

## CHAPTER 4

# Developing Incentive Programs

In addition to accepting food and nutrition benefits, farmers' markets can apply for or develop their own resources to increase the amount of money available for limited-resource customers to spend at farmers' markets. This section describes the Kentucky Double Dollars Program as well as ideas on how individual markets can provide similar programs and support with local partnerships. There are evaluation tools to measure the impact(s) of developing incentive programs at the end of this section.

Study survey participants responded with 80% agreement that lack of coupons is a barrier to shopping at the farmers' market. While 75% agreed that the farmers' market is too expensive. Numerous farmers' markets have had success implementing incentive programs to overcome these barriers. They leverage additional federal funds to support their farmers, expand their market, and stimulate the local economy.

### Kentucky Double Dollars

The Kentucky Double Dollars Program gives farmers' market customers the ability to double the value of their federal nutrition benefits (SNAP, WIC FMNP, and SFMNP) to buy fresh, local produce. Funding for Kentucky Double Dollars is available through the Kentucky Farmers' Market Support Program



(FMSP), implemented by the Community Farm Alliance with grant funding. Training and technical support is made available to markets that are funded. In its first year, the average sales increase for farmers' markets participating in Kentucky Double Dollars was 32%. You can see some of the markets that have participated in the program at <https://kentuckydoubledollars.org>.

Markets can register at <https://kentuckydoubledollars.org/offer-kdd> to be alerted when a **new grant application cycle opens, typically in December or January**. Markets should already accept at least one incentive program before applying. There is also a 25% cost match associated with the grant. Current amounts awarded are up to \$2,000 for SNAP Fruits and Vegetables, \$1,500 for SNAP Meat, Eggs, and Dairy, and \$2,000 combined for WIC and Senior FMNP.

For more information about the Kentucky FMSP, visit the website at <http://cfaky.org/what-we-do/fmsp>. Assistance in developing a Double Dollars program is also available at [www.kentuckydoubledollars.org](http://www.kentuckydoubledollars.org).

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## Fresh Rx for MOMs

Fresh Rx for MOMs provides 12-, 21- or 40-week prescriptions for fresh fruits and vegetables for expectant mothers enrolled in Medicaid.

In 2023, participants received \$26 in fresh fruit and vegetable tokens each

week for up to 40 weeks and have regular access to nutrition education and consultation with a dietitian at participating farmers' markets and CSA farms. For more information on Fresh Rx for MOMs, visit the Community Farm Alliance website at: <http://cfaky.org>, or reach out to the Fresh Rx for MOMs Coordinator, Sandra Barnes, [sandra@cfaky.org](mailto:sandra@cfaky.org).



## Summer Food Service Program

Serving as a Summer Food Service Program (SFSP) site provides incentive for parents to bring their children to the farmers' market and spend their SNAP or WIC funds while their children have lunch. The SFSP meals also may provide a market for produce. At the Letcher County farmers' market, the SFSP serves smoothies made with local strawberries and blueberries. In 2017, 2,500 meals or snacks were served at the market.

The Kentucky Department of Education administers SFSP, approving applications, conducting training of sponsors, monitoring the operations, and processing program payments. In agreeing to supervise food service for children, the farmers' market agrees to appoint a member to be responsible for:

- Attending the sponsor's training,
- Supervising activities and meal service at the market,

- Managing volunteers,
- Distributing meals by following SFSP guidelines,
- Keeping daily records of meals served,
- Storing food appropriately,
- Keeping the site clean and sanitary, and
- Helping the sponsor promote the program in the community.

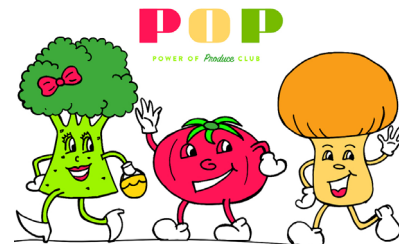
Markets interested in serving as a site for summer meals should visit the Kentucky Department of Education, Division of School and Community Nutrition website: <https://www.education.ky.gov/federal/SCN/pages/school-meal-programs.aspx>.

## Power of Produce Club

The Power of Produce (POP) Club is a program created by the Farmers Market Coalition to help markets engage younger customers in the farmers' market experience.

In addition to educational activities, POP Club kids receive

vouchers to spend at the market, allowing them to make their own shopping decisions. More than 50 tools, guides, and templates are provided. For more information and resources, visit <https://farmersmarketcoalition.org/programs/power-of-produce-pop>.



## Funding Sources

Multiple funding sources are available for incentive programs. Many provide annual opportunities to apply for funding. The Kentucky Center for Agriculture and Rural Development is a good source for information about available funding. It is possible to subscribe to a monthly funding newsletter. Contact the center at [kcard@kcard.info](mailto:kcard@kcard.info) or 859-550-3972.

# KENTUCKY FARMERS' MARKET TOOLKIT

## Community Farm Alliance Farmers' Market Support Programs

Community Farm Alliance (CFA) offers several different support programs for farmers' markets including:

- **Kentucky Double Dollars:** Grant-funded program in which markets already participating in SNAP, WIC Farmers' Market Nutrition Program, or Senior Farmers' Market Nutrition Program can receive matching funding. For more information visit [www.kentuckydoubledollars.org](http://www.kentuckydoubledollars.org)
- **Kentucky Double Dollars Administration:** This program prioritizes support of food access programs at farmers' markets, and funds will now be limited to markets planning to employ a paid market manager to implement or manage Kentucky Double Dollars (KDD) at the market. CFA will provide markets with a 1:1 match up to a max total of \$2,000 which is reflective of the administrative oversight required for the implementation of each of these programs. Successful applicants will be chosen based on their demonstrated ability to implement KDD programs, including maintaining data collection and reporting requirements, and the ability to provide a community-based match. With this transition to supporting the market's administration of KDD, there is no longer a three-year limit for MMCS awards.
- **Farmers' Market Resiliency Program:** The Farmers' Market Resiliency Program (FMRP) is a customized training and support program for board members, market managers, and farmers' market vendors to increase long-term resiliency at Kentucky farmers' markets. It is funded by a three-year Farmers' Market Promotion Program grant from the United States Department of Agriculture. This program is geared toward markets that are hiring or planning to hire a new market manager. For more information, visit <https://cfaky.org/farmers-market-resiliency-program>.

CFA has combined the Kentucky Double Dollars (KDD), Kentucky Double Dollars Administration (KDDA) and the Farmers' Market Resiliency Program (FMRP) into one grant application through which markets can apply for one to three of the aforementioned programs. The application window is approximately November through January, and funds are awarded on a competitive basis. For detailed information on all these programs, visit <https://cfaky.org/fmsp>.

## Community Food Projects

USDA Community Food Projects provide funding from \$10,000 to \$400,000 to nonprofits, tribal organizations, or public food program service providers. Successful applications will involve collaborative partners working together to solve healthy food access issues that affect low-income persons. A dollar-for-dollar match is required but can be met in-kind. Kentucky Agricultural Development Fund's Agribusiness Grant Facilitation Program provides a toolkit of resources to aid the application process. For more information about the grants, visit <https://nifa.usda.gov> and search for "community food projects competitive grant program" to find out about the most current funding opportunities, application timeline, and application instructions.

## Farmers' Market Promotion Program

The purpose of this USDA program is to support the development, coordination, and expansion of direct producer-to-consumer markets to increase access to and availability of locally and regionally produced agricultural products. The grants are awarded competitively and require a 25% match. Applications that benefit small farms, new and beginning farmers, underserved producers, veteran producers, and/or underserved communities are encouraged. This grant application opens periodically. Visit <http://www.ams.usda.gov/services/grants/fmpp> to learn when the next grant cycle opens.

# KENTUCKY FARMERS' MARKET TOOLKIT

## Kentucky State University Small-Scale Farm Grant

The Kentucky State University Small-Scale Farm Grant provides up to \$5,000 for farmers and up to \$15,000 for agriculture groups, including farmers' markets. You can use the funds to buy equipment related to the proposed project in one of six priority areas: aquaculture/aquaponics, certified organic agriculture, value-added enterprise, food-insecure area production, agroforestry, and farmer education assistance. The Kentucky State University Center for the Sustainability of Farms and Families also offers an educational support program to support small-scale farmers or producers in accessing the training they need to expand the production and sales of Kentucky-grown or Kentucky-raised farm products. Visit <https://www.kysu.edu/academics/college-ac/school-of-ace/co-op/small-scale-farm-grant-program.php>.

## County Agricultural Development Funds

Through the Master Tobacco Settlement, the Kentucky Office of Agricultural Policy has set up County Agricultural Development Councils in every Kentucky county. Each year the council offers funding for various agricultural projects on either a grant, cost-share, or matching basis. Contact your local County Extension Office to learn about the current funding priorities offered through your County Agricultural Development Council. To find a directory of Kentucky Extension Offices, visit <http://extension.ca.uky.edu>. For information on funding through the Kentucky Office of Agricultural Policy, visit <https://www.kyagr.com/agpolicy/Kentucky-Agricultural-Development-Fund.html>.

## Rural Business Development Grants

Institutions of higher education, rural cooperatives, towns and communities, and state and

local governments are eligible to apply for \$10,000 to \$500,000 for activities such as planning, training, technical assistance, construction, and equipment. Requests for funding should focus on ways to improve rural community economic development, such as increasing purchase and consumption of local produce. Visit [https://www.rd.usda.gov/sites/default/files/fact-sheet/508\\_RD\\_FS\\_RBS\\_RBDG.pdf](https://www.rd.usda.gov/sites/default/files/fact-sheet/508_RD_FS_RBS_RBDG.pdf)

## Local Funding

Do not overlook local sources of funding from organizations that have similar missions, goals, and objectives. See Chapter 9 "Establishing Community Partnerships" for ideas about local funding sources. The USDA report "The High Cost of Poor Eating" estimated that healthier diets might prevent \$71 billion per year in medical costs, lost productivity, and premature deaths in the United States. Thanks to the federal food and nutrition benefits and the economic multiplier, markets participating in the Community Farm Alliance FMSP in 2016 provided \$7.75 to the local economy for every local dollar invested. These are strong arguments for local entities to work together to encourage greater fruit and vegetable consumption among limited-resource neighbors.

### A partial list of possible local funders includes:

- Local banks or credit unions
- Businesses or business associations
- Chamber of Commerce
- Farm Bureau
- Local government, tourism commission
- Local health departments, hospitals, and clinics
- Local health-care providers such as doctor's offices, dentists, pharmacies
- Lions Club
- Rotary Club
- Libraries
- Houses of worship
- YMCA



## Developing Incentive Programs Evaluation

If you would like to assess the results of your activities, the following table may be useful in evaluating a program or project from the Farmers' Market Toolkit, either as the result of a work plan created after implementing the Assessment Tool worksheet or for a predetermined activity.

For Extension agents, this table provides examples of ways to evaluate a program or project from the Farmers' Market Toolkit and construct measures to determine outcomes for success stories, KERS, and PSE activities reported via the Food Systems Impact survey.

Examples of related success stories copied from KERS follow the table below. The highlighted sections in the stories show how specific results were reported.

| Action   | Indicators   | Outputs   |
|--|--|---|
| Begin acceptance of incentive programs such as Double Dollars, POP Club, Fresh RX for Moms, Summer Meals, etc.<br><br><b>Type of PSE Change:</b><br>Systems change | Number of coupons or tokens redeemed   | Report the number of customers using incentives to show PSE reach.  |
|  | Amount of sales from incentives  | Report amount or percentage of overall sales from Incentive programs to show implementation success or return on investment from program. |
| Promote incentive programs such as Double Dollars, POP Club, Fresh RX for Moms, Summer Meals, etc.<br><br><b>Type of PSE Change:</b><br>Promotional change         | Number of flyers advertising incentive program distributed at FM                       | Report the number of flyers distributed to show PSE reach.  |
|  | Number of flyers or posters posted advertising incentive program                       | Report the number of flyers or posters posted to show potential PSE reach.  |
|  | Number of locations where flyers or posters advertising incentive programs were posted | Report the number of locations flyers or posters posted to show geographic scope of promotion (number of neighborhoods, sq. miles, etc.). |
|  | Number and type of media advertising farmers' market                                   | Report media reach (newspaper subscribers, mailers, radio listeners) to show PSE reach.   |
|  | Number and type of websites that are promoting farmers' market changes                 | Report type of websites and number of website hits promoting incentive programs.  |

# KENTUCKY FARMERS' MARKET TOOLKIT

## Incentive Program Success Stories

All stories reported below were accessed from the Cooperative Extension Reporting System (KERS).

### Cumberland County Farmers' Market

The Cumberland County farmers' market had a wonderful 2018 season. Three vendors now have multiple high tunnels each. This allows them to extend their market season. *The market offered four new programs this season: POP Club, Prescription Program, Pantry Program, and Summer Feed. POP, Prescription, and Pantry were all in conjunction with the Cumberland County Health Coalition. POP Club started in April. This program was designed once a month for kids to attend the market, complete an activity, and do a tasting of fruits and vegetables in season. If they completed both, they received two \$2 vouchers (\$4 total) to spend at the market that day. The guardian who brought them also received a \$5 voucher to spend that day. This program brought in on average 29 participants (adults and kids) each month (April through August).*

*For the prescription program, the market worked with a local pharmacy. The pharmacy referred patients who were borderline diabetic or had a family history of diabetes, heart disease, or high blood pressure to the Extension office to pick up packets of vouchers to spend. The packet consisted of six vouchers, two per month (June, July, and August) worth \$5 each. The market had 16 of 19 complete the program. One major success from the program was a gentleman diagnosed as prediabetic, and with diet changes, he was able to stay off of medication and lose more than 30 pounds.*

The Pantry Program was led by the SNAP-ED

assistant. Market vendors were able to sell fruits and vegetables directly to the local food pantry for them to offer to clients. The program lasted eight weeks and had 109 clients. The program served a total of 352 meals.

*Lastly, the Summer Feed program was conducted at the elementary school during the summer months. Vendors were able to sell directly to the school board. Students enjoyed 194 pounds of fresh fruits and vegetables. For all of these programs, a total of \$2,336.53 went back into the market.*

### Grant Continues to Benefit Morgan County Farmers' Market, Senior Citizens, and WIC Recipients

A high percentage of Morgan County's population is eligible for supplemental food assistance including the Senior and WIC Farmers' Market Nutrition Program administered by the local health department. The current pandemic has only caused additional food insecurity for many of these families.

*The ANR agent received a \$2,000 KY Double Dollars grant from Community Farm Alliance, which allowed WIC and Senior FMNP participants to double their vouchers up to \$15 per day when buying fresh fruits and vegetables at the Morgan County Farmers' Market.*

*As a result of this grant, more than 150 WIC and Senior FMNP participants doubled the amount of fresh produce they gave their families. Plus, farmers nearly doubled their income for the season! Participants and farmers alike were appreciative of the difference these additional dollars made nutritionally and economically.*

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