Wholesome Wave’s Double Value Coupon Program

Increasing Food Access and Local Farm Business Nationwide

2009–2012
Outcomes and Trends
Full Report

photo by Shawn Linehan, Adelante Mujeres
Foreword

Wholesome Wave was founded on the principle that improving the accessibility and affordability of fresh, healthy, locally-grown food to historically underserved communities can create a more vibrant and equitable food system for everyone. Programs such as our Double Value Coupon Program expand the customer base for small and midsize farms by incentivizing vulnerable families living in urban and rural communities to use federal nutrition benefits to buy healthy, fresh, locally-grown food, commonly unavailable or affordable in their communities, at nearby farmers markets and other farm-to-retail businesses. The release of our 2012 outcomes marks another year of unsurpassed success building on a growing body of evidence, which shows incentive programs are one of the most effective ways to increase healthy food purchases and consumption among limited-income consumers, and boost economic activity for the nation’s most classic small businesses—American family farms.

This executive summary report provides key highlights of the evaluation and data collection efforts undertaken by Wholesome Wave and its partner organizations from 2009 through 2012. Consistent data collection is at the core of the Double Value Coupon Program (DVCP). Wholesome Wave works with its partners to study program impacts by surveying participating consumers, market managers, and vendors. In addition, dedicated program partners track federal benefit and nutrition incentive sales using our data collection tools. The results make a powerful case for the impact of nutrition incentives on consumers, communities, and local farm businesses.

Nationwide, our DVCP network experienced rapid growth between 2009 and 2011. In 2012, our partner network leveraged Wholesome Wave funding to raise an estimated additional $4M from private and public sources to support their incentive programs. And this year, our primary focus has been to sustain the impact of the program’s success among our 55 community-based partners and to find ways to ensure the program continues for years to come. In 2012, we saw impressive increases in customer visits—from 93,000 in 2011 to 114,000 in 2012, indicating that customers are returning to the market throughout the season. We are also very excited to see that the number of participating farmers grew by almost 1,000, and the number of participating markets increased by roughly 100.

We are extremely proud and encouraged to see that our data continues to show, from year to year, that DVCP is achieving its primary objectives of: 1) improving the local economy and increasing sales for farmers markets and other farm-to-retail businesses and 2) improving consumption, access and affordability of fresh fruits and vegetables among underserved customers.

Just to highlight a few powerful findings from our 2012 data, we found that as a direct result of DVCP:

- 90% of DVCP customers reported that they increased or greatly increased their consumption of fruits and vegetables
- 66% of farmers participating in DVCP reported increased sales
- Farmers reported expanding their operations and increasing staff
- Market managers reported that, on average, 27% of market sales came from federal nutrition benefits and DVCP incentives

In addition to the talent and devotion of our amazing partners, none of this important and meaningful work would be possible without our valued funders, which include private foundations, like-minded corporations, and individual donors. We are proud and humbled to say that these relationships have brought far more than just financial support. We hold up the astonishing cultures of each of our partners and donors, which have added greatly to the value of everything we have been able to accomplish together. We humbly and deeply thank each and every one for their generous support.

Michel Nischan,
CEO, President & Founder
2012 Double Value Coupon Program Partners

Adelante Mujeres
Agricultural Institute of Marin
Appalachian Sustainable Development
Arcadia Center for Sustainable Food and Agriculture
Billings Forge Community Works
Boston Collaborative for Food and Fitness
Brass City Harvest
Bridgeport Downtown Special Services District
Capital City Public Market
City Green
City of Greeley
CitySeed
Columbia Heights Community Marketplace
Countryside Conservancy
Crossroads Community Food Network
Cultivating Community
Day Kimball Hospital
DC Greens
Denver Urban Gardens
Experimental Station
Fair Food
Farm Fresh Rhode Island
The Food Bank of Western Massachusetts
Fresh Approach
FRESHFARM Markets
Greenmarket/GrowNYC
Greensgrow Farm
GrowMemphis
Hartford Food System
Harvest Home
International Institute of New Hampshire
International Rescue Committee
Jefferson Area Board for Aging (JABA)
Just Food
Kokua Kaliihi Valley Comprehensive Family Services
Maine Farmland Trust
Maine Organic Farmers and Gardeners Association
Maryland Hunger Solutions
Mass Farmers Markets
Northeast Organic Farming Association of Vermont
North End Action Team
Nuestras Raices
Ohio State University Extension, Cuyahoga County
Orleans Farmers Market, Inc.
Palm Springs Cultural Center
Skowhegan Farmers Market
Sustainable Economic Enterprises of Los Angeles
Sustainable Food Center
The Farmers Market.Co
The Food Project
The Renaissance Project
Urban Oaks Organic Farm
Urban Oasis Project
Ward 8 Farmers Markets
Washington Hancock Community Agency
Wholesome Wave Georgia

2012 Double Value Coupon Program Supporters

1772 Foundation
American Communities Trust
Anonymous Donor
Betsy & Jesse Fink Foundation
Blue Cross Blue Shield of MA
Broad Reach Fund
Cedar Tree Foundation
CT Department of Agriculture
JTG Foundation
Kaiser Permanente
Kashi Company
Kendall Foundation
The Kresge Foundation
Newman’s Own Foundation
NoVo Foundation
Stonyfield
Organic Valley
Sur La Table
United Way of Coastal Fairfield County
Wallace Genetic Foundation
Yum-O
Wholesome Wave and the Double Value Coupon Program

Wholesome Wave’s mission is to empower historically underserved urban and rural communities by increasing access to and affordability of fresh, locally grown food, resulting in significant local economic impact. The organization’s innovative programs address issues surrounding food insecurity, diet-related diseases including obesity and type-2 diabetes, and the economic viability of small and midsize farms.

Wholesome Wave’s Double Value Coupon Program (DVCP) matches the value of federal nutrition benefits* for consumers shopping at participating farmers markets and other farm-to-retail markets, thus facilitating the purchase of healthful, locally grown food.

Consumers using federal nutrition benefit are increasingly shopping at farmers markets, and DVCP plays a part in this trend. In 2010, approximately 12 percent of all markets redeemed SNAP benefits nationwide (Love, 2011), a 50 percent increase over those authorized to redeem such benefits in 2008. In 2012, $16.6 million in purchases were made by SNAP recipients at farmers markets, up from $1 million in 2007 (Love, 2011; Roper & Miller, 2013). Additionally, redemption of Women, Infants, and Children (WIC) and Senior Farmers Market Nutrition Program (FMNP) checks reached almost $37 million in 2011. The redemption value of the newer WIC Cash Value Vouchers (CVV) at farmers markets is still unknown, but the number of markets that can redeem these vouchers is increasing.

DVCP was launched in 2008 at farmers markets in Connecticut, California, Massachusetts and New York. In just a short period of time, DVCP has experienced tremendous growth, expanding from 40 farmers markets in 2009 to 306 farm-to-retail markets in 2012 (Fig 1). Wholesome Wave also provides funding to a number of Community Supported Agriculture (CSA) farms and mobile markets to run DVCP programming (these are referred to as markets throughout this document).

Federal nutrition benefits and DVCP sales made at participating markets grew from $331,000 in 2009 to over $2.3 million in 2012. Of the 2012 total, SNAP accounted for 67% of federal nutrition benefits redeemed at participating markets. WIC FMNP accounted for another 20% and Senior FMNP 9%. Redemption of new WIC CVV expanded from a little over $7,000 in 2010 to over $53,000 in 2012.

Wholesome Wave worked with 57 partners in 2012, covering 24 states and the District of Columbia. Our partner network leveraged Wholesome Wave funding to raise an addition $4 million from private and public sources to support their incentive programs.

Consistent data collection is at the core of DVCP. Program partners track market sales and DVCP usage through our data collection tools. Wholesome Wave works with its partners to survey participating

---

*Federal nutrition programs matched at participating markets include the Supplemental Nutrition Assistance Program (SNAP, formerly called the Food Stamp Program), the Women, Infants, and Child (WIC) Farmers Market Nutrition Programs (FMNP) and Cash Value Vouchers (WIC CVV), and Senior FMNP.

Fig. 1: DVCP Nutrition Incentives and Federal Nutrition Benefits Sales at Participating Markets, 2009-2012
consumers, market managers, and vendors to study program impact. The results make a powerful case for the impact of DVCP on consumers, communities, and local farms and businesses.

This summary report provides some of the highlights of the evaluation and data collection efforts undertaken by Wholesome Wave and its partner organizations from 2009 through 2012 (see the appendix for details on data collection tools and methods). The report addresses the evidence underlying Wholesome Wave’s primary objectives of the Double Value Coupon Program, including:

- Improving the local economy and increasing sales for market vendors and farm-to-retail markets
- Increasing consumption of fresh fruits and vegetables for participating consumers
- Increasing access to affordable, local healthful food for participating consumers
- Expanding the community and capacity of participating farm-to-retail markets (including farmers markets, farm stands, mobile markets, and CSA farms) that provide access to fresh fruits and vegetables for underserved consumers.

**DVCP Enhances Viability of Local Economies, Markets, and Small Farms**

The Double Value Coupon Program is designed to expand the customer base for farmers at participating markets, thereby increasing the viability of both farms and markets. Farmers markets can have many positive benefits for their communities, including helping local businesses by bringing customers to an area. Several studies have tried to quantify the impact of farmers markets (Hughes et al., 2008; Market Umbrella, 2010; Otto 2010; PPS, 2007), all of which show positive economic impacts on communities.

Data gathered from markets from 2009 through 2011 show SNAP redemption generally doubles at markets after DVCP implementation and some markets experience much larger increases, often continuing into following years. This can have a rippling effect on the local economy; research has shown that every $5 in new SNAP benefits generates as much as $9 of economic activity (Hanson, 2010).

More than 3,200 farmers were able to benefit from Wholesome Wave programming in 2012 (Fig 2), and over 1,000 other vendors at participating markets may experience increased sales due to their expanding customer base. Surveys of participating vendors and market managers demonstrate that DVCP is increasing sales for farmers and having positive economic impacts on markets and surrounding businesses.

![Fig. 2: DVCP Benefits Over 3,200 Farmers in 2012](image)

The program has been a great benefit at the market to us as vendors, and brings a whole new set of people to the market who didn’t shop there before. We consider it a positive experience both for the consumer and the vendor.

—Farmer from Illinois
• Market managers reported an estimated average of 27% of market sales came from federal nutrition benefits and DVCP.

• Both farmers participating in DVCP and other market vendors reported increased sales (66% and 41% respectively) due to DVCP at their markets. They also reported increased foot traffic from customers using federal nutrition benefits (Fig 3).

• 13% of farmers reported increasing their farm or market staff as a direct result of DVCP.

• Farmers also reported expanding operations due to DVCP: 24% diversified their product offerings, 15% added hoop houses or greenhouses, and 12% increased production or acreage (Fig 4).

• Almost a third (30%) of DVCP consumers said they planned to spend an average of $28.95 at nearby businesses on market day. This resulted in over $1 million spent by DVCP consumers at nearby local businesses in 2012.

• Participating consumers spent (at market) an average of $23.60 in federal nutrition benefits on market day. They also spent an average of $15.34 in DVCP.

Fig. 3: Market Farmers and Vendors Report Increased Sales and Customers Due to DVCP

Bringing in new customers—and retaining them as repeat customers—is key to increasing sales for the market and farmers. Mid-season surveys of DVCP consumers reveal while many (22%) were coming to the market for the first time or they rarely came to the market (6%), the majority reported coming to the market one or 2 times per month (28%) or 3 or more times per month (44%) during the market season (Fig 5).

Fig. 4: Many Farmers Expanded Operations as a Result of DVCP

Fig. 5: DVCP Consumers Visits During Market Season, 2012
DVCP is Increasing Fresh Fruit and Vegetable Consumption

One of the key objectives of DVCP is to increase fruit and vegetable consumption among underserved customers. Numerous nutrition studies document the health benefits of increased fruit and vegetable consumption (Epstein et al., 2001; Ford and Mokdad, 2001; Rolls, Ello-Martin, & Tohill, 2008). Studies show that low-income households in the U.S. often do not meet the recommended daily servings of fruits and vegetables, spending significantly less per week on fruits and vegetables than higher income households (Blisard, Stewart, & Joliffe, 2004). Most studies find affordability and availability are key barriers (Bodor et al., 2010; Guthrie et al., 2007; Laska et al., 2010; Lucan, Barg, & Long, 2010; Powell & Chaloupka, 2009).

In a peer-reviewed study conducted by Wholesome Wave, New York University, and the University of California San Diego (Oberholtzer, Dimitri, & Zive, 2012) during 2011, research demonstrated DVCP participation led to increased fruit and vegetable consumption. The DVCP not only led to increased fruit and vegetable consumption during the 16-week season, but vegetable consumption remained higher 2 months after the DVCP had ended.

In surveys of DVCP consumers nationwide in 2012, 90% of DVCP consumers reported increasing or greatly increasing their consumption of fresh fruits and vegetables (Fig 6).

Fig. 6: Reported Increase in Consumption of Fresh Fruits and Vegetables as Result of Shopping at the Market

N=1,452

I’m so humbled by the gratitude expressed by our patrons for our participation in programs like WIC, EBT, and our participation in WIC Match and other programs like it. I’ve gotten to know these people and their children on a more personal level, so I too am tremendously grateful. Grateful to be able to provide them with extra help with their nutritional needs.

– Market Manager from California

photo courtesy of Wholesome Wave Georgia
DVCP is Expanding Access to Affordable Healthful, Local Foods

In 2012, Wholesome Wave reached almost 40,000 participating consumers, resulting in 114,000 visits to the participating DVCP markets (Fig 7).

Farmers markets, and other farm-to-retail venues such as CSAs and mobile markets, have attracted a great deal of attention for their potential to provide consumers in low-income rural and urban “food desert” areas with nutritious foods, especially fresh fruits and vegetables. The establishment of these markets can be a quicker and more flexible solution for increasing the supply of fresh food in areas lacking brick and mortar grocery stores. Even small markets can have substantial impacts on the community.

- Over 95% of DVCP consumers agreed or strongly agreed that it was easier to purchase fresh fruits and vegetables as a result of shopping at the markets (N=1,987).
- In 2012, 71% of DVCP consumers said the DVCP incentives were very important (they wouldn’t have come without them) in getting them to spend their federal nutrition benefits at the farmers markets instead of elsewhere.

Surveys of DVCP consumers show that of those who find it difficult or very difficult to purchase quality fresh fruits and vegetables in their neighborhood, 84% report getting half or more of their fresh fruit and vegetables at the participating markets during market season, with over a fifth saying they get all of their fruits and vegetable at the market (Fig 8). This suggests these markets can be an important and valued component in ameliorating issues of affordable access.

Fig. 7: Estimates of Consumers Participating in DVCP, 2010–12

Fig. 8: Amount of Fresh Fruits and Vegetables Purchased at Market by DVCP Consumers with Limited Access
DVCP Helps Strengthen Community Connections

Another objective of the DVCP is to enhance the community and capacity of participating direct-to-retail markets and farm businesses. Surveys of DVCP consumers have consistently shown they are interested in taking part in the market community and seek out the attributes of markets that make them unique – quality and selection of produce, as well as a connection to local farmers (Fig 9).

Fig. 9: DVCP Consumers Value Many Aspects of Markets

Since implementation of DVCP, market managers reported increased capacity on the part of the market and its vendors to serve customers using federal nutrition benefits (Fig 10). Many markets provide activities and information for DVCP consumers, including cooking instructions, demonstrations, and nutritional information (Fig 11). Markets also provide programming for children and SNAP outreach and sign-up at the markets (Fig 11). The variety of other programming markets reported providing to customers is diverse—from free bicycle repair to fitness and wellness programming.

Markets participating in DVCP are not working alone and are building connections with other organizations and governmental entities to undertake outreach to federal nutrition benefit recipients (Fig 12). Almost 90% are working with their State or County SNAP or WIC offices, while many are working with senior centers, health centers, other community groups.

Fig. 10: Market Managers Report DVCP Increases Capacity of Markets and Farmers to Serve Customers Using Federal Nutrition Benefits

Fig. 11: Markets Provide Information and Activities to DVCP Customers

Fig. 12: Markets Work with Other Organizations to Provide Outreach to Federal Nutrition Benefit Recipients
Markets Managers and Vendors Satisfied with DVCP

Wholesome Wave works closely with DVCP partners to provide technical assistance and advice, so markets can customize DVCP programming to fit the needs of their communities. Satisfaction with DVCP is one indication of the success of the program. Surveys of market managers and farmers in 2012 showed overall satisfaction with the way DVCP was implemented at their markets (Fig 13).

Fig. 13: Satisfaction with DVCP Implementation by Market Managers and Vendors, 2012

N=390 for farmers and 155 for market managers

Participating Consumers, Farmers, and Markets

Who are DVCP Consumers?

Although DVCP consumers represent a wide range of demographics, surveys of participating consumers show they:

• Average 42 years old.
• Are primarily women (81%).
• Are mostly white (51%), Hispanic (24%) or Black/African or Caribbean-American (21%).
• Have an average household size of 2 adults and 1.5 children.
• The majority (63%) received DVCP for the first time in 2012.
• Primarily receive SNAP benefits (81%), with 21% receiving WIC FMNP or WIC CVV, and 10% receiving Senior FMNP (some receive more than one benefit).

Who are Participating Farmers?

Participating farmers are young and beginning farmers, selling primarily fresh fruits and vegetables, and using entrepreneurial skills to bring local food to DVCP consumers. They run working farms that bring jobs and economic benefits back to their communities

• Over half (52%) of farmers responding to our survey were women.
• 48% are under the age of 45 (the national average age of a farmer in the U.S. is 57).
• Over half (53%) have been farming 10 years or less, while over a third (37%) have been farming less than 5 years.
• They run working farms—51% have gross farm sales between $10,000 and $100,000 a year; 24% gross over $100,000 a year.
• They sell their products at an average of 3–4 farmers markets, 2 of these have DVCP in place.
• They are direct marketers: 58% (average) of their income is from farmers markets and 30% from other direct to consumer or retail/institutional outlets.
• Fresh fruits and vegetables make up an average of 61% of sales at the participating market, followed by baked goods (10%) and meat and poultry (8%).
About Participating Farm-to-Retail Markets

- 84% are open once a week, for an average of 27 weeks a year.
- Markets have been running for a median of 6 years.
- Almost three-quarters (71%) of market managers reported their markets operate in an urban setting, while 17% reported they operated in a rural setting.
- Over half (55%) of market managers said it was difficult or very difficult for consumers to obtain healthy, affordable food in the neighborhood where the market is located.
- Almost a third (32%) said this was the first year distributing DVCP, while 30% said last year was their first year. Another third distributed DVCP in 2010 or before.
- Over 15 participating farm-to-retail markets are CSA farms. Numerous farm stands and mobile markets also participate in DVCP programming.

In 2012, the average number of farmers participating in DVCP at a market was 10.6, ranging from many markets with just one farmer to one market with 60 farmers. Although Wholesome Wave works with markets of diverse size, almost half of the markets (44%) had 1 to 5 participating DVCP farmers. These results are not surprising given the communities in which Wholesome Wave’s partners operate and that a number of the markets are CSA farms, farm stands, and mobile markets, which often only have one farmer. Almost a third (31%) had between 6–15 participating farmers. Another 24% of markets had over 16 participating farmers.

Over the entire season, markets averaged almost 371 federal nutrition benefit transactions (visits by participating consumers) and $7,770 in federal nutrition benefit and DVCP sales. Markets, however, differed in the average number of transactions and amount of sales by the number of participating farmers (Fig 14), with the largest jump in averages between those markets with 1-5 farmers, and those with 6 and above.

Fig. 14: Federal Nutrition Benefits/DVCP Sales and Transactions by Market Size, 2012

It is wonderful to have partners like Wholesome Wave who share our vision of making sustainable, regionally produced foods available to our whole community!

–Market Manager from Illinois

1This is the number of farmers eligible to redeem federal nutrition benefits at the markets. Markets often include other vendors who are not eligible to take part in DVCP or redeem federal nutrition benefits because they do not produce or sell eligible products. Over the organization’s 306 markets in 2012, participating farmers account for approximately 73% of all vendors at the markets.
Appendix: Evaluation and Data Collection Efforts

Evaluation and data collection are an integral part of Wholesome Wave’s work with DVCP partners and markets. At the market level, partners and market managers provide weekly records on federal nutrition benefit usage (including dollar amount and transaction numbers), and DVCP dollars distributed and redeemed by corresponding federal benefit program. Data are also collected on the number of farmers redeeming federal nutrition benefits and other vendors unable to redeem federal nutrition benefits for each market. Surveys have also been undertaken to understand the impact of DVCP on its consumers, farmers, and markets. Wholesome Wave works with an external data and evaluation organization, Community & Food Systems Resources, on the development, implementation, and analysis of the organization’s evaluation.

Understanding these efforts are important not only to Wholesome Wave, but also to its partner organizations. The evaluation efforts have been designed to allow input and participation by all partners. At the end of the season, DVCP partners are provided with individualized reporting on their surveying efforts and results. Wholesome Wave has also collaborated with partners at individual sites (and often universities) to undertake expanded evaluation and research efforts. Although Wholesome Wave encourages its partners to collaborate on evaluation, each site can choose voluntarily to take part in surveying customers.

Wholesome Wave’s 2012 National Consumer Impact Survey was implemented nationally in markets participating in Wholesome Wave’s DVCP. Similar surveys were undertaken in 2010 and 2011. All of the survey respondents were DVCP participants. The 16-question survey was developed to study:

1. Basic characteristics of participants (household size, use of federal nutrition benefits, race, age);
2. Frequency of visits to farmers markets and length of time receiving DVCP;
3. Level of importance of DVCP in their participation in the farmers market;
4. Change in the amount and variety (consumption) of FFV as a result of participation in the farmers market;
5. Level of importance of various aspects of the farmers market (e.g., accepts food stamps, quality of produce) in the consumer’s decision to participate in the market;
6. Access to FFV and use of market for purchases of FFV; and
7. Economic impact of DVCP consumers on the market and neighborhood.

The survey was implemented in collaboration with Wholesome Wave’s partners and farmers markets from July through October of 2012. Depending on resources, some markets implemented the survey once, while others implemented it multiple weeks throughout the season, with efforts made to ensure survey respondents only filled out a survey once. The survey was self-administered as primarily a paper-based version, with a couple of markets implementing it online through surveymonkey.com (this version was identical to the paper version). As a survey incentive, respondents were provided with $2-3 in additional DVCP to be used at the market for participating. In total, 2,017 respondents from 101 markets filled out the survey.

Wholesome Wave’s 2012 National Vendor/Farmer Survey was sent to farmers who were vendors at markets participating in DVCP. A similar survey was completed in 2010. The 2012 19-question survey sought to study the following:

1. The impact of DVCP implementation on farmer sales and market foot traffic;
2. Changes in production or marketing practices as result of DVCP implementation at the market;
3. Importance of DVCP and federal nutrition benefits for farmer retention;
4. The impact of DVCP on the capacity of the farmer and the market to serve federal nutrition benefit customers;
5. Satisfaction with the DVCP program at their farmers market;
6. Demographic information about farmer, farm sales, and types of marketing outlets used to characterize farmers participating in the program.
Both vendors who accepted federal benefits and DVCP and those who do not were contacted in order to study the overall impact on the markets and vendors. The survey was primarily administered online through surveymonkey.com, although some surveys were distributed as paper copies at the request of the farmer or market manager. The primary way vendors were contacted was through the market manager or partner contact. An email invitation to take part in the survey was sent to the market manager or partner contact, and Wholesome Wave requested that this be sent along to the farmers. The survey was voluntary. A raffle for 1 of 10 $50 Visa cards was used as a form of an incentive. In total, 412 vendors or farmers representing approximately 110 Wholesome Wave partner farmers markets filled out the survey (response rates are unavailable since Wholesome Wave is unsure of how many market managers sent the request to farmers). If a farmer sold products at more than one market distributing DVCP, they were asked to fill out the survey for the market where he/she anticipated redeeming the highest federal nutrition benefits in 2012.

Wholesome Wave’s 2012 National Survey of Market Managers reached out to market managers and EBT coordinators at farmers markets participating in Wholesome Wave’s Double Value Coupon Program (DVCP). A similar survey had been completed in 2010. The 25-question survey sought to study the following:

1. The impact of DVCP implementation on farmer and market sales and federal benefit nutrition customers foot traffic;
2. Importance of DVCP and federal nutrition benefits for retention of farmers/ vendors;
3. Outreach and marketing practices, as well as market activities, implemented as a result of DVCP being provided at the market;
4. The impact of DVCP on the capacity of the market to serve federal nutrition benefit customers;
5. Data on market characteristics (types of products sold at the market, types of federal nutrition benefits used at the market, market manager profile, market geography, operating budget, as well as estimations on federal nutrition benefit customers).

The survey was administered on-line through surveymonkey.com. Of the valid 249 markets in which market managers were identified (CSA farms were excluded from the list), 165 completed the survey, for a 66% response rate. In some cases, the contact was the market manager, the EBT coordinator, or someone who had a different role at the farmers market. If a market manager managed more than one market, they were asked to fill out separate forms for each market. A raffle for 1 of 6 $50 Visa cards was used as a form of an incentive.
References Cited


