these funds may have gone to waste, as this lower income clientele would have had to travel 11 or more miles (likely by public transit) to spend WIC/FDNP vouchers at another farmers market.

- Grew weekly gross receipts for farmers / vendors by 8.5% (from average of $77.94 to $84.61 reported per week). This suggests that our SNAP/EBT capability and WIC/FDNP resulted in a dual win – increased healthy nutrition options for the underserved community and increased farmer / vendor income.

- Encouraged sales to our Silverton Health employees through payroll deduction ($635). This effort enhanced the nutritional messages to our own staff while simultaneously increasing farmer / vendor sales.

- Nurtured a mutually beneficial partnership with local students from the Boys & Girls Club of Woodburn. This partnership raised funds in support of at-risk programs, developed the students' entrepreneurial skills and delivered subconscious education in support of consuming locally grown fruits and vegetables. During the weeks the student members ran the consignment booth, their efforts increased the amount of produce available (and the number of farmers represented by at least one and sometimes two or three). As stated, the 186 2012 vendor counts do not include the contribution from these consignment farmers – so the count for our total vendor showings is essentially much higher.

- Expanded the community's access to important educational demonstrations, such as canning and food preservation demonstrations from the Oregon State University Extension Office and Master Recyclers / Garden Composter demonstrations from the City of Woodburn. Likewise, free booth space was provided in the past two market seasons in support of 69 non-profit organizations, such as the Woodburn School District, Department of Health, local charter school fundraisers, community pool, voter registration groups, Kiwanis fundraisers and the like.

Beneficiaries:

A number of beneficiaries have benefited from our FMPP grant project. These include:

- Families in Woodburn and the surrounding communities had increased access to a larger selection of fresh fruits and vegetables
- Members of the Hispanic community advanced their overall health and well-being because we had FMPP funding available to reach this vital and growing group
- SNAP and WIC/FDNP recipients gained increased access to a larger selection of healthier, locally grown foods
- The businesses of local farmers / vendors were fostered, through encouraged support of the local economy, increased exposure, and sales

- Students of the Boys & Girls Club of Woodburn gained business and social skills along with funding support for their programs
- Increased awareness of the Wellspring Marketplace (and Silverton Health) brand, contributing to our ongoing success as a health and wellness resource

Silverton Health is proud of our efforts over the past four seasons, but we realize a need for partnership with likeminded non-profit entities to further enhance our efforts. We are currently in negotiations with several community organizations to co-sponsor the future farmers market and ensure its growth for years to come.

Lessons Learned:

Don't give up on a good idea. Be open to partnerships that at first blush may not be immediately clear. In our grant application, the consignment booth idea was originally conceived as an effort to engage with our local Future Farmers of America (FFA) student organization (to sell produce from farmers who could not vend themselves). But, due to various factors, we were unable to finalize the FFA partnership. Rather than give up on the idea, we pitched it to the local Boys & Girls Club who were eager to participate. They immediately saw an opportunity to provide teenage members with business, leadership and social interaction skills. Likewise, we were able to successfully implement the consignment booth and expand the number of local farmers represented at our market. A win-win.

If the option is available to your farmers market, consider leasing an EBT/credit card machine rather than purchasing one. Our bank (USBank) suggested this at the forefront and we are very glad we listened. On at least three occasions in the past two years we had technological challenges with our machine and each time we simply returned the defective one when a replacement was provided.

We also saw great advantage in developing processes to accept SNAP/EBT in addition to credit cards on our machine. Despite the upfront costs and time-consuming development efforts (purchasing incremental tokens, payment/token reimbursement structures, weekly counts, etc.), the long-term benefits for the farmers market and for farmers / vendors are worthwhile.

In addition, we leveraged the EBT lease contract with USBank as a means to secure additional sponsorship support for the farmers market. During the first season with the grant (2011), USBank waived the monthly lease fees – essentially treating it as an in-kind sponsorship. They also donated zippered bank bags (with their logo, of course) that our vendors used each week to hold and submit their tokens for reimbursement.

Additional Information:

You can find photos, sponsor highlights, special market day details or additional information about the Wellspring Marketplace by visiting our website at www.silvertonhealth.org/marketplace or find us at facebook.com/wellspringmarketplace.

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Silverton Health Participant Questionnaire
USDA AMS Farmers Market Promotion Program

Grant Number: 12-25-G-1187
Location: Woodburn, Oregon

1. Document the impacts on farmers

a. Changes in income – Grew weekly gross receipts for farmers / vendors by 8.5% (from average of $77.94 to $84.61 reported per week).

b*. Changes in number of agricultural vendors participating in direct marketing* – Improved the number of seasonal vendor showings by 30 percent (from 148 at the 2009 season-end to 186 vendors at the 2012 season-end). While this was not quite the percentage we had hoped for – our grant application shows that we were hoping to double the figure – it is still a good level of success for a small farmers market.

Perhaps most importantly, our ratio of farmer vendors increased from 4:1 to 6:1 (six farmers to one craft / other vendor). This achievement supports both overarching FY2010 FMPP goals: "improving food access in local, rural and underserved communities to promote the consumption of fresh fruits and vegetables from local farms" and "focus on the recruitment and retention of new farmers to participate at farmers markets and other direct-to-consumer farmer marketing outlets."

2. Document impacts on consumers

a. Changes in number of customers visiting the market over the course of the season – Surpassed our attendance growth goal. We doubled our attendance from 3,000 per season (2009) to 6,857 by 2012 season-end.

b. Changes in purchasing habits: especially the dollar amount and number of EBT and/or voucher transactions (SNAP, WIC, FDNP) – Increased SNAP/EBT-related transactions from zero in 2010 season to $941 by season-end (September 30, 2012). This includes EBT card transactions and matching sponsor vouchers.

Supported WIC/FDNP (Farm Direct Nutrition Program) efforts to feed our hungry neighbors. While this was not a focus of the FMPP grant, Wellspring Marketplace farmers reportedly accepted nearly 1,000 vouchers during the 2012 season. This equates to a 339 percent increase over 2011 (2011: 224 vouchers = $896 vs 2012: 983 vouchers = $3,932). Had our farmers market not existed in Woodburn, these funds may have gone to waste, as this lower income clientele would have had to travel 11 or more miles per week (likely by public transit) to spend WIC/FDNP vouchers at another farmers market.

3. How has the FMPP grant helped your organization?

The FMPP grant allowed us to expand our marketing and outreach efforts to reach previously untapped community groups. Likewise, we nurtured mutually beneficial community partnerships that will continue long into the future. Therein we have increased Silverton Health's ability to serve the health and wellness needs of our Woodburn community.

4. What changes have occurred in organizational operations as a result of the FMPP grant?

Silverton Health did not have wireless credit / debit capability prior to the FMPP grant. Not only have we been able to use the wireless terminal for the farmers market, we've since added on capabilities to allow wireless payment systems at other community events.

5. What challenge(s) or problems have developed during the implementation of this project? How were they resolved?

In our grant application, the consignment booth idea was originally conceived as an effort to engage with our local Future Farmers of America (FFA) student organization (to sell produce from farmers who were not able to vend at our market themselves). However, due to various factors, we were unable to finalize this partnership with the FFA. Rather than give up on the idea, we pitched it to the local Boys & Girls Club who were eager to participate in order to train in business, leadership and social interaction skills to their teenage members.

6. What partnerships have been key to the success of this project and why?

As mentioned, our partnership with the Boys & Girls Club of Woodburn was incredibly key to our success these past two seasons. Likewise, the EBT/SNAP project introduced us to community organizations we might not have otherwise met or with whom it may have taken longer to connect, lacking these circumstances.

7. What additional resources (financial and other support) was the organization able to leverage as result of this FMPP grant? For example, was additional funding secured as a result of this FMPP grant? Were in-kind or other donations provided because of this FMPP grant?

We partnered with our EBT vendor (USBank) to waive one year of the lease fee in exchange for in-kind sponsorship promotion. We also believe that being awarded the grant funds encouraged our other monetary (and in-kind) sponsors to participate. We capitalized on the grant announcement as a reason to seek additional support from community businesses. The cache of the grant certainly convinced some (if not all) of them to lend their support to our SNAP effort.

8. Can this project be replicated elsewhere? Why or why not?

Certainly the development of a consignment booth partnership with a local student organization could be replicated. You just have to be willing to put the idea out there and see who will participate. It's not only a benefit to the farmers market, but a benefit to their organization, and to the community at large.

9. What was the organization's overall experience with the Farmers Market Promotion Program?

We have been quite pleased with the overall experience. FMPP has been incredibly helpful to our farmers market efforts. By learning about the grant opportunity, researching the possibilities therein and submitting the grant application, our team realized untapped community needs that we could help to address. Had we not done the research, we certainly wouldn't have guessed the sobering statistic that more than 50 percent of the Woodburn community receives either WIC/FDNP and/or SNAP benefits. One out of two community members are struggling to feed their families. As a health and wellness organization, we knew we needed to do everything we can to help.

10. How did this project benefit you, personally?

Not only have I personally learned a great deal about the needs of our underserved population, I have utilized this knowledge to improve my family's diet as well. Likewise, the FMPP grant process was the first application in which I've ever participated. It was a huge learning curve, but I'm honored to add this to my resume as a proud achievement. Thank you for the opportunity!

11. If an opportunity arises in the future, would you be willing to appear in a webinar, be interviewed in a podcast or video, or participate in other events?

Yes, to the extent Silverton Health is willing to allow my participation.

I give my permission, as a participant in the Famers Market Promotion Program grant, for the U.S. Department of Agriculture to use my name and information provided by me in reports or other promotional material created about this FMPP-funded project:

Name: Jodi Nelson
Title or role within the FMPP-funded project: Director Wellspring Marketplace and primary project manager for FMPP

Signature: Jodi Nelson Date: October 22, 2012