

Establishment and promotion of a New Winter Farmers Market with a New EBT Start-Up

The **Wisconsin Apple Growers Association** of Waterloo, Wisconsin received \$13,900 to implement EBT and undertake a promotional campaign that increased low-income consumers' access at a newly established winter farmers' market in Milwaukee County.

[Final Report FY09](#)

November 30, 2011

Recipient Name: Wisconsin Apple Growers Association, Inc.

Title of Project: Establishment and Promotion of a New Winter Farmers Market with a New EBT Start-Up

Grant Number: 12-25-G-0986

Location: Milwaukee, Wisconsin

Contact Name/Telephone: Anna Maenner, 920-478-4277

Final Report

Activities and Milestones

Since our last progress report, the Milwaukee County Winter Farmers Market (MCWFM) has completed two complete seasons...Nov 2009 – April 2010 and Nov 2010 – April 2011.

In the first year of the market, Nov 2009 – April 2010, EBT Sales to qualified recipients totaled \$989. This was reported in our last progress report. During the second season, Nov 2010 – April 2011, EBT Sales totaled \$1,755. That's a 44% increase in EBT usage! Token redemptions for the same period were \$1673. This left \$82 of tokens outstanding for the second season.

The EFund deposits for this recent season, showed the highest sales during the untraditional months of December, January and February. This achieved our goal of educating consumers that there are farm direct products available during the winter months in Wisconsin.

We reached out to consumers through a weekly email update that featured which farms and what products were going to be at the market that week. We also utilized the internet with a new website www.mcwfm.org which provided additional information on each vendor, their products and links to their respective websites. We also promoted the market through the *fresh* magazine to make growers aware of the market and the opportunity to reach consumers during the off-season. This communication strategy reaching vendors, consumers and EBT users was a success. Success being measured by vendors (farmers) selling their products to increase their profitability in an off-season and by consumers buying those products whereby they received fresher, locally-grown produce, eggs, meats and value-added products untraditional times of the year.

The Wisconsin Apple Growers Association's goal was to assist in establishing the market and financially supporting the market to get it through its infancy. At the completion of the second season in April of 2011, the market was established and ready to be a stand-alone entity. With the beginning of the third season, November 2011, the market is now being managed and operated by a newly established non-profit. Here is what they say about themselves on their new website:

The Milwaukee County Winter Farmers' Market (MCWFM) is a nonprofit organization, guided by a seven person board of directors. The mission of the Market is to promote local, sustainable agriculture; increase economic opportunities for small family farms and innovative food businesses; provide equitable access to wholesome food; and build a vibrant gathering place for metro Milwaukee residents and visitors. Our 30 weekly vendors live within 90 miles of a well-situated, indoor venue at Wisconsin State Fair Park. There, agricultural vendors offer high quality fruit, vegetables, meat, eggs, poultry and dairy

products. Local food vendors also bring a wide variety of freshly baked goods, jams, cider, honey, maple syrup, sorghum, sauces and soups, as well as delicious ethnic cuisine.

The EBT machine, tokens, signage, etc. purchased through this grant have been gifted to the new entity to continue their good work in reaching and serving impoverished residents and providing them with a quality food source year round.