

Supplemental Nutrition Assistance Program Benefits at Massachusetts Farmers' Markets: Program Evaluation



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This report is an evaluation of the use of the Supplemental Nutrition Assistance Program (SNAP, formerly known as Food Stamps) at farmers' markets in Massachusetts. Beginning in 2009, the Massachusetts Department of Transitional Assistance (DTA) entered into partnership with the Massachusetts Department of Agricultural Resources (DAR) to increase the utilization of SNAP benefits at farmers' markets through the administration of grants to markets. When the demand for these grants proved larger than the original \$50,000 set aside for the project, partnerships were created with Wholesome Wave Foundation and Harvard Pilgrim Health Care Foundation, both of whom provided additional funding. Additional partners included the Federation of Massachusetts Farmers' Markets and the City of Boston.

DAR would like to thank our partners for their financial and technical support. Lastly, we are especially grateful to all the market managers and volunteers who worked tirelessly over the 2010 season to ensure that farmers' markets are accessible to SNAP clients across the Commonwealth.

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Acronyms

| | |
|------|--|
| DAR | Department of Agricultural Resources |
| DTA | Department of Transitional Assistance |
| EBT | Electronic Benefits Transfer |
| FMFM | Federation of Massachusetts Farmers' Markets |
| MOU | Memorandum of Understanding |
| POS | Point of Sale |
| TFP | The Food Project |
| SNAP | Supplemental Nutrition Assistance Program, formerly known as Food Stamps |
| USDA | United States Department of Agriculture |

Executive Summary

The Supplemental Nutrition Assistance Program (SNAP) is the largest federal food assistance program, serving approximately 40 million people nation-wide. In Massachusetts, the Department of Transitional Assistance (DTA) oversees SNAP providing over 750,000 residents with \$1.2 billion in benefits each year. This program plays a large role in alleviating hunger by reducing the financial burden of acquiring food.

In the fall of 2009, the Department of Transitional Assistance (DTA) and the Department of Agricultural Resources (DAR) partnered to increase the accessibility of farmers' markets for SNAP clients. DTA provided DAR with \$50,000 to: (1) assist with the purchase or rental of point of sale (POS) terminals at farmers' markets; (2) subsidize monthly and transaction fees associated with SNAP purchases; and (3) to provide support for advertising, promotion and nutrition incentives to increase SNAP clients' use of program benefits at participating farmers' markets.

This funding helped to nearly double the number of farmers' markets accepting SNAP from 30 markets in 2009 to 58 during the 2010 season. To evaluate the success of the grant program, and the challenges and benefits of the SNAP farmers' market program, DAR surveyed all 58 markets that accepted SNAP benefits during 2010. Forty four markets returned completed surveys for a response rate of 76%. The study aimed to determine: (1) the average cost of operating electronic benefit transfer (EBT) machines; (2) the most significant challenges to operating EBT machines; (3) the most successful outreach methods; and (4) if financial incentive programs lead to increased SNAP spending.

The study found that the wireless POS terminals necessary to conduct EBT transactions cost an average of \$700. In addition to this upfront cost, markets spent approximately \$544 on additional fees – these included monthly wireless fees, “batch out” costs, and transaction costs. The survey respondents also revealed that poor wireless service was the largest challenge to running a successful and reliable program. Service outages caused many managers difficulty.

Market managers reported a wide variety of outreach strategies and rated them on a scale of one to five, from ‘highly effective’ to ‘highly ineffective.’ Neighborhood flyering proved the most common approach, but it was not possible to determine its effectiveness. Many managers felt they could not isolate the impact of a given strategy. Further, those who did report effectiveness tended to report all activities with similar degrees of strength.

Lastly, the study determined that there is a statistically significant difference ($P = .049$) in SNAP sales between markets that offer an incentive program and those that do not. Markets that accepted SNAP, but did not offer incentive programs had average SNAP sales of \$867. Those that did offer an incentive program had significantly higher SNAP sales at an average of \$2,587. It is important to note that this study could not control for other factors that may have influenced EBT sales, such as total SNAP dollars distributed in the surrounding community; effectiveness of other outreach strategies; number and size of market vendors; variety of products; weather on market days; or other factors influencing shopping behavior.

Introduction

The Supplemental Nutrition Assistance Program (SNAP) is the largest federal food assistance program, serving approximately 40 million people nation-wide. In Massachusetts, the Department of Transitional Assistance (DTA) oversees SNAP providing over 750,000 residents with \$1.2 billion in benefits each year. This program plays a large role in alleviating hunger by reducing the financial burden of acquiring food.

In the 1990s SNAP moved from paper coupons to an Electronic Benefit Transfer (EBT) card, which works similarly to a debit or credit card. The switch to EBT helped to reduce the stigma associated with SNAP and simplified transactions for clients. However, without access to electricity or wireless service it was not possible for most farmers' markets to operate the traditional point of sale (POS) terminals necessary to process EBT transactions. This change all but eliminated the ability of farmers' markets to accept SNAP benefits, despite the fact that they had previously accepted paper coupons.

As technology has improved, and the cost of wireless terminals has been reduced, farmers' markets have sought to reach out to SNAP clients. During the 2007 market season, nine farmers' markets were able to accept SNAP benefits. The number grew to 30 in 2009, but still represented only a small fraction of total farmers' markets in the state. As a result of growing demand from market managers and SNAP clients, DTA and the Massachusetts Department of Agricultural Resources (DAR) entered into a partnership to enable more markets to accept SNAP benefits. The goal of this partnership was twofold: (1) increase access to fresh produce for SNAP clients and (2) increase income for local farmers.

SNAP Farmers' Market Collaboration

In the fall of 2009, DTA provided DAR with \$50,000 to expand and support the use of SNAP at farmers' markets. The funding was intended to: (1) assist with the purchase or rental of POS terminals; (2) subsidize monthly and transaction fees associated with SNAP purchases; and (3) provide support for advertising, promotion and nutrition incentives to increase SNAP clients' use of program benefits at participating farmers' markets. In the fall of 2009 DAR released a Request for Response for farmers' markets interested in accepting SNAP. In conjunction with the release of the RFR, DAR scheduled 4 regional workshops for farmers' market managers. Market managers were invited to learn about participant eligibility for SNAP; the United States Department of Agriculture (USDA) and DTA application process; experiences and best practices from market managers using EBT; and information on the grant opportunity.

Representatives from DTA and USDA were invited to participate in the workshops. Furthermore, DAR solicited the manager of the Downtown Lawrence Farmers' Market to provide firsthand knowledge from the perspective of a market currently accepting EBT. The workshops were attended by 45 people, excluding agency staff.

To meet the full demand by farmers’ markets DTA and DAR worked together to secure additional funding. Wholesome Wave Foundation and Harvard Pilgrim Health Care Foundation joined the collaboration contributing \$20,000 and \$5,000 respectively. Additionally, the Federation for Massachusetts Farmers’ Markets and the City of Boston’s Mayor’s Office joined the group in a Memorandum of Understanding (MOU) to help provide promotional and technical assistance to markets in Boston and across the Commonwealth.

Five community and press events were coordinated by DAR to promote SNAP at farmers’ markets. A kick-off event was held at the Dewey Square Farmers’ Market in Boston, and attended by DTA Commissioner Julia Kehoe, Mayor Menino as well as representatives from Wholesome Wave Foundation and Harvard Pilgrim Health Care Foundation. Additional events were sponsored by DAR and DTA at the Community Servings Farmers’ Market in Jamaica Plain, Boston City Hall, Salem and Greenfield Farmers’ Markets. The events attracted a variety of print, radio and television reporters, local politicians, chefs and members of the public. In addition to these events DAR staff worked to promote the program through extensive outreach. Some of the targeted community organizations included: Boys and Girls Clubs, YMCAs, food pantries, food kitchens, WIC offices, local DTA offices and those organizations sponsoring farmers’ markets.

Information for both farmers’ market managers and SNAP customers was provided through regular updates to the DAR website. The site identified which farmers’ markets accepted SNAP, provided a frequently asked questions section geared toward SNAP clients, a “how-to” guide for market managers and links to several USDA publications. Additionally, each market manager was personally contacted by phone and/or email to ensure that they knew support was available. This resulted in many conversations about outreach and promotion strategies and ways to work around technical difficulties with POS terminals.

Wide-spread outreach was conducted in Boston, a targeted area in which there are 18 markets accepting SNAP benefits. A map was created to show customers all of the locations at which they can use SNAP. These fliers were distributed to all Boston market managers, WIC offices, YMCAs, Boys and Girls Clubs, and food pantries and kitchens. These materials were also shared the Mayor’s Office and other community partners for further distribution.

Program Evaluation

All 58 markets that accepted SNAP benefits in 2010 were asked to complete a two page survey (included in appendix 2). Market managers received a copy of the survey in the mail and via email. Those who did not return the survey by the date requested received two follow up emails. If the survey was not received after the third email the market was considered a non-respondent. Forty four markets returned completed surveys for a response rate of 76%. The purpose of the survey was to determine:

- Total spending by SNAP clients at farmers’ markets;
- The average cost of operating EBT machines;
- The most significant challenges to operating EBT machines;

- The most successful outreach methods; and
- If financial incentive programs lead to increased SNAP spending.

Study Findings

Section 1. Operating EBT at Farmers' Markets

For a farmers' market to be able to accept SNAP benefits they must first become a USDA certified vendor. Farmers' markets are eligible for certification if they meet one of two criteria:

- (1) offer at least three types of food in each of the four staple food groups (fruits and vegetables; breads and grains; dairy; and meat, poultry and fish) on a daily basis; or
- (2) offer at least 50% of total sales in the staple food group categories.

If a market meets one of these criteria they must apply to the Food and Nutrition Service (FNS) to become officially certified. The market will then receive a PIN that allows them to conduct SNAP sales.

Once certified the market must determine if they want to rent or purchase a POS terminal and choose a service-provider. The market must also establish a bank account into which SNAP funds can be deposited. Finally, the market must train staff and volunteers to process EBT transactions at the market and to troubleshoot any issues that may arise.

Market managers typically operate their SNAP/ EBT program via a script/token or receipt system. Most markets have one or more signs posted stating that they accept EBT. SNAP clients are directed to the market manager's booth where they can swipe their EBT card for a specified amount. Once the transaction is processed the SNAP customer receives tokens or paper coupons (known as script) that they can spend like cash. Script/tokens that are unused during the shopping event can either be refunded to the customer's EBT card or saved and spent at the market on a future date. This is known as the script or token system.

Alternatively some markets chose to use the receipt system. Under this system, customers first visit farm vendors and select their produce. They are then given a receipt for the total cost of their goods. Customers bring their receipts to the manager's booth and have their EBT card swiped for an exact amount. After this transaction occurs, the customers return to the farm vendors to pick up their goods.

The main benefit of the receipt system is that it enables the customer to be charged only for what s/he purchases. This eliminates the possibility of tokens or script going unspent or being used at different markets. However, the receipt system only works at smaller markets where vendors are able to hold purchased bags, while the customer goes to the manager booth. It also requires a willingness on the part of customers to go back and forth between vendors and the market manager.

Section 2. Outreach and Promotion of SNAP at Farmers’ Markets

One of the most critical components of running a successful SNAP/ EBT program is raising awareness among the target audience – SNAP clients. Market managers spend many hours promoting their markets to the public at large. The presence of an EBT program requires them to conduct additional outreach to a targeted demographic.

The most common outreach and promotion strategies used during the 2010 season included posting flyers in the market neighborhood, attending neighborhood events, and networking with local organizations to spread the word to their constituents. Table 1 lists the outreach strategies employed by market managers in Massachusetts and the degree of perceived effectiveness. Managers were asked to rate each strategy on a scale of one to five: ‘highly effective’ to ‘highly ineffective.’

| Outreach Strategies | Number of Markets Using Outreach Strategy | Effectiveness of Strategies (Number of Markets That Provided a Rating) |
|---|---|--|
| Postcards | 11 | 2.7 (7) |
| Fliers at DTA Offices | 23 | 2.8 (18) |
| Flyers in the Neighborhood | 39 | 2.9 (27) |
| Newspaper Advertisements | 31 | 2.5 (19) |
| Outreach at Neighborhood Events | 29 | 2.7 (21) |
| Outreach through Local Organizations | 30 | 2.8 (20) |
| MDAR outreach | 9 | 2.2 (6) |
| Other (internet, signs at market, newsletter and radio) | 31 | 2.8 (20) |

As can be seen in the table above, all outreach strategies were rated within the narrow range of 2.2 to 2.9. This can be interpreted to mean that market managers found outreach approaches somewhat effective. However, few found any singular approach to be extremely effective or ineffective at attracting SNAP customers. It is important to note that this information is based on self-reported perceptions of market managers. No state-wide research was conducted to determine how customers actually found out that they could use their SNAP benefits at the market.

Further, there is a discrepancy between the number of market managers who stated that they employed an outreach technique and the number who rated the effectiveness. In all cases the number of market managers who rated the effectiveness of a given strategy is fewer than those who used the approach. This re-emphasizes the point that these responses are based entirely on market manager perspective and that several managers felt they could not adequately evaluate the impact of one strategy over another. Based on this data, it is not possible to recommend one form of outreach over another.

Section 3. Incentive Programs and SNAP Sales

Many farmers’ markets that accepted EBT made an effort to reduce the cost barrier for SNAP clients by offering incentive programs. The most common type of incentive program was a dollar for dollar match, up to \$10, each time a SNAP client shopped at a participating market. As demonstrated in the Table 2, 23 markets across the Commonwealth offered this type of incentive, 18 of which were located in the city of Boston. Several other markets across Massachusetts offered one-time coupons for SNAP shoppers, or a combination of the matching program and a one-time coupon.

| Type of Incentive Program | Number of Markets Using Incentive Program |
|--------------------------------------|---|
| No Incentive Program | 13 |
| Dollar for Dollar Match | 23 |
| One Time Coupon and Matching Program | 5 |
| Other | 2 |

The expansion of the number of markets that accept SNAP coupled with the abovementioned incentive programs lead to a large increase in spending of SNAP dollars at farmers’ markets. According to the USDA, a total of \$116,813 was spent at Massachusetts farmers’ markets by SNAP clients in 2010. This is an increase of \$97,694 or 510% over 2009. More than \$26,000 in incentive dollars was also spent at markets, putting more money directly in the pockets of farmers and providing customers with locally grown products.

Excluding dollars from incentive programs, farmers’ market accepting EBT saw an average of \$2,202 in SNAP sales throughout the 2010 season. Markets that did not offer an incentive program had average SNAP sales of \$867. Those that provide an incentive program had average SNAP sales of \$2,587. Based on a T-test it was determined that there is a statistical difference in mean sales between markets with and without incentive programs (p-value .049). Table 3 provides the mean EBT sales by type of market.

| Type of Market | Mean EBT Sales (Number of Markets Reporting Sales) |
|------------------------|---|
| All Markets | \$2,202 (40) |
| No Incentive Program | \$867 (10) |
| All Incentive Programs | \$2,587 (30) |

Due to the limited number of markets participating in the various incentive programs it is not possible to determine if there is a statistically significant difference in mean SNAP sales by type of incentive program. Therefore we cannot say whether markets that offer the dollar for dollar match are likely to see significantly higher sales than those that offer only a one-time coupon.

It is important to note that this study could not control for other factors that may have influenced EBT sales, such as total SNAP dollars distributed in the surrounding community; effectiveness

of other outreach strategies; number and size of market vendors; variety of products; weather on market days; or other factors influencing shopping behavior.

Section 4. Costs and Challenges of Accepting SNAP at Farmers’ Markets

SNAP clients have illustrated that they are interested in shopping at farmers’ markets. As demonstrated above, this has converted into increased sales for market vendors. However, there are many costs and challenges associated with the accepting SNAP benefits at farmers’ markets.

The largest expense associated with SNAP is the purchase of a POS terminal, which is needed to process wireless transactions. The average cost of a POS terminal was \$701 during the 2010 market season. In addition to the upfront investment in a wireless machine, markets paid monthly fees for the wireless service and the ability to “batch out” sales. Lastly, markets were charged between \$0.08 and \$0.25 per transaction. As can be seen in Table 4, the average cost of running a SNAP program at a farmers’ market was \$544, excluding the purchase price of the POS machine.

| Table 4: EBT Related Expenses at Farmers’ Markets | | |
|--|--------------------------|----------------------------|
| | Mean (Number of Markets) | Median (Number of Markets) |
| Cost of EBT Machine | \$701 (30) | \$605 (30) |
| Monthly Expenses | \$35 (36) | \$34 (36) |
| Transaction Costs | \$0.12 (24) | \$0.10 (24) |
| Total SNAP Related Expenses | \$544 (31) | \$400 (31) |

Anecdotally, market managers reported that the financial burden was the main factor inhibiting them from accepting SNAP at their market. DAR and DTA grants alleviated this burden and enabled the number of markets accepting SNAP to nearly double. The ongoing costs related to the fees listed above have lead 34 of the 44 survey respondents to report that they will need continued financial assistance to provide SNAP/EBT access in future years.

Aside from the financial burden, market managers encountered additional challenges to providing SNAP/EBT access. Poor wireless connections were the most frequent difficulty experienced at the markets. Many managers also found that their machines had not been programmed to accept SNAP (they were only programmed to accept credit and debit cards). As a result, several market managers had to return their terminals and wait to receive new ones. Additional challenges and the frequency with which they arose are reported in Table 5.

| Difficulty with EBT Terminals | Number of Markets Experiencing Difficulty |
|--|---|
| No Problems | 8 |
| Occasional Glitches | 5 |
| Battery Won't Charge | 1 |
| Had to Replace Machine | 3 |
| Terminal Not Programmed for SNAP Sales | 5 |
| Inaccurate Bank Statements | 1 |
| Poor Wireless Connection | 7 |
| Not Enough Staff to Run Machine | 2 |
| Repairs Took a Long Time | 1 |
| Had to Force Manual Transactions | 4 |
| Had to Use Credit Card to Batch Out | 3 |
| Other | 4 |

To address the abovementioned issues market managers provided a series of suggestions for ways in which DAR and DTA could assist them in continuing and improving their SNAP/EBT access. The top requests were funding for both outreach and incentive programs.

Market managers were also interested in building stronger relationships with DTA. In particular, they seek assistance raising awareness among SNAP clients around the fact that they can use SNAP benefits at many farmers' markets. Market managers felt that developing connections with their local DTA offices would encourage case managers to inform their clients about area farmers' markets. Managers also wanted to work with DTA to ensure that SNAP clients received a mailing informing them of the accessibility of the farmers' market. Table 6 provides a comprehensive list of the assistance requested by market managers.

| Type of Assistance Requested from DAR/DTA | Number of Markets Requesting Assistance |
|--|---|
| Assist with Mailing to SNAP Clients | 10 |
| Coordinate Statewide Outreach Effort | 7 |
| Provide Funding for Outreach and Promotion | 11 |
| Provide Funding for Incentive Programs | 12 |
| Assist with the Administrative Burden of the EBT Program | 7 |
| Negotiate Lower Service Costs | 4 |
| How to Guides/ Technical Assistance | 1 |
| Other | 7 |

Conclusion

Over the last three years, farmers' markets in Massachusetts have demonstrated a growing interest in accepting SNAP benefits. Market managers have seen this as a way to improve access to healthy, locally grown food for low-income community members and to improve the financial viability of area farms. As of the 2010 season, 58 farmers' markets had the capacity to process EBT transactions, compared with 30 from 2009. The large growth in such programs is due in part because of increased financial support from DAR and DTA.

Market managers have seen that accepting SNAP benefits has drawn in an average of \$2,202 additional sales over the course of the season. Markets that were able to offer incentives to SNAP clients, such as a dollar to dollar match saw higher sales – on average \$2,587.

Despite the challenges associated with providing SNAP/EBT access, most markets would like to continue accepting these benefits in the upcoming 2011 season. Furthermore, 23 markets not yet accepting SNAP benefits have expressed an interest in becoming USDA certified in order to do so. This further emphasizes the demand for SNAP at farmers' markets in Massachusetts and the momentum around expanding the program.

Appendix 1. Complete list of Massachusetts Farmers’ Markets that Accept SNAP, 2010

| Farmers’ Market | Grant Recipient | Completed Survey |
|------------------------------|------------------------|-------------------------|
| Allston | | Yes |
| Bernardston | Yes | Yes |
| Beverly | Yes | Yes |
| Boston Medical Center | Yes | Yes |
| Boston/Grove Hall | | |
| Boston/South Station | Yes | Yes |
| Cambridge /Central Square | Yes | Yes |
| Cambridge/Harvard University | | Yes |
| Chicopee | | Yes |
| City Hall Plaza | Yes | Yes |
| Copley Square | Yes | Yes |
| Dedham | Yes | Yes |
| Dorchester/Bowdoin Geneva | | Yes |
| Dorchester/Codman Square | | |
| Dorchester/Dorchester House | Yes | Yes |
| Dorchester/Fields Corner | Yes | Yes |
| Dorchester/Peabody Square | Yes | Yes |
| East Boston | | Yes |
| Fall River / Kennedy Park | | Yes |
| Fall River / Ruggles Park | | Yes |
| Fall River/Lou Sevin Square | | |
| Fitchburg/Burbank Hospital | | |
| Fitchburg/Riverfront Park | | |
| Gloucester | Yes | Yes |
| Great Barrington/Wednesday | | |
| Greenfield | Yes | Yes |
| Holyoke | Yes | Yes |
| Hyde Park | | Yes |

| | | |
|----------------------------------|-----|-----|
| Jamaica Plain/Community Servings | Yes | Yes |
| Lawrence, Tuesday | Yes | Yes |
| Lawrence, Saturday | Yes | Yes |
| Lexington | | Yes |
| Lowell | | |
| Lynn | | Yes |
| Mattapan | Yes | Yes |
| Mission Hill | | |
| North Adams | Yes | Yes |
| Northampton/Gothic Street | | |
| Northampton/Thornes Marketplace | | Yes |
| Northfield | | |
| Pittsfield/Berkshire Harmony | | Yes |
| Pittsfield/Park Square | | |
| Pittsfield/Senior Center | | |
| Quincy | Yes | Yes |
| Roslindale | Yes | Yes |
| Roxbury/Dudley Town Common | Yes | Yes |
| Salem | Yes | Yes |
| Shelburne Falls | | |
| Somerville/Davis Square | Yes | Yes |
| Somerville/Union Square | Yes | Yes |
| South Boston | | Yes |
| South Hadley | Yes | Yes |
| Springfield/Forest Park at the X | | Yes |
| Springfield/Mason Square | Yes | Yes |
| Westfield | | |
| Worcester/Great Brook Valley | | Yes |
| Worcester/Main South | Yes | Yes |

Appendix 2. Massachusetts Farmers' Market EBT Evaluation

1. Market name and location. _____
2. Days and hours of operation of market. _____
3. How many vendors are at your market? Please check one.
 2 3-5 6-10 11-15 16-20 21-25 > 25
4. For how many years has your market been accepting EBT? Please check one.
 2010 was the 1st year 2 years 3 years 4 years 5 years > 5 years

EBT Expenses

5. What company did you use in 2010 to provide the EBT service? _____
6. Did you rent or purchase the EBT machine? Rent Purchase

6a) **If you purchased your machine**, what was the purchase cost? _____
7. What were the costs associated with this service?
Monthly fee? _____ Transaction fee? _____
9. What were the total SNAP associated costs for the season? _____
10. Did you accept credit or debit cards at your market?

10a) If yes, what charges were associated with this service? (Outside of the EBT fees.)
Monthly fee? _____ Transaction fee? _____

10b) If no, why did you decide **NOT** to accept credit or debit cards? Please explain.

11. Does your market have more than one EBT machine? Yes No

11a) If yes, please explain how they are used. _____

Use of EBT Machine

12. Did you have any difficulty with the technical side of using EBT at the market (For example, difficulty getting service, machine malfunctions, etc)? If yes, please explain.

13. If you had technical difficulties, who did you ask for assistance?

14. How would you rate the assistance you received, 1 being the most helpful and 5 being the least helpful?
Please check one.

_____1 _____2 _____3 _____4 _____5

15. How were SNAP/ EBT transactions made at your market? (For example, did customers come to the market manager booth first to get tokens and then shop at the market.) **Please describe.**

16. What were your total **SNAP/ EBT transactions** for the season? _____

17. What were your total **debit/ credit card transactions** for the season? _____

SNAP Outreach and Promotion

18. What forms of outreach did you use to raise awareness about the ability to use SNAP at your market?
Please check all that apply and rate their effectiveness (1 being the most effect, 5 being least effective).

| Type of Outreach | Effectiveness (please circle) | | | | |
|---|-------------------------------|---|---|---|---|
| _____ Sent postcards to SNAP clients | 1 | 2 | 3 | 4 | 5 |
| _____ Provided flyers to DTA or offices | 1 | 2 | 3 | 4 | 5 |
| _____ Posted flyers around the neighborhood | 1 | 2 | 3 | 4 | 5 |
| _____ Posted an advertisement in the local newspaper | 1 | 2 | 3 | 4 | 5 |
| _____ Promoted the market at area events | 1 | 2 | 3 | 4 | 5 |
| _____ A local organization assisted us with promotion | 1 | 2 | 3 | 4 | 5 |
| _____ MDAR assisted us with promotion | 1 | 2 | 3 | 4 | 5 |
| _____ Other, please explain _____ | 1 | 2 | 3 | 4 | 5 |

19. Did you offer any incentives for SNAP clients? (For example, coupons to first time shoppers, or participation in the Boston Bounty Bucks program.) Please explain.

20. Do you intend to use SNAP/ EBT at your market again next year? _____No _____Yes

21. Will you need financial assistance to continue using EBT at your market? _____No _____Yes

22. How can the Department of Agricultural Resources and/ or the Department of Transitional Assistance assist you with SNAP at the farmers' market in the future?
