

**Boston Bounty Bucks:**  
*Increasing Access to and Affordability  
of Fresh Fruits and Vegetables for  
SNAP Participants*

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SECTION I:	<b>Executive Summary</b>
SECTION II:	<b>Overview of Boston Bounty Bucks program</b>
SECTION III:	<b>The Importance of Fresh Produce in Low-Income Communities</b>
SECTION IV:	<b>Food Accessibility and Affordability in Boston</b>
SECTION V:	<b>Farmers' Market Profiles</b> <ul style="list-style-type: none"><li>▪ North Dorchester</li><li>▪ South Dorchester</li><li>▪ South Boston</li><li>▪ East Boston</li><li>▪ Mattapan</li><li>▪ Roslindale</li><li>▪ Jamaica Plain</li><li>▪ Mission Hill</li></ul>
SECTION VI:	<b>Methodology</b>
SECTION VII:	<b>Findings</b> <ul style="list-style-type: none"><li>▪ SNAP Customer Profiles</li><li>▪ Community Awareness of Boston Bounty Bucks Program</li><li>▪ Boston Bounty Bucks Program Implementation</li><li>▪ Impact on Farmers</li></ul>
SECTION VIII:	<b>Program Accomplishments</b>
SECTION IX:	<b>Recommendations for 2010 Season</b>
SECTION X:	<b>Appendix</b> <ul style="list-style-type: none"><li>▪ 2009 Season Sales Data</li><li>▪ WIC and Senior FMNP Coupon Redemption Data</li><li>▪ Directory of Bounty Bucks Farmers' Markets</li><li>▪ SNAP Customer Questionnaires</li><li>▪ D.I.R.T. Farmers' Market Questionnaire</li><li>▪ Example of Bounty Bucks Promotional Materials</li><li>▪ History of Boston Bounty Bucks</li><li>▪ Demographics of Boston Neighborhoods</li><li>▪ The Food Project</li><li>▪ EBT/Farmers' Markets Resources</li></ul>

## **TERMS**

**BBB:** Boston Bounty Bucks

**DTA:** Department of Transitional Assistance

**EBT:** Electronic Benefit Transfer, a SNAP program debit card that is used to redeem SNAP benefits

**FMNP:** Farmers Market Nutrition Program

**FNS:** Food and Nutrition Service, the division of USDA dedicated to federal food nutrition

**POS:** Point of Sale system – a central EBT terminal for use by all vendors at the market

**SFMNP:** Senior Farmers' Market Nutrition Program

**SNAP:** Supplemental Nutrition Assistance Program (SNAP), formally known as the Food Stamps Program

**TFP:** The Food Project

**USDA:** United States Department of Agriculture

**WIC:** Special Supplemental Nutrition Program for Women, Infants, and Children

## **SECTION I: Executive Summary**

Piloted in 2008, the Boston Bounty Bucks (BBB) program increases access to fresh fruits and vegetables in low-and mixed-income neighborhoods in the City of Boston. The program provides both new and existing urban farmers' markets with wireless EBT terminals that accept Supplemental Nutrition Assistance Program (SNAP, formerly known as the Food Stamps Program) benefits, covers the costs of all customer service, wireless and transaction fees, and offers training and support for participating farmers' market managers. Additionally, purchases made using SNAP benefits are matched dollar for dollar up to \$10.00, for total spending power of \$20.00. By helping to improve access to fresh fruits and vegetables, the Boston Bounty Bucks program is working towards an outcome where all families can have access to fresh, local food at affordable prices and where the distribution of healthy foods in lower-income, urban neighborhoods is financially sustainable for local farmers.

Results from the 2009 season show that Bounty Bucks is making a positive difference for both SNAP participants in Boston neighborhoods and the Massachusetts farmers who sell at Boston farmers' markets. The program assists SNAP customers in changing their behavior to include more fresh produce in their diets, and these customers in turn provide a new revenue stream for farmers. Highlights of the second year of the Boston Bounty Bucks program include:

### ***Increased access to and affordability of healthy food in under-served neighborhoods***

- Two new farmers' markets opened in underserved neighborhoods in Boston
- 13 Boston farmers' markets successfully accepted SNAP in 2009 season (up from 7 markets in 2008)
- All 13 markets that accepted SNAP benefits also offered double voucher coupons to match up to \$10.00 of food purchases made with SNAP benefits
- SNAP participants could use their benefits to purchase healthy farm fresh food in eight Boston neighborhoods on six days of the week

### ***Meeting demand and supporting the farmers' market economy:***

- SNAP benefits were used a total of 1,442 times during the 2009 market season to purchase food at Boston farmers' markets
- SNAP and matching Bounty Bucks sales totaled \$20,093.77 in 2009 (up from \$1,310.00 in 2008)
- SNAP/BBB sales represent a new income stream for farmers that was not available prior to the installation of wireless terminal technology at the farmers' markets
- Similar to WIC and Senior Farmers' Market Nutrition Program coupons, BBB directly benefit both consumers and producers
- The 120,000 SNAP participants in Suffolk County represent a potential source of new revenue for Massachusetts farmers

### ***Increased consumption of fresh fruits and vegetables:***

- 87% of surveyed SNAP customers reported consuming more fresh produce because of the Bounty Bucks program
- 84% of surveyed SNAP customers said Bounty Bucks was a Very Important or Important factor in facilitating their purchases of fresh fruits and vegetables

- Of the respondents who said Bounty Bucks increased their produce consumption, 87% said they would continue to consume more produce even without the assistance of Bounty Bucks

***Change in produce purchasing behavior:***

- The increase in monthly mean number of SNAP customers per market was due in part to an increasing number of repeat SNAP customers throughout the market season, indicating that SNAP participants were changing their purchasing patterns to include produce from the farmers' markets
- The weekly SNAP customer totals did not increase linearly throughout the season, but varied by week in a fairly regular pattern – two weeks of high numbers followed by two weeks of lower numbers. Although it is difficult to match market weeks with months, SNAP customer numbers appear to be highest during the second and third weeks of the months, lagging a few days behind distribution of monthly benefits. This suggests that SNAP participants use their benefits to purchase healthy food when they can and that benefits may not be sufficient to last the entire month

***Improved EBT terminal functionality, training, and support:***

- Market managers reported fewer technical difficulties in processing SNAP benefits with EBT terminals than in 2008
- Increased support of farmers' market managers was accomplished through a comprehensive pre-season training and creation of a market manual that was distributed to all managers
- Presence of TFP staff and youth at the markets was key in troubleshooting of EBT terminals and education of managers, vendors and customers during the opening weeks of the markets

***Simplification of the market system:***

- Implemented a new system that used Bounty Bucks as sole market scrip to make transactions easier for SNAP customers, vendors, and market managers
- 69 of 70 SNAP customers said that Bounty Bucks were easy to use, and reported no difficulties using their SNAP benefits at the markets

To continue the increased success of the Boston Bounty Bucks program, the following recommendations are suggested for the 2010 market season:

***Expand Bounty Bucks to more farmers' markets:***

- Given the positive impact of Bounty Bucks for both customers and farmers, it is recommended that the program expand to include all ~24 of Boston farmers' markets in the 2010 season
- Equipping all farmers' markets with SNAP processing capability would also permit The Food Project and Mayor Menino's office to launch a city-wide campaign to promote the Bounty Bucks program

***Continue EBT terminal training and support at markets; training in manual voucher processing:***

- Although most markets experienced fewer technical difficulties this year, there should continue to be a comprehensive training for market managers each spring
- Training should include how to process manual authorization vouchers, which would enable the customer to use SNAP benefits regardless of whether or not the machine is functioning

***Provide clear instructions for Bounty Bucks usage:***

- BBB coupons should be clearly stamped with “redeemable only at” and the market name, and farmers instructed to double check coupons before accepting them for payment
- Signage that BBB coupons must be redeemed at the issuing market should be printed and displayed
- A pamphlet or similarly informative document should be created in multiple languages clearly stating how the program works (in step-by-step format) and made available to customers at all the markets

***Simplify the reimbursement process:***

- A standardized invoice form should be created and included in the market manager manual to make the reimbursement process more efficient for managers and accounting easier for TFP
- Invoices should be due monthly or bi-monthly or at pre-designated dates throughout the season, in order to stay updated with markets and address complications more quickly, as well as track on-going SNAP and Bounty Bucks sales

***Target advertising and enlist community support:***

- Advertising and promotion efforts should continue in order to facilitate awareness of the Bounty Bucks program and increase the number of new customers at the market
- Promotion and outreach should be targeted specifically at SNAP participants
- Markets should identify a Community Liaison who is a SNAP participant to help with BBB outreach
- A focus group of SNAP participants should be conducted in order to determine the most effective language of promoting Bounty Bucks
- Involve youth and students with Bounty Bucks outreach:
  - TFP interns could be trained on the mission, objectives, and operation of the Bounty Bucks program, and serve as resources for customers, market managers, and vendors at the markets
  - Internships could be offered for public relations/marketing/business college students to advertise and promote the Bounty Bucks program
- Publicity materials for Boston Bounty Bucks should continue to be provided to organizations that serve low and middle-income populations: Department of Transitional Assistance (DTA), WIC offices, ABCD offices, public housing complexes, community health centers, and other identified community organizations

***Make CSA shares accessible for SNAP customers:***

- CSA's are a beneficial model for both farmers and customers, but modification of the payment schedule (to weekly payments, instead of one lump sum at the beginning of the season) is necessary to make them accessible to EBT customers
- Farmers' markets should reach out to CSA's, and explore opportunities to operate a pick-up at the market, as well as work with CSA's to offer shares that can be paid for on a weekly basis with SNAP and Bounty Bucks

***Match funds for Senior and WIC FMNP coupons:***

- Matching funds for Senior and WIC FMNP coupons should also be explored, as low-income pregnant women and mothers, as well as the elderly, require additional nutritional needs and would especially benefit from consuming extra produce

***Conduct research on pricing and affordability at farmers' markets:***

- There is a perception that produce at farmers' markets is more expensive, but our surveys indicate that high prices are not a main deterrent to shopping at markets
- More systematic research is needed around price comparison of fruits and vegetables at Boston farmers' markets vs. conventional grocery stores

***Sustained resources and support needed for Boston Bounty Bucks:***

- To continue to provide accessible and affordable fresh fruits and vegetables for Boston's low-income population, sustained resources and funding is required
- Permanent, mandatory funding for incentive programs is needed at both the state and federal levels, so SNAP customers will be able to purchase fresh produce on a consistent basis
- To encourage farmers' markets to accept SNAP benefits, free wireless EBT terminals with no fees should be made available to any market that is committed to serving lower-income clients

## **SECTION II: Overview of the Boston Bounty Bucks program**

Piloted in 2008, the Boston Bounty Bucks (BBB) program strives to increase access to fresh fruits and vegetables in low-and mixed-income neighborhoods in the city of Boston. The program provides both new and existing urban farmers' markets with wireless EBT terminals that accept Supplemental Nutrition Assistance Program (SNAP) benefits, covers the costs of all customer service, wireless and transaction fees and offers training and support for participating farmers' market managers. Additionally, purchases made using EBT are matched dollar for dollar up to \$10, for total spending power of \$20.

The main short-term goal of this program is to encourage SNAP participants to include local farmers' markets in their food purchasing decisions with the long-term objective of increasing health outcomes. By matching SNAP benefits, the program aims to increase the accessibility, affordability, and consumption of fresh fruits and vegetables and other farm-fresh products among low-income families, as well as to promote the economic viability of small local farmers vending at Bounty Bucks markets in underserved communities.

## **SECTION III: The importance of access to fresh produce in low-income communities**

Fresh fruits and vegetables are essential for a healthy diet. However, many communities throughout the United States do not have ready access to fresh produce. Urban food deserts (defined as city regions that are absent of fresh healthy food),<sup>1</sup> are found in low-income neighborhoods where fast-food restaurants and small convenience stores are more prevalent than supermarkets or produce stands.

The issue of food access has not gone unnoticed, and communities around the United States are mobilizing to make fresh produce available and affordable to low-income communities. One of the most effective ways has been through the creation of farmers' markets in low-income areas. When paired with federal nutrition assistance program benefits, farmers' markets are becoming an increasingly important source of fresh, local farm products for urban residents.

Access to healthy food involves not only having healthy food available to purchase from neighborhood vendors, but also having the monetary resources to purchase it. Federal nutrition programs, such as the Supplemental Nutrition Assistance Program (SNAP), formally known as the Food Stamps Program, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), help make a healthy diet more affordable to low-income individuals. Congress established the Farmers' Market Nutrition Program (FMNP) for WIC recipients in 1992, and in 2000, USDA extended this benefit to seniors by creating the Senior Farmers' Market Nutrition Program (SFMNP).<sup>2</sup> In this program, WIC and SFMNP participants receive coupons to be redeemed at authorized farmers' markets. WIC clients receive between \$10 and \$30 in WIC Farmers' Market Nutrition Program (FMNP) coupons each year.<sup>3</sup>

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<sup>1</sup> Benjamin Fried "For the Health of It: Farmers markets boost the prospects of low-income communities with fresh, wholesome food." Oct. 2005. <[http://www.pps.org/info/newsletter/october2005/markets\\_health](http://www.pps.org/info/newsletter/october2005/markets_health)>

<sup>2</sup> Rachel Wench, "National Incentives at Farmers' Markets: Brining Fresh, Healthy, Local Foods With in Reach." Oct. 2008. <[http://www.farmersmarketcoalition.org/wpcontent/uploads//2008/12/ebt\\_matching\\_programs\\_rachel\\_winch.pdf](http://www.farmersmarketcoalition.org/wpcontent/uploads//2008/12/ebt_matching_programs_rachel_winch.pdf)>

<sup>3</sup> United States Department of Agriculture, "WIC Farmers' Market Nutrition Program." Feb. 2008

SFMNP clients receive \$20 to \$50 in coupons each year.<sup>4</sup> The WIC FMNP and SFMNP provide about three million people farmers' market coupons to purchase fresh vegetables.<sup>5</sup> With limited funding, the WIC and Senior farmers' market coupons are not the only solution to helping low-income families purchase fresh produce on a regular basis.

The USDA reports that over 38 million Americans receive SNAP benefits, with children making up half of the program participants.<sup>6</sup> Currently 120,000 Suffolk County residents receive SNAP benefits. Prior to the adoption of electronic benefits technology for distributing funds, many farmers' markets accepted paper food stamp benefits. When the food stamp program switched to Electronic Benefit Transfer (EBT) cards, markets did not have the equipment necessary to take the new EBT cards. As a result, food stamp users were shut out of farmers' markets, and they lost their connection to this source of fresh, healthy food.

Even when farmers' markets offer a local source of healthy food in urban neighborhoods, supplemental nutrition programs do not ensure that clients will use food subsidies to purchase healthy food. Healthy and fresh foods can often come with a higher price tag than processed foods, which tend to be made from subsidized commodity crops. Government nutrition program clients can benefit from education and incentive programs that encourage them to change their purchasing and consumption habits to include fresh produce in their diets.

## **SECTION VI: Food Accessibility and Affordability in Boston**

*Food Accessibility and Consumption:* In the city of Boston, hunger and inequalities in food access continue to be serious problems. In 2007, the Boston Collaborative for Food and Fitness (BCFF), funded by the W.K. Kellogg Foundation, conducted a food and fitness assessment of Boston. Six neighborhoods that were identified by the Boston Public Health Commission as having high rates of chronic disease and obesity were studied: Jamaica Plain, East Boston, Roxbury, North Dorchester, South Dorchester, and Mattapan. Residents in these communities were asked about the prevalence of fruits and vegetables in their diets, as well as produce purchasing habits. Results showed that many residents were not consuming fruits and vegetables on a regular basis: 60% of respondents did not eat vegetables on a daily basis, and 14% reported no home consumption of vegetables at all. In regards to fruit consumption, 65% of respondents did not eat fruits on a daily basis, with 16% reporting no home consumption of fruits.

Additionally, 59% of 574 people interviewed across the six assessment neighborhoods said their household grocery purchases had been affected by recently rising food prices. When asked if they had

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<<http://www.fns.usda.gov/wic/WIC-FMNP-Fact-Sheet.pdf>>

<sup>4</sup> United States Department of Agriculture, "Senior Farmers' Market Nutrition Program (SFMNP)." Oct. 2006  
<[http://www.fns.usda.gov/cga/FactSheets/SFMNP\\_Quick\\_Facts.htm](http://www.fns.usda.gov/cga/FactSheets/SFMNP_Quick_Facts.htm)>

<sup>5</sup> Wench 7.

<sup>6</sup> United States Department of Agriculture. "SNAP Current Participation – Persons." February 2010.  
<<http://www.fns.usda.gov/pd/29SNAPcurrPP.htm>>

skipped meals or served fewer vegetables as a result of recent price increases, 17% reported that they skip meals, and 13% said they serve fewer vegetables. Focus groups conducted by Mendelsohn, Gittleman & Associates<sup>7</sup> revealed that people across all six neighborhoods who have cars are commuting out of their neighborhoods to stores where they can buy higher quality food for lower prices.

*Food Affordability: The Real Cost of a Healthy Diet* is a community-based food security study conducted by the Boston Medical Center with the assistance of youth from The Food Project and The Philadelphia Grow Project at Drexel University<sup>8</sup>. The primary goal of the study was to determine whether low-income residents in Boston could purchase healthy food from their neighborhood stores with a budget equal to the maximum food stamp benefit allotment, while fulfilling the guidelines of the Thrifty Food Plan (TFP). The TFP consists of food lists and menu plans that serve as the national standard for a nutritious diet at the lowest possible cost. This cost-specific food plan guides national nutrition policy in the United States, such as determining maximum food stamp allotments and providing the basis for developing poverty thresholds in the US. In 2006, the USDA made revisions to the plan for the first time since 1999: while the modified TFP guidelines used updated consumer and price information databases (including average prices paid by low-income households for basic food items), it is important to recognize that national average price data does not capture regional variation (since the cost of food is generally higher in cities, food stamp benefits can not purchase as many goods in low-income urban neighborhoods).

*The Real Cost of a Healthy Diet* investigated whether the 2007 Thrifty Food Plan could be purchased in Boston with the budget of the current maximum food stamp benefit. In this study, researchers translated the USDA's April 2007 TFP food guidelines into a shopping list, and collected food availability and price data for the respective items. Data were collected in 16 stores across four low-income Boston neighborhoods (from large supermarkets to small corner stores), with weekly and monthly cost of purchasing the TFP shopping list calculated for each store. Results from the study showed that in Boston in 2007, families receiving the maximum food stamp allotment could not afford the cost of purchasing the Thrifty Food Plan in any size food store. The monthly cost of the TFP was \$752.00, which is 30% higher than the maximum monthly food stamp benefit for a family of four (\$588 at the time of the study). Low-income Boston families receiving the maximum allotment would have to spend an additional \$2520.00 per year to follow the TFP guidelines. Additionally, of the 104 items on the Thrifty Food Plan, 16% of the items were not available in the participating Boston stores. The most commonly missing items were also some of the most nutritious and healthiest on the list, such as fresh fruits and vegetables, whole grains, low-fat dairy products, fish and lean meats. Since this study was completed the maximum food stamp allotment for a family of four has risen to \$668; food prices have increased dramatically during the same period so that families may not be able to stretch their food dollars to cover the costs of a healthy diet even with an increase in benefits.

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<sup>7</sup> Data collected by the Boston Collaborative for Food & Fitness is unpublished and available from the Boston Public Health Commission.

<sup>8</sup> Julie Thayer, et al. et al, "The Real Cost of a Healthy Diet: Coming up Short: High Food Cost Outstrip Food Stamp Benefits," (Boston Medical Center and Drexel University 2008) 1. <[http://www.c-snap.org/upload/resource/RCOHD\\_Report\\_Final.pdf](http://www.c-snap.org/upload/resource/RCOHD_Report_Final.pdf)>

## SECTION V: Farmers' Market Profiles

Of the approximately 25 farmers' markets in the city of Boston, 14 participated in the Bounty Bucks program in 2009. These included:

- *10 markets who piloted BBB in 2008:* Allston Farmers' Market, Boston Medical Center Farmers' Market, Bowdoin/Geneva Farmers' Market, Dudley Town Common Farmers' Market, Dorchester House Farmers' Market, East Boston Farmers' Market, Mattapan Farmers' Market, Mission Hill Farmers' Market, reVision Urban Farm Stand, Roslindale Farmers' Market
- *Two existing markets that were new to BBB in 2009:* Codman Square Family Inc. Farmers' Market and South Boston Farmers' Market
- *Two newly formed markets in 2009:* Ashmont/Peabody Square Farmers' Market and Community Servings Farmers' Market

For a brief summary on the demographics of the neighborhoods where BBB markets are located, please refer to Appendix VIII. Neighborhoods were defined according to the 2000 Census of Population and Housing Reports for the City of Boston.

### Neighborhood: North Dorchester



*Bowdoin/Geneva Farmers' Market:* The Bowdoin/Geneva Farmers' Market began in 2008 as an initiative of the "Food in the Hood" committee, made up of the Bowdoin Street Health Center, The Food Project, local business owners, residents and agencies interested in opportunities for providing access to healthy foods in the community. Located at 230 Bowdoin Street, in the parking lot of the Bowdoin Street Health Center (the sponsoring organization), the market occurred on Thursdays from 3:30pm-7:00pm (July 9-October 30). The Food Project was the main vendor; Flats Mentor Farm also sold vegetables in July, with youth participants from the Bowdoin Street Health Center program operating the stand.

The Bowdoin/Geneva Farmers' Market had \$50.00 of SNAP sales in 2008, and \$268.96 in 2009. Combined with the BBB match amount of \$255.96, total 2009 season sales amounted to \$524.92, with 57 transactions processed. (See Table 1.) The market also accepted \$4,370.00 of WIC and Senior FMNP coupons in 2008.

*Boston Medical Center Farmers' Market:* The Boston Medical Center (BMC) Farmers' Market is organized by BMC's Nutrition and Fitness for Life (NFL) program. Located inside the Menino Pavilion at BMC, the farmers' market took place on Fridays (July 17-October 30) from 11:30am-2:30pm. Most customers were hospital employees, although BMC is working on strategies for getting more patients to shop at the market, such as through outreach with the WIC office and food pantry located within the hospital. The EBT machine was shared by the two vendors, Farmer Dave's and The Food Project, with TFP processing the transactions and reimbursing Farmer Dave's at the end of each market.

The BMC market processed \$53.00 in SNAP sales in 2008, which increased to \$407.79 (with \$393.71 matched by BBB) in 2009, for total SNAP/BBB season sales of \$801.50. (See Table 1.) The BMC market accepted \$1,505.00 in WIC and Senior FMNP coupons in 2008, and \$2,000.00 in 2009.

**Table 1: 2009 market season totals of EBT sales, Bounty Buck match sales, and number of transactions completed at each market**

2009 SEASON	TRANSACTIONS	EBT	BBB MATCH	TOTALS
Mattapan	39	\$278.75	\$257.75	\$536.50
Ashmont	147	\$659.25	\$623.75	\$1,283.00
Community Servings	84	\$1,156.50	\$755.50	\$1,912.00
Bowdoin	57	\$268.96	\$255.96	\$524.92
Dudley (Tuesday)	107	\$697.55	\$671.56	\$1,369.11
Dudley (Thursday)	114	\$831.13	\$723.16	\$1,554.29
Boston Medical Center	73	\$407.79	\$393.71	\$801.50
East Boston	181	\$1,385.75	\$1,474.75	\$2,860.50
Roslindale	107	\$780.50	\$887.50	\$1,668.00
Dorchester House	144	\$748.00	\$739.00	\$1,487.00
reVIsion House	0	\$0.00	\$0.00	\$0.00
Codman Square	82	\$753.85	\$602.35	\$1,356.20
Allston	91	\$767.50	\$762.50	\$1,530.00
Mission Hill	118	\$952.75	\$899.00	\$1,851.75
South Boston	98	\$752.25	\$606.75	\$1,359.00
<b>TOTALS</b>	<b>1442</b>	<b>\$10,440.53</b>	<b>\$9,653.24</b>	<b>\$20,093.77</b>

### Neighborhood: South Dorchester

*Ashmont/Peabody Square Farmers' Market:* The Ashmont/Peabody Square Farmers' Market was started in 2009 by community members with the support of St. Mark's Area Main Streets. Vendors included Farmer Dave's, Flats Mentor Farm, Spring Brook Farm, Big Sky Bread, and the Cedar Grove Gardens nursery. There was also collaboration with and promotion of local artists from the Dorchester Arts Collective (Dot Art). The market ran July 10-October 3 from 3:00pm-7:00pm on Fridays. This past season the market was located in the parking lot of the Odwin Learning Center on 1963 Dorchester Avenue; in 2010 the market will move to a plaza adjacent to the Ashmont T station. As a new market, there was a lot of effort given towards advertising; a local artist designed colorful posters, signs, and handbills that were displayed at nearby businesses.



2009 SNAP sales at the Ashmont market totaled \$659.25 (with \$623.75 matched by BBB), for total season sales amounting to \$1,283.00 (147 transactions completed). (See Table 1.) Additionally, \$1,545.00 of Senior and WIC FMNP coupons were redeemed.

*Codman Square Family Inc. Farmers' Market:* An initiative of the Codman Square Health Council, the Codman Square Family Inc. Farmers' Market began in 2008. The Health Council developed a survey with the support of The Food Project to assess the demand for a farmers' market in 2007; results showed that the residents and families in Codman Square were enthusiastic about a farmers' market and recognized the need for this healthy resource in the community. Sponsored by FAMILY (Fathers And Mothers Infants eLders and Youth) Inc., the Codman Square Farmers' Market was held at Codman Commons (corner of Washington St. and Talbot Ave.) on Thursdays from 1:00pm- 6:00pm (June 25-October 29). Teens from B.O.L.D. (Breath of Life Dorchester; a local youth-led organization focused on environmental and social justice) assisted the Silverbrook Farm stand at the market. Silverbrook Farm also offered a CSA, of which 52 people participated (up from 17 people in 2008).

During its first year participating in Bounty Bucks, Codman Square processed \$753.85 of SNAP benefits, with \$602.35 being matched by BBB, for total SNAP/BBB sales of \$1,356.20 (82 transactions completed). (See Table 1.) \$2,180.00 of WIC and Senior FMNP coupons were accepted during 2008 season, and \$3,382.00 in 2009.

*Dorchester House Farmers' Market:* Sponsored by the Dorchester House Multi-Service Center at 1353 Dorchester Avenue, the Dorchester House Farmers' Market took place on Tuesdays (July 7-October 27) from 11:30am-1:30pm. Dorchester House partnered with two local nonprofit agriculture groups with social missions to host the weekly market: Serving Ourselves Farm (a vocational program for homeless men and women at the Long Island Shelter in the Boston Harbor), and reVision Urban Farm (which works in conjunction with reVision House, a shelter for homeless young women and their children). While the market's location at the back of the patient parking lot was not easily visible from the street, there were signs and sandwich boards on the sidewalk directing customers to the market. There was also information inside the WIC office, and market information was featured in display cases at the Multi-service Center. With a large Vietnamese community in Fields Corner, information was available in both English and Vietnamese, and bilingual employees from the WIC office staffed the market manager station. There was also information on WIC, food stamps, and nutrition at the table.

As a second-year BBB market, SNAP sales increased from \$71.00 in 2008, to \$748.00 in 2009. Including the \$739.00 matched by BBB, total 2009 season sales at the Dorchester House Market amounted to \$1,487.00, with 144 transactions completed. (See Table 1.) Dorchester House also accepted \$1,757.50 of WIC and Senior FMNP coupons in 2008, and \$1,605.00 in 2009.

*Dudley Farmers' Market:* Recognizing the need for availability of and access to fresh produce in the Dudley Street neighborhood, The Food Project began operating a farmers' market at the Dudley Town Commons in the mid-1990s, selling food grown on urban farm sites a few blocks away. As part of TFP's youth programs, high school students grow, harvest, and sell the vegetables. The Dudley market took place on Tuesdays and Thursdays from 3:00pm-7:00pm (June 3–October 30), and served the diverse community by providing a wide array of produce, including culturally appropriate foods such as shelling beans, collard greens, tomatillos, and a variety of peppers.

The Dudley Farmers' Market processed \$595.55 in SNAP benefits in 2008, over half of total EBT sales for all markets for the season, which was not surprising since it was the only farmers' market in Boston with the capacity to accept SNAP benefits prior to 2008. SNAP sales increased to \$1,528.86 in 2009. Including the \$1,394.72 matched by BBB, 2009 total SNAP/BBB sales amounted to \$2,923.58 (221 transactions completed). (See Table 1.) Dudley also accepted \$9,457.50 of WIC and Senior FMNP coupons in 2008, and \$7,720.00 in 2009.

*Fabyan Street/reVision Urban Farm Stand:* The reVision Urban Farm operated a farm stand at 38 Fabyan Street in Dorchester, near Blue Hill Avenue. The farm works in conjunction with reVision House, a shelter for homeless young women and their children. The reVision Urban Farm integrates agriculture, aquaculture, and enterprise to teach young, homeless mothers transferable and practical job skills, and works to increase access to affordable, nutritious, culturally appropriate food for shelter residents and community members.

The farm stand experienced significant challenges in accepting SNAP benefits in both 2008 and 2009, and was unable to process transactions successfully. They did not receive approval to accept SNAP benefits until the very end of the 2008 season (due to issues that arose from being classified as a "farm stand" and not "farmers' market" during the USDA authorization process to accept SNAP), so they did not have an opportunity that season to get the terminal operational. The terminal was returned to Sage during the winter of 2009 for servicing so that it would function properly for the 2009 market season; however, despite having a full strength wireless signal at all times in 2009, the reVision farmstand was not able to get their terminal to function. Instead, they chose to give produce away to SNAP participants and did not aggressively pursue getting their terminal repaired.

### **Neighborhood: South Boston**



*South Boston Farmers' Market:* Located at 466 West Broadway (on the sidewalk next to the West Broadway Municipal Front parking lot), the South Boston Farmers' Market took place on Mondays (May 4–November 23) from 12:00pm-6:00pm. The number of vendors has ranged from 1-5 over the past seven years; for the 2009 season there were three vendors: Spring Brook Farm, Frietas' Farm, and Big Sky Bread, as well as a local crafts table selling handmade aprons and textiles. The sponsoring organization is the South Boston Community Health Center, and the South Boston WIC office employs the market manager. There was a separate table for processing BBB transactions, which also provided flyers for WIC related events (Baby Basics, diaper program, parenting classes, etc),

nutrition information and booklets, and small giveaways, such as bag holders and baby bibs. In July and August, nutrition educators from the U-Mass extension program visited the market to provide information about child nutrition and summer lunch program sites.

In its first year participating in Bounty Bucks, South Boston processed \$752.25 of SNAP benefits, with \$606.75 being matched by BBB, for total SNAP/BBB sales of \$1,359.00 (98 transactions completed).

(See Table 1.) There were some difficulties with operation of the EBT terminal during the season - for instance, the card reader on the machine did not work, so all information had to be inputted manually; but it did not adversely impact the ability to process SNAP sales. South Boston also accepted \$6,282.50 of WIC and Senior FMNP coupons in 2008, and \$3,890.00 in 2009.

### Neighborhood: East Boston

*East Boston Farmers' Market:* The East Boston Farmers' Market took place on Thursdays (July 16-October 8) from 3:00pm-6:00pm at East Boston's Central Square. In its second year, the central location of the market has allowed it to become an increasingly important fixture in the neighborhood, with many families visiting on a weekly basis. The market was sponsored by East Boston Neighborhood Health Center's Let's Get Movin' (LGM), a healthy lifestyle program for children and their families. Substantial outreach efforts took place within the EBNHC and LGM participating families, with information about the farmers' market integrated into nutrition education classes for both parents and children. Recognizing East Boston's sizeable Hispanic community (39%, according to the 2000 census), promotion and publicity were conducted in both English and Spanish, and bilingual staff was available at the market manager table.



The East Boston Farmers' Market closed with \$361.00 in total SNAP/BBB sales for the 2008 season; in 2009, it processed \$244.00 in SNAP sales the first day alone. For the 2009 season, there was \$1,385.75 in SNAP sales (with \$1,474.75 matched by BBB), for total SNAP/BBB season sales of \$2,860.50 (181 transactions completed). (See Table 1.) The East Boston market also accepted \$11,770.00 in WIC and Senior FMNP coupons in 2008, and \$10,070.00 in 2009.

### Neighborhood: Mattapan



*Mattapan Farmers' Market:* The Mattapan Farmers' Market took place at 525 River Street (parking lot of Church of the Holy Spirit) on Saturdays (July 11-October 10) from 10:00am-2:00pm. The sponsoring organization is the Mattapan Food and Fitness Coalition, which works on access to healthy foods and the promotion of physical fitness for all ages. No full service grocery store lies within the Mattapan boundaries, and Mattapan has the highest obesity rate of any community in the state. The vendors, Brookwood Community Farm and Powisset Farm, are nonprofit farms that subsidized their participation at Mattapan through grants so that they were able to offer produce at a reduced price.

The market reported lower than expected participation rates in Bounty Bucks, processing \$278.75 of SNAP (with \$257.75 matched by BBB). (See Table 1.) This is surprising, given the amount of outreach that this market did at the beginning of the season. One problem might be that there is a grocery store in Mattapan called Mars Farmers Market, and outreach about the Boston Bounty Bucks program might have been mistakenly attributed to the grocery store. Cash sales at the market were small, and it was

difficult to get people to the market before WIC and Senior FMNP coupons were distributed (\$2,300.00 of WIC and SFMNP coupons redeemed in 2008, \$2,247.50 in 2009).

### Neighborhood: Allston-Brighton

*Allston Farmers' Market:* Located at the intersection of N. Harvard Street and Western Avenue, the Allston Farmers' Market took place on Fridays (June 19-October 30) from 3:00pm-7:00pm. The sponsoring organization was Harvard University Dining Services, in conjunction with the Allston Development Group. Vendors included Lanni Orchards, Dragonfly Farms, Flats Mentor Farm, E.L. Silvia Farm and Orchard, Mamadou's Artisan Bakery, Big Sky Bakery, and Baked Orchard. As the market took place in a large, mostly empty parking lot, there was plenty of space for vendors to park and set up, as well for customers to park. Promotional efforts included maintaining an email list with information on what produce would be available for the week, recipes, and information on BBB. 50 names were randomly chosen from the email list each month for a \$10.00 gift certificate to the market. There were also themes throughout the season, such as nutrition (blood pressure screenings, cooking demonstrations), an arts and crafts festival, and a fall-themed closing market (kids wore Halloween costumes, neighborhood baking contest with farmers as the judges).



The Allston market contracted with a different service provider than the rest of the markets in the BBB program. Having experienced significant difficulties with the EBT machine in the 2008 season, the market was only able to process \$10.00 in SNAP benefits. The 2009 season fared much better, with \$767.50 in SNAP (\$762.50 matched by BBB), for total season sales of \$1,530.00 (91 transactions completed). (See Table 1.) The market also accepted \$1,265.00 of Senior and WIC FMNP coupons in 2008, and \$1,995.00 in 2009.

### Neighborhood: Roslindale



*Roslindale Farmers' Market:* The Roslindale Farmers' Market took place at Adams Park on Saturdays (June 13-October 17) from 9:00am-1:00pm. There were four main produce vendors (MacArthur Farm, Spring Brook Farm, Brookwood Community Farm, and Neighborhood Farm), as well as a rotating list of vendors selling baked goods, cheeses, crafts, and specialty products. The sponsoring organization was Roslindale Village Main Streets. The location provided a large open space for community members to shop and play, and for weekly cultural programming, such as live music and children's activities. The Roslindale market manager also maintained a detailed and updated website, and volunteers from RVMS distributed flyers advertising the market to schools and nearby neighborhoods (as well as helping staff the market table, conduct customer counts, etc).

As in 2008, the Roslindale market continued to experience technical difficulties in processing SNAP in the first half of the 2009 season; the machine didn't function properly until mid-August, and even after it

became operational, the signal was not entirely reliable. During this period The Food Project brought their EBT terminal to the market and used it to process SNAP purchases.

The Roslindale market processed \$780.50 in SNAP in 2009 (with \$887.50 matched by BBB), for total season sales of \$1,668.00 (107 transactions completed). (See Table 1.) The market also accepted \$11,737.50 of WIC and Senior FMNP coupons in 2008, and \$10,257.00 in 2009.

### Neighborhood: Jamaica Plain

*Community Servings Farmers' Market:* In its first year, the Community Servings Farmers' Market was held at 18 Marbury Terrace (in the parking lot of Community Servings, which is also the sponsoring organization) in Jamaica Plain. The market occurred on Sundays (July 12-October 18) from 10:00am-2:00pm. Although not easily visible from the main road, there were signs on the street and near the Stonybrook T station advertising the market. Vendors included Silverbrook Farm, Millbrook Farm, Big Sky Breads, The Greenest Bean and Earthworks Boston. Community Servings staff and volunteers operated the EBT machine and market manager table, which also included promotion for local events (such as the Pie in the Sky fundraiser).



2009 SNAP benefits redeemed at the Community Servings market amounted to \$1,156.50 (with \$755.50 matched by BBB), for total SNAP/BBB season sales of \$1,912.00, with 84 transactions processed. (See Table 1.) There was also \$1,337.50 of WIC and Senior FMNP coupons redeemed.

### Neighborhood: Mission Hill



*Mission Hill Farmers' Market:* Located at the Brigham Circle intersection of Huntington Avenue and Tremont Street, the Mission Hill Farmers' Market occurred on Thursdays from 11:00am-6:00pm (June 18-October 27). The two vendors, MacArthur Farm and Gary's Too Farm Stand, offered a variety of produce and fruits, as well as eggs, pies, and jams. Sponsored by the Mission Hill Main Streets, the market manager table also included information on neighborhood and community events, and offered MHMS t-shirts and reusable bags for sale. Many of the customers were staff from the nearby Brigham and Women's Hospital.

The Mission Hill Farmers' Market processed \$369.50 of SNAP benefits in 2008, which more than doubled to \$952.75 in 2009. Including the \$899.00 matched by BBB, 2009 total EBT/BBB sales amounted to \$1,851.75, with 118 transactions completed. (See Table 1.) While there were occasional weak signals from the EBT machine, there were fewer technical difficulties than the year before (when the machine had to be replaced three times). The market accepted a total of \$6,247.50 FMNP coupons in 2008 and \$4,525.00 FMNP coupons in 2009.

## SECTION VI: Program Assessment

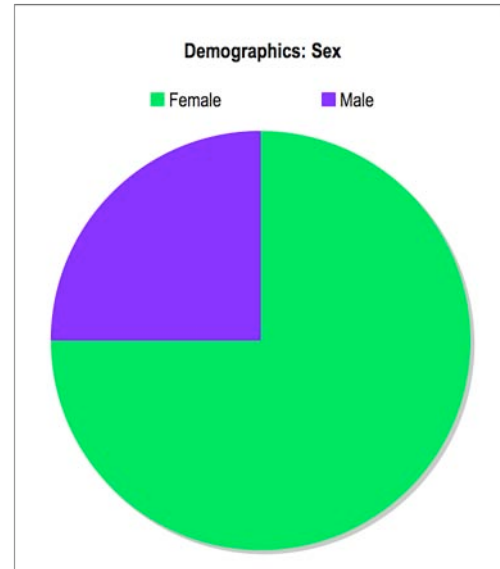
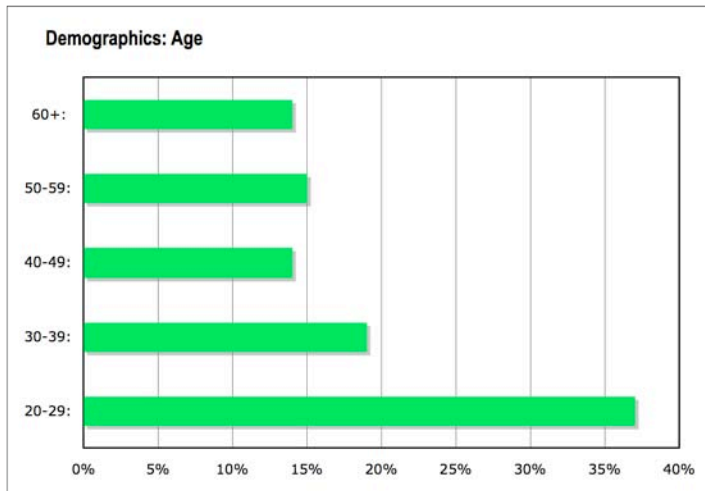
The 2009 Bounty Bucks program assessment is based on data collected from surveys of SNAP customers, farmers' market manager interviews, a post-season focus group meeting of all managers, market vendor/farmer surveys and interviews, and market site visits. In addition, youth from The Food Project surveyed community members in several neighborhoods to gauge their familiarity with Farmers' markets and the BBB program. The assessment also used data collected by the market managers throughout the season including number of SNAP/BBB transactions, amount spent and the number of new and repeat SNAP customers at each market.

- **SNAP customer surveys:** 83 surveys (available in English, Spanish, Haitian Creole, and Vietnamese) were completed at the 14 markets during the season. Questions included demographic information (gender, age, zip code); amount spent at the market (cash, SNAP, Bounty Bucks); ratings on the selection, quality, and price of produce; rating on the importance of Bounty Bucks in making fruit and vegetables purchases; how customers first learned about Bounty Bucks; and suggestions for improvement. Market managers and TFP staff administered the surveys at the market. Participation was voluntary, with access to Bounty Bucks in no way contingent upon answering questions from the survey.
- **Market managers interviews:** 11 informal interviews were conducted with market managers by TFP staff during site visits in October and November, with topics of discussion focusing on outreach and promotion of Bounty Bucks, characteristics of the customer base, and produce pricing (versus conventional grocery stores). These issues were discussed in greater detail at the post-season market manager meeting, as well as technical issues with the EBT terminals, training and support provided by The Food Project, and general strategies for strengthening farmers' markets in the city of Boston.
- **Market vendor surveys:** Nine farms that sold farm products at Bounty Bucks markets were sent surveys through email for feedback, of which four farms responded. Questions asked included effective administration of the scrip system and reimbursement process, as well as the impact of SNAP on season sales. Farmers were also interviewed informally at the market.
- **Community surveys:** In the fall of 2009 members of The Food Project's D.I.R.T (Dynamic, Intelligent, Responsible Teenagers) crew conducted a related research project on farmers' markets. The goal was to gauge the familiarity with farmers' markets among the general community. Questions included whether respondents shopped at farmers' markets, were aware of specific markets within the City of Boston, and had knowledge of the Bounty Bucks program. The D.I.R.T. crew conducted surveys on two separate Saturdays, stationing teams at bus/subway terminals and outside a large shopping plaza. This took place in the Grove Hall, Fields Corner and Dudley neighborhoods, which are close to the Dudley, Mattapan, Fields Corner and Dorchester House farmers' markets. Passersby were asked to participate in a five-question questionnaire, with a total of 177 surveys completed.

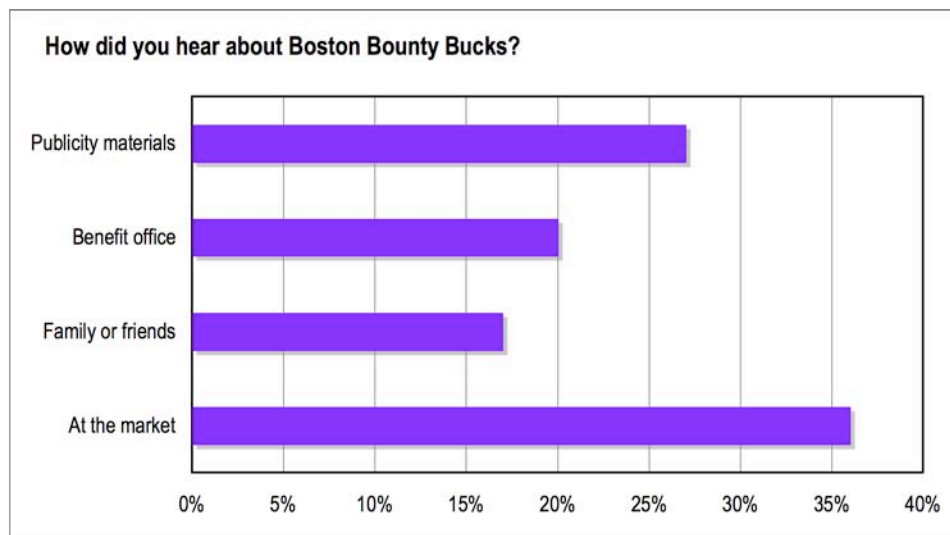
## SECTION VII: Findings

Findings from the SNAP Customer Survey, D.I.R.T. farmers' market survey, post-season market manager meeting, and market vendor/farmer feedback are discussed below:

### 1. SNAP Customer Profile



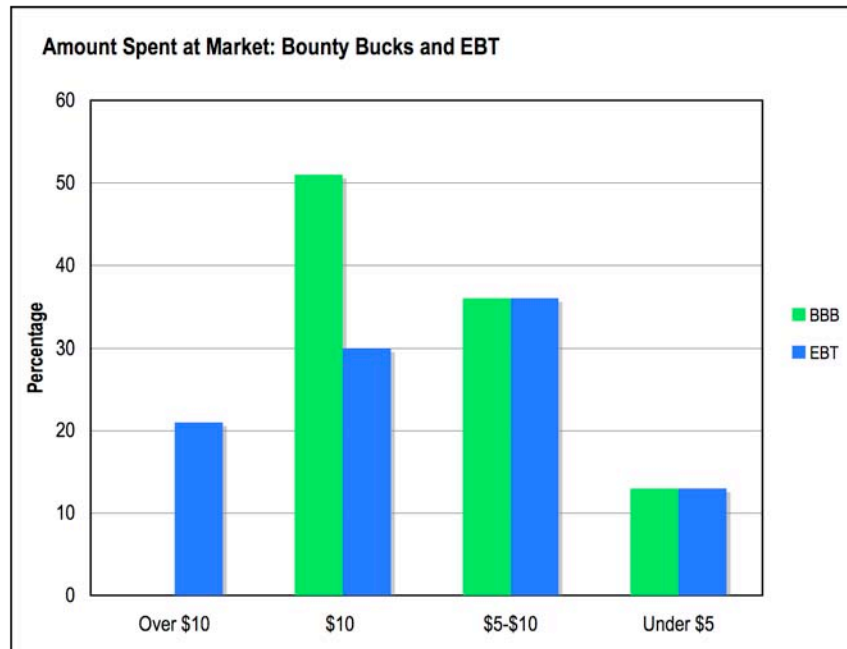
*Demographics:* Of the 83 survey respondents, the majority was female (75%), and ranged in age from 20-74 (with a median of 35). Over half of respondents listed home zip codes located in Dorchester, Jamaica Plain, and South Boston, although there were 29 different zip codes reported in the sample.



*Learning about Bounty Bucks:* Of the 70 respondents who answered the question "How did you hear about the Bounty Bucks Program (50% off EBT purchases up to \$20)?", 36% first learned of BBB at the market (from the market manager, saw sign when walking by, etc). Another 17% found out through family or friends, and 20% from a benefits office (such as WIC, SNAP). The remaining 20% of customers learned about Bounty Bucks through a variety of publicity materials: flyers at retirement

homes and housing complexes, newsletters (Roslindale Bulletin, Mission Hill Gazette, Boston Globe), and ads on the T and buses (public transportation).

*Purchasing power:* When asked about purchasing habits, 51% of customers surveyed utilized the



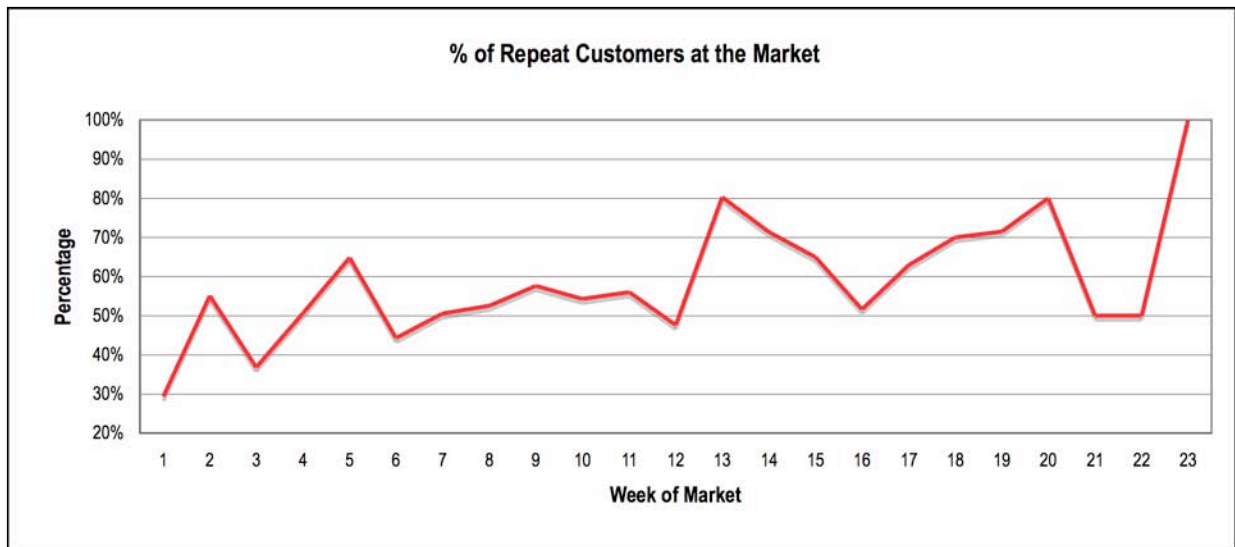
maximum Bounty Bucks match of \$10.00 during their visit to the market on the day of the survey and another 35% used between \$5-\$10 of the match. Twenty-one percent of the customers surveyed purchased more than \$20 worth of food, even though they received a match only for the first \$10 purchased with SNAP benefits<sup>9</sup>. Only 13% of customers had total purchases less than \$10.00 (SNAP and BBB less than \$5.00 each). When looking at the SNAP sales data from all the markets for the whole season, the average SNAP dollars spent per customer were \$7.25. These data suggest several things:

- The majority of customers determine their level of purchasing to take advantage of the maximum match amount
- Some customers are willing to spend their SNAP benefit dollars beyond what is matched in order to purchase fresh produce and other local farm products
- Only a small percentage of customers are motivated to shop at the market for less than a \$5.00 match
- SNAP participants that shop at the farmers' markets are ready and willing to spend their SNAP dollars on the unprocessed, whole foods.

<sup>9</sup> These survey results may misrepresent the frequency of purchases in excess of the \$10.00 match limit; a review of all market transactions throughout the season showed that 125 of the 1442 SNAP transactions, approximately 9%, exceeded the \$10.00 match. Over a third of these came from two markets, Community Servings (24) and Codman Square (19).

*Customer numbers and frequency of visits:* The participating Boston farmers' markets recorded 1,442 SNAP transactions during the 2009 market season (see Table 1). The total monthly mean number of SNAP customers per market increased from a low of seven in June when the BBB program was just beginning to a high of 28 in August and September. The numbers dropped only slightly (24 in October, 21 in November) during the cooler fall months when overall customer activity generally decreases. When differences in customer numbers week to week were examined, a different pattern emerged. The weekly totals did not increase linearly throughout the season, but varied by week in a fairly regular pattern: two weeks of high numbers followed by two weeks of lower numbers. Although it is difficult to match market weeks with months, SNAP customer numbers appear to be highest during the second and third weeks of the months, lagging a few days behind distribution of monthly benefits.

When processing EBT transactions, market managers were responsible for recording whether the individual was a new or repeat customer. These data were used to calculate the total average of new/repeat customers at all the markets, and from this analysis it is clear that the percentage of repeat customers increased throughout the season. The increase in the monthly mean number of SNAP customers per market was due in part to an increasing number of repeat SNAP customers throughout the market season.



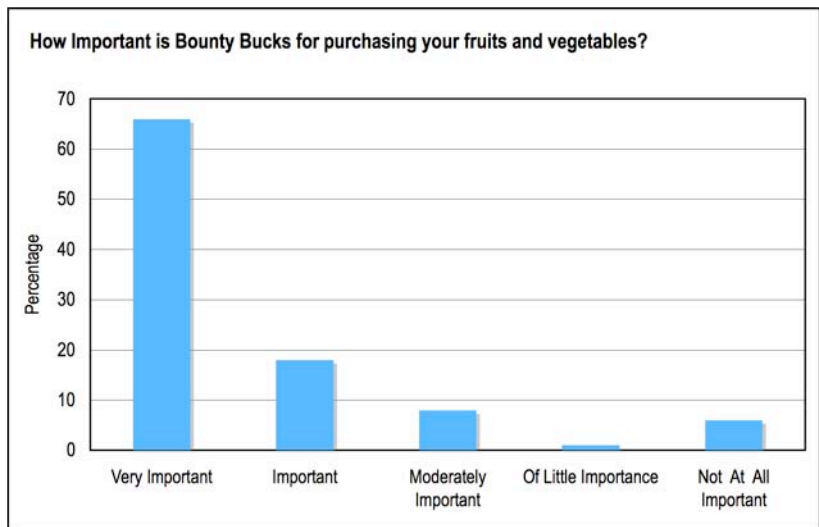
*Ease of Use:* Of the 70 respondents who answered the question “Was it difficult to use Bounty Bucks or EBT? What would make it easier?”, only one person answered “Yes”, with the explanation that it was difficult to find the market. Overall, despite minor technical difficulties with EBT machines at some of the markets, customers found it very easy to use their SNAP benefits at the farmers’ market.



*Customer Satisfaction:* Survey respondents were asked to rate the selection, quality, and price of fruits and vegetables at the farmers’ market in relation to their usual place of purchase (typically a conventional grocery store, such as Stop & Shop). 83% of customers rated the selection as Much Better or A Bit Better, 11% as Same, and 2% as Worse. In regards to quality, 94% of customers chose Much Better or A Bit Better, with the other 6% choosing Same. Positive ratings of the Price of produce were lower than for Selection or Quality, but still high overall: 75% answered that Price was Much Better or A Bit Better, 14% answered it was the Same, and 10% listed price as Worse or Much Worse.

*Importance of Bounty Bucks:*

When asked to rate the importance of Bounty Bucks in purchasing fruits and vegetables, 84% answered Very Important or Important, 8% answered Moderately Important, and 7% answered Of Little Importance or Not at All Important. In rating the importance of Bounty Bucks in the decision to visit the particular market at which the survey was conducted, 76% said it was a Very Important or Important factor, 6% said it was Moderately Important, and 14% said it was Of Little Importance or Not at All Important. Of those that answered little/no importance, most were using Bounty Bucks for the first time, and thus did not have a previous shopping experience to compare accordingly.



Of those that answered little/no importance, most were using Bounty Bucks for the first time, and thus did not have a previous shopping experience to compare accordingly.

*Impact of Bounty Bucks on Produce Consumption:* Of the 53 respondents that answered the question “Do you eat more fruits and vegetables because of Bounty Bucks?”: 46 (87%) answered Yes, while the other 7 (13%) answered No. Of the 46 respondents who said Bounty Bucks increased their produce consumption, 87% said they would continue to consume more produce even without the assistance of Bounty Bucks.

*Customer Suggestions for Improvement:* When asked for suggestions to improve services and/or offerings at the market, survey respondents most frequently recommended that the market occur on more days (only Dudley operated more than once per week), followed the suggestion that the markets offer a larger variety of products. Other suggestions included different locations, better prices, extended hours, availability of parking, more advertising, and higher EBT match amounts. For respondents that also received Senior or WIC FMNP coupons, 100% agreed they would shop more at the farmers' market if these also had matching funds.

## **2. Community Awareness of the Bounty Bucks Program**

*Demographics:* The respondents from the D.I.R.T. survey were 55% female and 45% male, and came from 36 different home zip codes. The age of respondents ranged from 14-72, with a median of 37.

*Patronage of Farmers' Markets:* In response to the question "Do you shop at farmers' markets?", 72 people (56%) said, "Yes". Of these people, over half mentioned the quality and price of produce as a reason for shopping at the market. Other reasons included: to support farmers, ability to use WIC and Senior FMNP coupons, and convenience. Of the 44% of respondents that did not shop at farmers' markets, the main reasons included inconvenience (of location, hours), preference of shopping at other food outlets, and lack of information about markets. Only six people mentioned high prices as a factor.

*Awareness of the Bounty Bucks Program:* When asked about Boston Bounty Bucks, only 6% (11 of 177 people) had heard about the program. When posed with the scenario, "if you were eligible to receive a 50% discount on food products bought at a farmers' market for up to \$20, would that be enough of an incentive to make you shop at farmers markets?", 91% of people surveyed said, "Yes".

When respondents were asked to list which markets they were aware of in the City of Boston, the most commonly listed were Mattapan (44 people), Dudley (37 people), and Bowdoin (14 people). One potential confounding factor is that the grocery store in Mattapan is called Mars Farmers Market, and some respondents might have mistakenly referred to the grocery store when listing markets they know. While these are all markets that participate in the Bounty Bucks Program, only 11 people reported knowing about BBB. Combined with the SNAP customer survey data that shows 37% of market customers first learned about BBB at the market, these results indicate that more outreach and education is still needed to spread the word about and educate the public about Bounty Bucks.

## **3. Bounty Bucks Program Implementation**

In addition to informal interviews conducted with market managers during site visits, a post-season meeting was held in late November. This was an opportunity to share experiences and reflect on the 2009 season, as well as prepare for the coming year. The conversation focused on EBT machines, marketing and outreach, and produce prices. Results of the meeting and the interviews are presented below:

*EBT machines:* Market managers experienced fewer technical issues with EBT terminals in 2009 than they did in 2008. Some markets continued to experience slow/unreliable signals; overall, managers reported feeling more confident about troubleshooting terminals, as well as utilizing customer service

assistance from the EBT service providers (Merchant Warehouse, Sage, Efund, Bank of America). In 2009, four terminals were purchased from a new vendor, Merchant Warehouse. Managers who contracted with Merchant Warehouse were satisfied with the level of support and customer service offered. The seven markets that continued their contracts with Sage Bank had greater success with their terminals than they had the previous season; however, there were still some challenges. Even though all but one terminal had been returned for service during the winter of 2009, the Roslindale Farmers' Market experienced difficulty getting their terminal to operate properly until August. A staff member from The Food Project attended many of the Roslindale markets and processed transactions using the TFP terminal, so that SNAP customers could still use their EBT cards and receive Bounty Bucks. The reVision farmstand was unable to get their terminal to function at any time during the season despite having a full strength wireless signal at all times. Instead they chose to give the produce away to SNAP customers, and did not aggressively pursue getting their terminal repaired.

The Allston Farmers' Market has used Bank of America as its service provider for the past two seasons. The market manager experienced difficulty obtaining a consistent wireless signal at the market, and so she often needed to process purchases made with SNAP benefits manually. She contacted the Massachusetts Retailer Call Center for training on how to process manual vouchers and was given incorrect information about the timing of submitting the manual vouchers. As a result, a number of manual vouchers were not processed within the required time period; and therefore, USDA could not reimburse the Allston Farmers' Market for the purchases made with SNAP benefits. The Food Project agreed to cover these charges.

*Training and Technical Assistance:* The Food Project offered two training sessions for farmers' market managers in early May 2009 on the Boston Bounty Bucks program. The trainings covered history and objectives, how to participate, operating a central point of sale system, record keeping and reimbursement, education and outreach, and TFP support. Representatives from all participating markets, except Allston, participated in at least one of the two trainings. A separate training was given for two staff from the Allston Farmers' market later in May. Each participant was provided with a manual that described the program and included all required forms for capturing data on purchases and reimbursements.

From mid-June to mid-August, a staff member from The Food Project rotated among the markets and provided on-site assistance with the EBT terminals. He attended the first two weeks of almost every market to make certain that the market manager, other market staff and vendors were clear about the Bounty Bucks program, knew how to operate the terminal and were comfortable completing the transaction forms. He also answered questions about the terminals and helped the managers to troubleshoot problems. In the case of markets where the terminals were not functioning properly, he brought along and used one of The Food Project's EBT terminals so that SNAP participants could use their benefits to shop and would not have to be turned away. The TFP staff member also educated customers at the market about the Bounty Bucks program and made sure that the markets had clear and visible signage. After his initial two visits, he continued to visit those markets that were having difficulties with any aspect of the Bounty Bucks program. South Boston was one market that needed extra support this past season, and he and several youth interns from The Food Project attended this market for the first eight weeks of the season. Even after The Food Project could no longer provide on site support to South Boston, TFP continued to help with record keeping for the market.

With the exception of Dudley, this was only the first or second year of accepting SNAP at the participating markets, and having extra support in the beginning of the season was beneficial for managers, vendors, and customers. Technical and troubleshooting support allowed SNAP transactions to be processed more smoothly, and education and outreach efforts promoted Bounty Bucks during the early weeks. Market managers welcome the continuation of this staff support for the beginning of the 2010 season.

*Marketing and outreach:* Market managers employed a variety of strategies to promote farmers' markets and Bounty Bucks. This included placing ads in community papers, maintaining email lists/blogs/websites, posting flyers in local businesses, and cultural programming at the market (children's activities, musical performances, nutrition demonstrations, etc). The amount of time and resources managers could devote to publicity and outreach varied; some managers were hired specifically to run the market, while others were volunteers or employees from the sponsoring organizations (health centers, WIC offices, etc.).

The Food Project coordinated the large-scale marketing and outreach for the BBB program. TFP convened a meeting with market managers in February to decide on language of marketing Bounty Bucks ("double your money"). TFP created brochures and flyers advertising BBB and listing all the markets, and translated these into Spanish, Vietnamese, Portuguese, and Haitian Creole. These publicity materials were shared with individual markets to modify and distribute. TFP also worked with DTA to include the BBB flyer in a mailing about the summer meal program, which went to every SNAP participant in Boston with children under 18 in the household (20,000 households). TFP also partnered with The Boston Public Health Commission to distribute BBB publicity materials to WIC offices, ABCD offices, health centers, senior centers, barbershops and hair salons. Additionally, there was an advertisement campaign with the MBTA – 200 posters were featured on the red and orange subway lines, and buses serving Mattapan, East Boston, Dorchester, Roxbury, and Jamaica Plain in July-September

*Produce Prices:* Several managers reported hearing complaints about prices, and some expressed concern about the perception of "organic" as having an elitist connotation. However, results from the SNAP customer and D.I.R.T surveys conducted this fall showed that high prices were not a primary deterrent for shopping at farmers' markets. An informal price survey conducted with a sample of BBB markets did not show wide variation in prices among various farmers' markets, but there was no comparison of these prices with conventional grocery stores. More systematic research needs to be done around prices in order to garner a more comprehensive understanding of produce affordability in the city of Boston.

#### **4. Impact on Farmers**

*Ease of Point of Sale (POS) System:* From conversations with farmers and market vendors during market visits, those who sold at farmers' markets reported that Bounty Bucks were easy to accept and redeem, particularly since the market manager facilitated the process. If customers had questions or needed more information about BBB, it was easy to refer them to the market manager table, which was important since the market vendors were very busy at times. In addition to informal conversations, nine farms that sold farm products at Bounty Bucks markets were contacted via email for feedback in early

December. The four vendors that responded described uniformly positive experiences with Bounty Bucks, and reported that market managers handled the administration and reimbursement process efficiently.

*Economic Impact:* The impact of SNAP/BBB on sales varied among vendors; for example, the Neighborhood Farm reported that “BBB didn't have a significant impact on our sales, but that is likely because we are smaller, more specialized, and have less of a selection than most of the other farms”. On the other hand, Serving Ourselves Farm reported SNAP/BBB sales accounting for 26.5% of their total sales at the Dorchester House Farmers' Market, and The Food Project reported that SNAP/BBB sales accounted for 15% of total sales at the Dudley Farmers' Market, and 11% at the Bowdoin Farmers' Market. Additionally, the farm manager at Serving Ourselves Farm expressed interest in seeing the BBB program help people purchase CSA shares, stating “like many farmers, I feel CSAs are the ideal for both customers and farmers.”

## **SECTION VIII: Program Accomplishments**

Results from the 2009 season show that Bounty Bucks is making a positive difference for both SNAP participants in Boston neighborhoods and the Massachusetts farmers who sell at Boston farmers' markets. The program assists SNAP customers in changing their behavior to include more fresh produce in their diets, and these customers in turn provide a new revenue stream for farmers. Highlights of the second year of the Boston Bounty Bucks program include:

### ***Increased access to and affordability of healthy food in under-served neighborhoods***

Thirteen Boston farmers' markets successfully accepted SNAP benefits in 2009 and provided a double voucher coupon worth up to \$10.00 as a match for all SNAP purchases. As a result SNAP participants were able to use their benefits to purchase farm fresh food at affordable (subsidized) prices in eight Boston neighborhoods on six days of the week during the farmers' market season.

### ***Meeting demand and supporting the farmers' market economy:***

SNAP customers living in over 29 zip codes used their benefits 1,442 times to purchase food at Boston farmers' markets. SNAP and matching Bounty Bucks sales totaled \$20,093.77, rising from a total of \$1,310.00 in 2008. This 15-fold increase and the variety of neighborhoods represented by customers demonstrate the demand for fresh produce among Boston's low-income residents, and the importance of farmers' markets in meeting that demand.

SNAP/BBB sales represent a new income stream for local farmers, and with 120,000 SNAP participants in Suffolk County, this has the potential to be an important source of farm revenue. At one market in 2009 SNAP purchases represented over 26% of total sales. Similar to WIC and Senior FMNP coupons, BBB is a subsidy that directly benefits both farmers and consumers.

### ***Increased consumption of fresh fruits and vegetables:***

87% of surveyed SNAP customers reported consuming more fresh produce because of the Bounty Bucks program, and 84% said that BBB was a Very Important or Important factor in facilitating their purchases of fresh fruits and vegetables. Of the respondents who said Bounty Bucks increased their

produce consumption, 87% said they would continue to consume more produce even without the assistance of Bounty Bucks. These results show that Bounty Bucks is assisting SNAP customers with healthy eating habits, and has the potential to positively impact the amount of fresh produce included in the diet of SNAP participants in the long-term.

***Change in produce purchasing behavior:***

The increase in repeat SNAP customers measured throughout the market season suggests that the BBB program was impacting the purchasing behavior of those that participated. These customers were looking to farmers' markets for their produce on a regular basis. The variability in the number of SNAP customers from week to week and the regularity of the pattern (two weeks of high numbers followed by two weeks of lower numbers) appear to mirror the distribution of monthly SNAP benefits. This suggests that SNAP participants use their benefits to purchase healthy food when they can and that benefits may not last an entire month.

***Importance of the double voucher coupon:***

The majority of SNAP customers at the farmers' markets determined their level of purchasing to take advantage of the maximum match amount. Only a small percentage of customers are motivated to shop at the market for less than a \$5.00 match. This finding suggests two things: first, the importance of the match as an incentive to get SNAP customers to the market and second, the importance of setting the benefit amount at a level sufficient to motivate customers to make the extra trip to a farmers' market. This amount must help them stretch their food dollars enough to make a positive difference to their food budget and eventually their health. As critical as the \$10.00 match is to getting customers to the market, it did not impose an upper limit on purchasing as 9% of SNAP customers who spent their SNAP benefit dollars beyond the match amount in order to purchase fresh produce and other local farm products. SNAP participants that shop at the farmers' markets are ready and willing to spend their SNAP benefits on unprocessed, whole foods.

***Improved EBT terminal functionality, training, and support:***

Rectifying technical difficulties with the EBT terminals was a main goal for the 2009 season. The new service provider used in 2009, Merchant Warehouse, provided more reliable terminals, better service and lower prices than the vendors contracted with in 2008. Old terminals were returned for servicing in the winter of 2008 and with a few exceptions were operational throughout the market season. Increased support of farmers' market managers was accomplished through a comprehensive pre-season training, the creation of a market manual that was distributed to all managers, and the regular presence of TFP staff and youth at the markets during the opening weeks to assist with EBT terminal troubleshooting and education of managers, vendors and customers.

***Simplification of the market system:***

In 2008, USDA required the BBB markets to use market-specific scrip in addition to double value BBB coupons, which was cumbersome for market managers and confusing for customers. In 2009, the Boston Bounty Bucks coupons were the only form of market currency used, which made transactions easier for everyone involved. Of the 70 SNAP customers who answered the survey question "Was it difficult to use Bounty Bucks or EBT? What would make it easier?", 69 reported that it was easy to use. The sole customer who reported a problem using BBB said that the difficulty came from not being able to find the market at first.

## **SECTION IX: Recommendations for the 2010 Season**

To continue the increased success of the Boston Bounty Bucks program, the following recommendations are suggested for the 2010 marketing season:

### ***Expand Bounty Bucks to more farmers' markets:***

Given the positive impact of Bounty Bucks for both customers and market vendors, it is recommended that the program expand to include more Boston farmers' markets in the 2010 season. The ideal situation would be to equip all of the ~24 markets with EBT processing capability and matching Bounty Bucks funds, in order to provide the greatest possible access for the city's SNAP participants. In addition, it would simplify outreach and education about the program because people would not have to keep track of which markets accept SNAP and offer BBB. Equipping all farmers' markets with wireless EBT terminals would permit The Food Project and Mayor Thomas Menino's office to launch a citywide campaign to promote the Bounty Bucks program. The City of Boston has already pledged the use of their street furniture for promotion if all markets participate.

### ***Continue EBT training and support at markets; add training in manual voucher processing:***

In-depth EBT training and troubleshooting support substantially improved the operation of the Bounty Bucks program in 2009. Although most markets experienced fewer technical difficulties this year, there should continue to be a comprehensive training for market managers each spring. In addition the training should include information on how to process manual authorization vouchers for cases when an EBT terminal is not working. This would enable the customer to use SNAP benefits, regardless of whether the machine is functioning.

### ***Provide clear instructions for Bounty Bucks usage:***

In the 2009 season, there were several cases of customers obtaining Bounty Bucks at one market, and redeeming them at a different market. This was problematic because while the issuing market was reimbursed by USDA for the amount swiped on the customer's EBT card, that market may not have had to reimburse farmers for the entire amount if BBB coupons were spent at another market. Although it is possible that the two markets could reconcile their accounting discrepancies, it is unlikely that they would go to that much trouble for the small amounts involved. For this year, TFP reimbursed the markets that accepted BBB coupons issued at another market.

In order to avoid this confusion next season, BBB coupons should be clearly stamped with "redeemable only at" and the market name, and farmers should be instructed to double check coupons before accepting them for payment. In 2010, The Food Project will not reimburse markets for any redeemed coupons that they did not issue. Signage that BBB coupons must be redeemed at the issuing market should be printed and displayed at the markets, and a pamphlet or similarly informative document should be created in multiple languages clearly stating how the program works (in step-by-step format) and made available to customers at all the markets.

### ***Simplify the reimbursement process:***

Market managers were responsible for invoicing The Food Project for EBT expenses (Bounty Bucks match amounts, monthly fees), and some market managers experienced confusion around how to create an invoice and exactly which charges were reimbursable. Several markets did not process SNAP sales

properly at first, and did not check their monthly statements until later in the season, at which point it was too late for the service provider to process the transaction. While TFP covered the charges that resulted from these mistakes, market managers need to check their monthly statements in a timely manner, as they are ultimately responsible for making sure that SNAP transactions are processed and that the correct amounts are deposited into the market bank account. A standardized invoice form should be created and included in the market manager manual to make the reimbursement process more efficient for managers and accounting easier for TFP. Also, in the previous two years, market managers have had the option of submitting invoices monthly or at the end of the season; it is recommended that invoices be due monthly or bi-monthly or at pre-designated dates throughout the season. This way, it will be easier to stay updated with markets and address complications more quickly, as well track SNAP and Bounty Bucks redemption.

***Target advertising and enlist community support:***

*Targeted outreach:* Advertising and promotion efforts should continue in order to build awareness of the Bounty Bucks program and increase the number of new customers at the market. Promotion and outreach should be targeted specifically at SNAP participants. According to survey results of SNAP customers, the majority learned about Bounty Bucks while shopping at the market or through family and friends. To continue the success of word-of-mouth promotion, market managers could identify a *Community Liaison* who is a SNAP participant to help with BBB outreach. This community liaison person could receive a CSA share or weekly basket of produce at the market in return for their assistance.

*Individual markets:* While The Food Project and the City of Boston will continue to promote BBB citywide, individual markets will likely have the most success educating local SNAP participants about BBB because of their close neighborhood ties. In recognition of this strength The Food Project will disburse \$25,000 from USDA Farmers' Market Promotion Program (FMPP) to support new and current BBB markets in BBB outreach efforts.

*Focus groups:* The Bounty Bucks program had tried several different approaches in the language of marketing BBB – this included “double your money”, “50% off”, and “match up to \$10.00”. A focus group of SNAP participants should be conducted, in order to learn which approaches are most effective prior to developing the promotional campaign for the 2010 season.

*Student involvement:* TFP summer interns helped with outreach at the South Boston and Bowdoin/Geneva markets this past season. At the post-season market manager meeting, other managers expressed an interest in youth presence at their markets. TFP interns could be trained on the mission, objectives, and operation of the Bounty Bucks program, and serve as resources for customers, market managers, and vendors at the BBB markets. Additionally, given the large number of colleges and universities in the Boston area, internships could be offered for public relations/marketing/business students to advertise and promote the Bounty Bucks program.

*Community Partners:* Publicity materials for Boston Bounty Bucks should continue to be provided to organizations that serve low and middle-income populations; this includes the Department of Transitional Assistance (DTA), WIC offices, ABCD offices, public housing complexes, community health centers, and other identified community organizations.

***Make CSA shares accessible for SNAP customers:***

Community Supported Agriculture (CSA) is a model of food production and distribution where consumers and growers share the risks and benefits of farming. Consumers pay for a “share” at the beginning of the season, which allows farmers to access a lump sum of money for farm operations. CSA’s usually consist of a system of weekly pick-up or delivery of vegetables and fruits that are in currently in season and available to harvest on the subscription farm.

More farms and farmers’ markets are working to make CSA’s accessible to SNAP customers. Individual farms can become authorized to accept SNAP as a “farm stand” through USDA, and allow customers to pay for their share weekly, instead of a lump sum at the beginning of the season (as federal law prohibits SNAP participants from paying in advance for goods they will receive at a later point in time). SNAP accessible farmers’ markets such as Farm Fresh RI allow SNAP participants to swipe their card for payment tokens, which are given to the CSA operating a weekly pick-up at the farmers’ market. The CSA then redeems the tokens at the market for payment.

CSA’s are a beneficial model for both farmers and customers, but modification of the payment schedule (to weekly payments, instead of one lump sum at the beginning of the season) is necessary to make them accessible to SNAP customers. Even without SNAP, there is already demonstrated interest and support of the CSA model in lower-income neighborhoods (such as Codman Square, where 52 people participated in the Silverbrook CSA pick-up at the farmers’ market, up from 17 people in 2008).

It is recommended that farmers’ markets reach out to CSA’s, and explore opportunities to operate a pick-up at the market, as well as work with CSA’s to offer shares that can be paid for on a weekly basis with EBT and Bounty Bucks.

***Match funds for Senior and WIC FMNP coupons:***

Matching EBT purchases up to \$10.00 provided a strong incentive for lower-income consumers to shop at farmers’ markets and had a declared impact on increasing fruit and vegetable consumption. For SNAP customers who also received Senior or WIC FMNP coupons, 100% said they would shop more at the farmers’ market if these were also matched. Not all Senior or WIC FMNP recipients are eligible for SNAP, however, since SNAP eligibility is at 130% of federal poverty level, while WIC and Senior FMNP eligibility is 185% of federal poverty level. Low-income pregnant women and mothers, as well as the elderly, require additional nutritional needs and would especially benefit from consuming extra produce.

***More research needed around pricing at farmers’ markets vs. conventional grocery:***

There is a perception that produce at farmers’ markets is more expensive, but our surveys indicate that high prices are not a main deterrent for shopping at markets. Studies of local vs. non-local produce in Iowa<sup>10</sup> and farmers’ market vs. conventional grocery in Seattle<sup>11</sup> have found that foods from farmers’ markets cost less on average. However, in the Iowa study seasonally low prices of zucchini and summer squash skewed the results, and the Seattle study only used a small cross-section of food outlets. Food prices vary around the country, and more systematic research is needed around price comparison of fruits and vegetables at Boston farmers’ markets vs. conventional grocery stores.

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<sup>10</sup> Study available at: <http://www.leopold.iastate.edu/pubs/staff/prices/summary.htm>

<sup>11</sup> Study available at: [http://seattletimes.nwsourc.com/html/localnews/2003733548\\_farmers04.html](http://seattletimes.nwsourc.com/html/localnews/2003733548_farmers04.html)

***Sustained resources and support needed for Boston Bounty Bucks:***

To continue to provide accessible and affordable fresh fruits and vegetables for Boston's low-income population, sustained resources and funding is required. Permanent, mandatory funding for incentive programs is needed at both the state and federal level, so SNAP customers are able to purchase fresh produce on a consistent basis. To encourage farmers' markets to accept SNAP benefits, free wireless EBT terminals with no fees should be made available to any market that is committed to serving lower-income clients.

## **Appendix**

- I: 2009 Season Sales Data**
- II: WIC and Senior FMNP Coupon Redemption Data**
- III: Bounty Bucks Farmers' Market Directory**
- IV: EBT Customer Questionnaires (English, Vietnamese, Spanish, Haitian Creole)**
- V: D.I.R.T. Farmers' Market Questionnaire**
- VI: Example of Bounty Bucks Promotional Materials**
- VII: History of Boston Bounty Bucks**
- VIII: Demographics of Boston Neighborhoods**
- IX: The Food Project**
- X: EBT/Farmers' Markets Resources**

## Appendix I: 2009 Season Sales (EBT and Bounty Bucks)

2009 SEASON	TRANACTIONS	EBT SALES	BBB MATCH	TOTALS
Mattapan	39	\$278.75	\$257.75	\$536.50
Ashmont	147	\$659.25	\$623.75	\$1,283.00
Community Servings	84	\$1,156.50	\$755.50	\$1,912.00
Bowdoin	57	\$268.96	\$255.96	\$524.92
Dudley (Tuesday)	107	\$697.55	\$671.56	\$1,369.11
Dudley (Thursday)	114	\$831.13	\$723.16	\$1,554.29
Boston Medical Center	73	\$407.79	\$393.71	\$801.50
East Boston	181	\$1,385.75	\$1,474.75	\$2,860.50
Roslindale	107	\$780.50	\$887.50	\$1,668.00
Dorchester House	144	\$748.00	\$739.00	\$1,487.00
reVIsion House	0	\$0.00	\$0.00	\$0.00
Codman Square	82	\$753.85	\$602.35	\$1,356.20
Allston	91	\$767.50	\$762.50	\$1,530.00
Mission Hill	118	\$952.75	\$899.00	\$1,851.75
South Boston	98	\$752.25	\$606.75	\$1,359.00
<b>TOTALS</b>	<b>1442</b>	<b>\$10,440.53</b>	<b>\$9,653.24</b>	<b>\$20,093.77</b>

## Appendix II: WIC and Senior FMNP Coupon Redemption Data

2008 Season	Senior FMNP	*Bonus	WIC FMNP	Total Coupons
Codman Square	\$585.00	\$327.50	\$1,267.50	\$2,180.00
Boston Medical Center	\$5.00	\$0.00	\$1,500.00	\$1,505.00
East Boston	\$857.50	\$2,662.50	\$8,210.00	\$11,730.00
Mattapan	\$617.50	\$317.50	\$1,365.00	\$2,300.00
Dorchester House	\$597.50	\$307.50	\$852.50	\$1,757.50
Brigham Circle/Mission Hill	\$1,215.00	\$287.50	\$4,745.00	\$6,247.50
Dudley Square	\$890.00	\$837.50	\$7,730.00	\$9,457.50
Allston	\$472.50	\$0.00	\$1,265.00	\$1,737.50
South Boston	\$1,992.50	\$87.50	\$4,202.50	\$6,282.50
Dorchester/Bowdoin Sq.	\$465.00	\$932.50	\$3,332.50	\$4,730.00
Roslindale	\$3,990.00	\$427.50	\$7,320.00	\$11,737.50

\*In 2008, The Food Project worked with the Federation of Massachusetts Farmers' Markets (FMFM) on a program to provide additional incentives for WIC recipients to redeem their coupons at farmers' markets. In August 2008, 8,000 bonus WIC coupons worth \$2.50 each were distributed to clients at five Boston WIC offices with historically low WIC redemption rates. The bonus coupons were a one-for-one match to the coupons the women were already receiving for themselves and their children.

## Appendix III: Bounty Bucks Farmers' Market Directory

<b>North Dorchester</b>				
Bowdoin/Geneva Farmers' Market	Bowdoin Street Health Center	Thursdays, 3:30-7 Jul. 9 – Oct. 29	230 Bowdoin Street	The Food Project
Boston Medical Center Farmers' Market	Boston Medical Center	Fridays, 11:30-2:30 July 17-October 30	Menino Pavilion, Boston Medical Center	The Food Project, Farmer Dave's
<b>South Dorchester</b>				
Ashmont/Peabody Square Farmers' Market	St. Mark's Area Main Streets	Fridays, 3-7 Jul. 10 – Oct. 3	1963 Dorchester Avenue	Farmer Dave's, Flats Mentor Farm, Spring Brook Farm, Big Sky Bread, Cedar Grove Gardens
Codman Square Family Inc. Farmers' Market	Family Inc.	Thursdays, 1-6 Jun. 25 – Oct. 29	Codman Commons (Washington St. & Talbot Ave.)	Silverbrook Farm
Dorchester House Farmers' Market	Dorchester House Multi-Service Center	Tuesdays, 11:30-2 Jul. 7-Oct. 27	1353 Dorchester Avenue	reVision Urban Farm, Serving Ourselves Farm
Dudley Town Commons Farmers' Market	The Food Project	Tuesdays and Thursdays, 3-7 Jun. 3-Oct. 30	Dudley Town Commons	The Food Project
reVision Urban Farm Stand	reVision House	Thursdays June - November	38 Fabyan Street	reVision Urban Farm
<b>South Boston</b>				
South Boston Farmers' Market	South Boston Community Health Center	Mondays, 12-6 May 4 - Nov. 23	466 West Broadway	Spring Brook Farm, Frietas' Farm, Big Sky Breads
<b>East Boston</b>				
East Boston Farmers' Market	East Boston Neighborhood Health Center	Fridays, 3-6 Jul. 16 - Oct. 8	East Boston Central Square	Flats Mentor Farm, Farmer Dave's
<b>Mattapan</b>				
Mattapan Farmers' Market	Mattapan Food and Fitness Coalition	Saturdays, 10-2 Jul. 11 - Oct. 10	525 River Street	Powisset Farm , Brookwood Farm
<b>Allston-Brighton</b>				
Allston Farmers' Market	Harvard University Dining Services	Fridays, 3-7 Jul. 19 – Oct. 30	N. Harvard St. & Western Ave.	Lanni Orchards, Dragonfly Farms, Flats Mentor Farm, E.L. Silvia Farm & Orchard, Mamadou's Artisan Bakery, Big Sky Bakery, Baked Orchard
<b>Jamaica Plain</b>				
Community Servings Farmers' Market	Community Servings	Sundays, 10-2 Jul. 12 - Oct. 18	18 Marbury Terrace	Silverbrook Farm, Millbrook Farm, Big Sky Breads, The Greenest Bean, Earthworks Boston
<b>Mission Hill</b>				
Mission Hill Farmers' Market	Mission Hill Main Streets	Thursdays, 11-6 Jun. 18 – Oct. 27	Brigham Circle - Huntington Ave. & Tremont St.	MacArthur Farm, Gary's Too Farm Stand
<b>Roslindale</b>				
Roslindale Farmers' Market	Roslindale Village Main Streets	Saturdays, 9-1 Jun. 13 – Oct. 17	Adams Park	MacArthur Farm, Spring Brook Farm, Brookwood Community Farm, Neighborhood Farm (also rotating vendors selling baked goods, cheeses, crafts, specialty products)

## Appendix IV: SNAP Customer Questionnaire

**Surveyor:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Market Name & Location:** \_\_\_\_\_

(Thank you for participating in our survey! The following questions ask about your purchasing behavior at this farmer's market, and are intended to help us improve our services. Please know all responses are anonymous, and that you do not have to answer any questions that make you feel uncomfortable).

(1) **Gender:** M / F (2) **Age:** \_\_\_\_\_ (3) **Zip code:** \_\_\_\_\_

(4) **Amount spent at market today:** Cash: \_\_\_\_\_ EBT: \_\_\_\_\_ BBB: \_\_\_\_\_

(5) **Where do you usually buy your fruits and vegetables?** \_\_\_\_\_

(6) **Compared to (usual place of purchase), how do you rate the fruits and vegetables at this market:**

The SELECTION:  Much Better  A Bit Better  Same  Worse  Much Worse

The QUALITY:  Much Better  A Bit Better  Same  Worse  Much Worse

The PRICE:  Much Better  A Bit Better  Same  Worse  Much Worse

(7) **Were there any vegetables you like to buy that you did not see here for sale?**

\_\_\_\_\_

(8) **How did you hear about the Boston Bounty Bucks Program?**

\_\_\_\_\_

(9) **Was it difficult to use Bounty Bucks or EBT? What would make it easier?**

\_\_\_\_\_

(10) **On a scale of 1 to 5, how important is Bounty Bucks for purchasing your fruits and vegetables:**

1 (Not At All Important) 2 (Of Little Importance) 3 (Moderately Important) 4 (Important) 5 (Very Important)

(11) **On a scale of 1 to 5, how important is Bounty Bucks in your decision to visit this market today:**

1 (Not At All Important) 2 (Of Little Importance) 3 (Moderately Important) 4 (Important) 5 (Very Important)

(12) **Do you eat more fruits and vegetables because of Bounty Bucks?** Yes / No

If YES: Will you continue to consume more produce without Bounty Bucks? Yes / No

(13) **How often did you use Bounty Bucks this summer?** \_\_\_\_\_

(14) **Do you also receive Senior FMNP or WIC FMNP coupons?** Yes / No

If YES: Would you shop more at the farmer's market if these were also doubled? Yes / No

(15) **How can we improve our services and/or offering at the market to get you to shop here more often?**

(For example: different location or hours, better selection, parking, better prices, market occurred more often)

\_\_\_\_\_

Surveyor: \_\_\_\_\_ Date: \_\_\_\_\_ Market Name & Location: \_\_\_\_\_

Cám ơn bạn đã tham gia cuộc khảo sát của chúng tôi! Các câu hỏi sau đây hỏi về hành vi mua bán của bạn tại thị trường này của nông dân, và được dự định để giúp chúng tôi cải thiện dịch vụ của chúng tôi. Hãy biết tất cả các phản ứng là vô danh, và rằng bạn không cần phải trả lời câu hỏi nào làm cho bạn cảm thấy khó chịu.

(1) Giới tính: Nam / Nữ (2) Tuổi: \_\_\_\_\_ (3) Mã vùng: \_\_\_\_\_

(4) Số tiền bỏ ra ở thị trường hôm nay: Tiền mặt: \_\_\_\_\_ EBT: \_\_\_\_\_ BBB: \_\_\_\_\_

(5) Trường hợp nào bạn thường mua hoa quả và rau của bạn? \_\_\_\_\_

(6) So với các địa điểm thông thường (mua), làm thế nào để bạn có tỷ lệ các loại trái cây và rau quả tại thị trường này:

Các Chọn:	<input type="radio"/> Tốt nhiều hơn	<input type="radio"/> Tốt hơn một chút	<input type="radio"/> Tương tự	<input type="radio"/> Tệ hơn nửa	<input type="radio"/> Tệ hơn nhiều
Các chất lượng:	<input type="radio"/> Tốt nhiều hơn	<input type="radio"/> Tốt hơn một chút	<input type="radio"/> Tương tự	<input type="radio"/> Tệ hơn nửa	<input type="radio"/> Tệ hơn nhiều
Các giá:	<input type="radio"/> Tốt nhiều hơn	<input type="radio"/> Tốt hơn một chút	<input type="radio"/> Tương tự	<input type="radio"/> Tệ hơn nửa	<input type="radio"/> Tệ hơn nhiều

(7) Là có bất cứ loại rau bạn thích để mua mà bạn đã không thấy ở đây để bán?

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(8) Bạn biết về Bounty Boston Bucks Chương trình (10 \$ phù hợp với quỹ cho doanh EBT)?

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(9) Có khó khăn khi sử dụng Bounty Bucks hoặc EBT? Điều gì sẽ làm cho nó dễ dàng hơn?

---

(10) Theo thang điểm từ 1-5, điều quan trọng là làm thế nào Bounty Bucks mua hoa quả và rau của bạn:  
1 (Không phải lúc Mọi Quan trọng) 2 (Of Little Tầm quan trọng) 3 (Khá quan trọng) 4 (quan trọng) 5 (Rất quan trọng)

(11) Theo thang điểm từ 1-5, điều quan trọng là làm thế nào Bounty Bucks trong quyết định của bạn để truy cập vào thị trường này ngày hôm nay:

1 (Không phải lúc Mọi Quan trọng) 2 (Of Little Tầm quan trọng) 3 (Khá quan trọng) 4 (quan trọng) 5 (Rất quan trọng)

(12) Bạn có ăn nhiều trái cây và rau vì Bounty Bucks? Có / Không

NẾU CÓ: Bạn sẽ tiếp tục sản xuất tiêu thụ hơn mà không Bounty Bucks? Có / Không

(13) Làm thế nào bạn có thường xuyên sử dụng Bounty Bucks mùa hè này? \_\_\_\_\_

(14) Bạn cũng nhận được cao cấp FMNP hoặc WIC FMNP phiếu giảm giá? Có / Không

NẾU CÓ: Bạn có nhiều cửa hàng tại thị trường của nông dân nếu này cũng đã được tăng gấp đôi? Có / Không

(15) Làm thế nào chúng ta có thể cải thiện dịch vụ của chúng tôi và / hoặc cung cấp tại thị trường để giúp bạn có được để mua sắm ở đây thường xuyên hơn? (Ví dụ: địa điểm khác nhau hoặc giờ, lựa chọn tốt hơn, bãi đậu xe, giá cả tốt hơn, thị trường đã xảy ra thường xuyên hơn)

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Surveyor: \_\_\_\_\_ Date: \_\_\_\_\_ Market Name & Location: \_\_\_\_\_

¡Gracias por participar en nuestra encuesta! Las preguntas siguientes son sobre su comportamiento de compra en este mercado y son preguntados para ayudarnos a mejorar los servicios. Todas las respuestas serán anónimas y no es necesario responder a cualquier pregunta que le hace sentir incómodo.

(1) **Género:** Hombre / Mujer                      (2) **Edad:** \_\_\_\_\_                      (3) **Código Postal:** \_\_\_\_\_

(4) **¿Cantidad que usted gastó en el mercado hoy?** Efectivo: \_\_\_\_\_ EBT: \_\_\_\_\_ BBB: \_\_\_\_\_

(5) **Generalmente, ¿dónde compra usted las frutas y verduras?** \_\_\_\_\_

(6) **Comparado a su tienda o mercado de siempre, ¿cómo considera Ud. las frutas y verduras de este mercado?**

La selección:     Mucho Mejor     Un poco mejor     Lo mismo     Peor     Mucho peor

La calidad:       Mucho Mejor       Un poco mejor     Lo mismo       Peor       Mucho peor

El precio:         Mucho Mejor         Un poco mejor     Lo mismo       Peor         Mucho peor

(7) **¿Hay verduras que le gustaría comprar pero que no vio aquí para la venta?**

---

(8) **¿Cómo se enteró usted de la programa Boston Bounty Bucks? (50% gratis ventas hecho por EBT)**

---

(9) **¿Fue difícil utilizar los Bounty Bucks o el EBT? Qué lo haría más fácil?**

---

(10) **¿En una escala del 1 al 5, qué importancia tiene los Bounty Bucks en hacer sus compras de frutas y verduras?**

1 (Ninguna importancia)    2 (Poca importancia)    3 (Moderada Importancia)    4 (Importancia)    5 (Mucha Importancia)

(11) **¿En una escala del 1 al 5, qué importancia tiene los Bounty Bucks en su decisión para visitar a este mercado?**

1 (Ninguna importancia)    2 (Poca importancia)    3 (Moderada Importancia)    4 (Importancia)    5 (Mucha Importancia)

(12) **¿Come usted más frutas y verduras gracias a Bounty Bucks? Sí / No**

En caso afirmativo, continuara Ud. a consumir más verduras sin el uso de Bounty Bucks? Sí / No

(13) **¿Cuántas veces utilizó Ud. los Bounty Bucks este verano?** \_\_\_\_\_

(14) **¿También recibe usted cupones de Senior FMNP o WIC FMNP? Sí / No**

En caso afirmativo, iría usted más al mercado si estos cupones estaban al doble? Sí / No

(15) **¿Cómo podemos mejorar nuestros servicios y/o lo que ofrecemos para que usted compre sus frutas y verduras aquí con frecuencia?** (Por ejemplo: si tuviéramos otro lugar u horario; mejor selección, estacionamiento, o precios; o si el mercado ocurriera más a menudo)

---

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**Surveyor:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Market Name & Location:** \_\_\_\_\_

Mesi pou patisipe nan sa! N'ap mande kesyon pou ede nou ba pi bon sèvis. Souple konnen nou pa'p konnen ki moun ou ye e ou pa bezwen bay on repons si ou pa vle.

(1) **Gender:** Gason / Fi (2) **Laj:** \_\_\_\_\_ (3) **Còd Postal:** \_\_\_\_\_

(4) **Konbyen out te depense jodia:** Lajan: \_\_\_\_\_ EBT: \_\_\_\_\_ BBB: \_\_\_\_\_

(5) **Lo kote ou achte fri a legum pi sou van?** \_\_\_\_\_

(6) **Compare (kote ou toujou achte), ki diferans ou wè nan fri a legum nan mache sa a:**

Chwa:  Pi Bon  On ti Jan bon  Menm  Mal  Pi mal

Kalite:  Pi Bon  On ti Jan bon  Menm  Mal  Pi mal

Pri:  Pi Bon  On ti Jan bon  Menm  Mal  Pi mal

(7) **Pa't gen lot legum ou renmen achte ou pa't wè pou vann?**

---

(8) **Ki jan ou te fè konnen de pwogram Boston Bounty Bucks (yo matche \$10 lè'w achte a EBT)?**

---

(9) **Li te difisil pou'w te itilize Bounty Bucks ou-byen EBT? Ki sa t'ap fè li pi facil?**

---

(10) **Si ou tàp konte de 1 a 5, ki jan ou jwenn Bounty Buck inpòtant pou'w achte fri a legum:**

1 (Pa inpòtant ditou) 2 (On ti jan inpòtant) 3 (Modere) 4 (Inpòtant) 5 (Trè inpòtant)

(11) **Si ou tàp konte de 1 a 5, how important is Bounty Bucks in your decision to visit this market today:**

1 (Pa inpòtant ditou) 2 (On ti jan inpòtant) 3 (Modere) 4 (Inpòtant) 5 (Trè inpòtant)

(12) **Eske ou manje plis fri a legum paske ou gen Bounty Bucks ?** Wi / No

SI WI: Eske ou ap kontinye achte plis podwi san Bounty Bucks? Wi / No

(13) **Kobyen fwa out te itilize Bounty Bucks pou ete sa ?** \_\_\_\_\_

(14) **Eske yo ba ou Senior FMNP or WIC FMNP coupon?** Wi / No

SI WI: Eske ou te achte plis nan mache a si yo te ba yo plis kantita? Wi / No

(15) **Komòmou ou ka ba pi bon sèvis a mache a pou fe ou achte la plis?** (Pa akzamp: Pi bon Pri, Kote pou pake, pi bon chwa, un lot kote, le li ouvè)

---

**Appendix V: DIRT Questionnaire**

**SURVEYOR:**

**DATE:**

1) What is your zip code? \_\_\_\_\_

2) Do you shop at farmers markets? YES / NO (circle one)

3) If yes- Why do you shop at farmers markets (circle all that apply):

a) quality

b) price

c) to use WIC or Senior's Coupons

d) support farmers

e) other \_\_\_\_\_

4) If no- Why don't you shop at farmers markets (circle all that apply):

a) quality

b) price

c) not convenient- hours/day or week

d) not convenient- location

e) other \_\_\_\_\_

5) How many farmers markets are you aware of in the City of Boston?

**LIST ALL:**

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6) Have you heard of the Boston Bounty Bucks Program? YES / NO (circle one)

7) If you knew that you were eligible for a 50% discount on the price of vegetables at a farmers market, would you be more likely to shop at a market? YES / NO (circle one)

## Appendix VI: Examples of Promotional Materials



## DOUBLE YOUR MONEY

Use SNAP/EBT at Boston Farmers' Markets!

Double kôb ou-utilize SNAP nan farmers' markets nan Boston.

Duplika bu dinheru Usa abonus di alimentason(SNAP/EBT) na feira di cumida(Farmers' Market) di Boston

En los mercados de Frutas y Vegetales, multiplique el doble de sus dinero--utilize sus Tarjetas EBT Cupones de Alimentos

Tiền co giá trị gấp đôi khi xử dụng thẻ Food Stamps ở Chợ Nông Phẩm Boston

Your SNAP/EBT purchases up to \$10 will be matched with Boston Bounty Bucks at the markets listed on the back of this card.

WIC and Senior Farmers' market Nutrition Coupons also accepted.

Boston Bounty Bucks is sponsored by Mayor Menino's Fresh Food Fund and The Food Project.

## DOUBLE YOUR MONEY

UseSNAP/EBT at these Boston Farmers' Markets

Mo	TU	WE	TH	FR	SA	SU
<b>SOUTH BOSTON</b> W. Broadway between F Street & Dorchester Street 10am-6pm starts May 4	<b>DORCHESTER</b> Dorchester House 11:30am-2:00pm starts July 7 <b>ROXBURY</b> Dudley Town Common 3pm-7pm starts June 16 (Thursdays, too)	Use <b>Boston bounty Bucks</b> at all of these markets!	<b>DORCHESTER</b> Bowdoin St., Health Ctr. 2:30pm-6:30pm starts July 9 Codman Square 4pm-6pm starts June 25 Fabyan Street 10am-2pm starts June 19 <b>EAST BOSTON</b> Central Square 3pm-6:30pm starts July 16 <b>MISSION HILL</b> Brigham Circle 10am-6pm starts June 18	<b>ALLSTON</b> Western Ave & N. Harvard St. 3pm-7pm starts June 19 <b>DORCHESTER</b> Ashmont / Peabody Square 3pm-7pm starts July 10 <b>BOSTON</b> Boston Medical Ctr. 11am-2pm starts July 17	<b>MATTAPAN</b> Church of the Holy Spirit 10am-3pm starts July 11 <b>ROSLINDALE</b> VILLAGE Adams Park 9am-3pm starts June 13	<b>JAMAICA PLAIN</b> Community Services/ Stonybrook T Station 10am-3pm starts July 12

For more information [http://www.mass.gov/agr/massgrown/farmers\\_markets.htm](http://www.mass.gov/agr/massgrown/farmers_markets.htm) or call 617-427-7399

The Food Project's

## Farmers' Markets

Mercado de Cultivadores  
Merkadu di Kultivadoris



Shop at these Boston Farmers' Markets!

Roxbury-Dudley Town Common  
Tuesdays & Thursdays 3pm-7pm • June 16-October 29

Dorchester-Bowdoin Street Health Center  
Thursdays 3pm-6pm • July 9-October 29

Boston-Boston Medical Center, Menino Pavilion  
Fridays 11am-2pm • July 9-October 2

## DOUBLE YOUR MONEY!

Use SNAP/Food Stamps at Boston Farmers' Markets.

Duplica o seu dinheiro--usa o seu SNAP/Food Stamps na feira de comida de Boston.

En los mercados de Frutas y Vegetales, multiplique el doble de sus dinero--utilize sus Tarjetas SNAP/Cupones de Alimentos.

Your SNAP/Food Stamps purchases up to \$10 will be matched with Boston Bounty Bucks at these markets.

WIC and Senior Farmers' Market Nutrition Coupons also accepted.

Boston Bounty Bucks is sponsored by Mayor Menino's Fresh Food Fund and The Food Project.

## **Appendix VII: History of Boston Bounty Bucks**

(Excerpt from 2009 report *Undoing Inequity: Boston's EBT Farmers' Market Initiative* by Nico Quintana)

In the summer of 2008, The Food Project, in collaboration with Mayor Menino and local and national partners, launched the Boston EBT Farmers' Market Pilot Program. This pilot program was designed to increase the availability of fresh fruits and vegetables in low-income communities in Boston by supporting the creation and expansion of farmers' markets that accept government nutrition program benefits, such as SNAP, WIC coupons, and senior farmers' market nutrition coupons. The program provided both new and existing urban farmers' markets with wireless EBT terminals, financial assistance, and staff advisory support. The program also addressed the affordability of fruits and vegetables by offering an incentive program, Boston Bounty Bucks. TFP wrote and submitted a proposal to the USDA for authorization to implement an incentive program for SNAP benefits customers. Permission to run a pilot program was received in July, on the condition that all markets use both market scrip and Boston Bounty Bucks coupons.

The creation of the EBT pilot program began with the mobilization of potential markets, and included those in six Boston neighborhoods studied by the BCFF (East Boston, north and south Dorchester, Roxbury, Jamaica Plain, and Mattapan) as well as Allston and Roslindale. Ten markets opted to participate in the program: Allston Farmers' Market, Boston Medical Center Farmers' Market, Bowdoin Street Farmers' Market, Dudley Town Common Market, Dorchester House Farmers' Market, East Boston Farmers' Market, Mattapan Farmers' Market, Mission Hill Farmers' Market, Revision House Farmers' Market, and Roslindale Farmers' Market. The Food Project's Dudley Town Common Market was the only Boston market with the capacity to accept EBT prior to the summer of 2008. The Food Project staff worked with them to help prepare them for the 2008 market season. In addition to hosting an information session in January 2008 and an EBT training session in May 2008, The Food Project provided each market with staff support throughout the market season and a farmers' market manual that included instructions on how to apply to become a certified EBT vendor. Market managers were responsible for applying for EBT and WIC vendor status, as well as submitting a USDA Food Stamp application to receive authorization to accept food stamps.

TFP purchased EBT terminals for the markets; the terminal service provider offered training by phone for market staff on how to use the terminals. Six Nuriit 8010 wireless terminals capable of processing EBT purchases were purchased for use by pilot program markets for the 2008 market season. The Food Project selected Sage Bank/Merchant Services as the service provider for the EBT terminals based on a cost comparison with other service providers and the recommendation of market managers in other cities. The machines were purchased at half the price of an average machine. The EBT machines were distributed to all pilot program markets, with the exception of Allston, Boston Medical Center, and the Dudley markets. The Allston market and the Dudley market had previously purchased their own machines, and the Boston Medical Center's market was able to share a wireless EBT terminal with the Bowdoin market because The Food Project staff ran the terminal at both markets. Each market was asked to publicize the EBT pilot program to its customers. At each market, there were signs posted about the market to inform customers that the market accepted WIC and EBT. All markets were supplied with a large banner that was created and supplied by the Office of Business Development in the City of Boston's Department of Neighborhood Development as well as the Boston Bounty Bucks coupons; they were asked to make their own market scrip to hand out to customers. Markets that had more than one vendor would hand out both scrip and Bounty Bucks coupons to customers after swiping their EBT cards for the requested amount; customers used both the scrip and coupons to make food purchases at the market. At the close of the market, managers would reimburse farmers for all the scrip and coupons they had taken in during the market.

In preparation for the opening of the program in the summer of 2008, The Food Project, in partner with the city of Boston, raised a total of \$50,000 to support the EBT and WIC incentive programs. The Boston Bounty Bucks program was given \$20,000 of funding, and the WIC incentive program was given \$20,000 of funding. \$10,000 of funding was kept as a reserve in case either program exceeded its budgeted amount.

The Boston Bounty Bucks program provided an incentive for SNAP recipients to purchase fresh local produce at their neighborhood farmers' market. It was modeled on a similar SNAP incentive program initiated by The Food Project's Lynn, MA and Dudley Town Common Markets in 2007. This model has also been used in other communities across the country. Boston Bounty Bucks matched EBT farmers' market purchases between five and ten dollars with coupons of equal value, making the produce of the markets more affordable for low-income residents. Each market was allocated \$1,500 for matching coupons.

In addition, The Food Project worked with the Federation of Massachusetts Farmers' Markets (FMFM) on a program to provide additional incentives for WIC recipients to redeem their coupons at farmers' markets. In August, 2008, 8,000 green WIC coupons worth \$2.50 each were distributed to clients at five Boston WIC offices with historically low WIC redemption rates. The coupons were a one-for-one match to the coupons the women were already receiving for themselves and their children.

## **Appendix VIII: Introduction to Boston Neighborhoods**

(From the *Health of Boston 2009* report by the Boston Public Health Commission)

**East Boston:** Of all Boston neighborhoods, East Boston has the highest percentage of recent immigrants; the 2000 census reported that fifteen percent of East Boston residents lived outside the United States in 1995. Between 1990 and 2000, the number of Latino residents increased by over 10,000, a 160.0% increase. In 2000, Latinos comprised 39.0% of the neighborhood, compared with 17.6% in 1990. East Boston is now home to the largest Latino community in Boston.

Over half (55.0%) of East Boston residents speak a language other than English at home. Spanish is the primary language spoken by 37.3% of residents, while 5.9% speak Italian, 4.6% speak Portuguese/Portuguese Creole, and 2.3% speak Vietnamese.

Just over half (56.4%) of East Boston residents were born in the United States, including 1.9% who were born in Puerto Rico. East Boston residents have emigrated from many countries, including El Salvador (12.4%), Colombia (7.6%), Brazil (3.8%), Italy (2.6%), Vietnam (2.1%), Mexico (1.9%), Guatemala (1.6%), Peru (1.5%), and the Dominican Republic (1.3%).

**Mattapan:** Over the last two decades, Mattapan has become home to many Haitian immigrants seeking to escape the turmoil in their home country. The neighborhood now has the largest Haitian community in Massachusetts.

Mattapan's population in 2000 was 19,724 residents, an increase of just 0.7% from 1990. During this time, the Latino population increased while the Black and the White populations decreased. The number of Latino residents increased by 640, or 80.6%, the number of White residents decreased by 566, or 54.9%, and the number of Black residents decreased by 1,114, or 6.4%. As a result, the percentage of Black residents dropped from 89.2% to 82.9% as the Latino resident population rose from 4.1% to 7.3%.

English is the language spoken at home by 69.2% of Mattapan residents; 17.8% speak French Creole (including Haitian Creole), 6.6% speak Spanish, and 3.6% speak French.

About two-thirds (65.2%) of Mattapan residents were born in the United States, including 0.9% who were born in Puerto Rico. Other countries in which Mattapan residents were born include Haiti (15.1%), Jamaica (6.8%), Barbados (1.8%), the Dominican Republic (1.8%), Trinidad (1.6%), and Sierra Leone (1.1%).

**Allston/Brighton:** Allston/Brighton is one of Boston's largest neighborhoods, with a population of 69,648 in the year 2000. It has a large college student presence drawn by its proximity to several major universities including Boston College, Boston University, and Harvard University. According to the 2000 census, almost one-third (29.8%) of the neighborhood's population was age 18 to 24, and 3,720 persons lived in group quarters, primarily college dorms.

Between 1990 and 2000, the number of Asian residents increased by 2,240 while the number of Black and White residents decreased by 1,540 and 3,560, respectively. In 2000, 68.7% of the population was White, 13.8% was Asian/Pacific Islander, 9.1% was Latino, and 4.5% was Black.

Just over one-third (36.3%) of Allston/Brighton residents speak a language other than English at home. Other than English, the primary languages spoken at home are Spanish (by 8.5% of the population), Chinese (7.6%), Russian (5.3%), and Portuguese/Portuguese Creole (3.1%). About two-thirds (68.4%) of residents were born in the United States, including 0.9% who were born in Puerto Rico. Other countries in which residents were born include China (5.5%), Brazil (2.7%), Russia (2.3%), Ireland (2.0%), Ukraine (1.7%), and El Salvador (1.0%).

**North Dorchester:** The total population in North Dorchester in 2000 was 83,212, a 7.6% increase when compared with 1990. A total of 36,026 Black residents lived in North Dorchester in 2000, nearly the same as in 1990. However, because the total neighborhood population increased, the Black population's percentage share decreased from 46.6% in 1990 to 43.3% in 2000. The White population declined by 7,997, or 34.4%, between 1990 and 2000. In 1990, White residents made up 30.0% of the population compared with 18.3% in 2000. In 1990, the 3,011 Asian residents made up 3.9% of the total population; in 2000, the 4,549 Asian residents made up 9.1% of the population. The Latino population grew by 3,032 (a 27.9% increase); in 2000, Latinos represented 16.7% of North Dorchester.

English is the language spoken at home by 57.4% of North Dorchester residents, followed by Spanish (16.0%), Portuguese/Portuguese Creole (7.4%), Vietnamese (7.0%), and French Creole, which includes Haitian Creole (6.3%). About three-fourths (72.8%) of North Dorchester residents were born in the United States, including 1.3% who were born in Puerto Rico. Other countries in which residents were born include Vietnam (5.9%), Haiti (3.0%), the Dominican Republic (2.9%), Jamaica (2.1%), and Trinidad/Tobago (1.8%).

**South Dorchester:** The total population in South Dorchester in 2000 was 45,291, a 3.7% increase when compared with 1990. The White population decreased by 6,794, or 31.7%, between 1990 and 2000. In 1990, White residents made up 49.1% of the population compared with 32.4% in 2000. During this time, the Black population increased by 3,777, or 17.2%. In 2000, Black residents made up 47.7% of South Dorchester, compared with 42.2% in 1990. The Asian population more than tripled, increasing from 828 in 1990 to 2,616 in 2000. In 2000, Asians constituted 5.8% of the neighborhood, compared with 1.8% in 1990. South Dorchester's Latino population also grew during this time. In 2000, the 3,770 Latino residents made up 8.3% of the neighborhood, an increase from 6.4% in 1990.

English is the primary language spoken by 73.8% of the population; 8.5% speak Spanish, 7.2% speak French Creole, and 4.3% speak Vietnamese. About three-fourths (72.8%) of South Dorchester residents were born in the United States, including 1.3% who were born in Puerto Rico. Other countries in which residents were born include Vietnam (3.9%), Jamaica (3.3%), Haiti (2.8%), Ireland (1.8%), Trinidad/Tobago (1.4%), the Dominican Republic (1.3%), and Barbados (1.1%).

**Jamaica Plain:** The population in Jamaica Plain decreased in size between 1990 and 2000. The total population in 2000 was 29,482, a decrease of 2,550, or 8.0%, from 1990. All populations decreased during this time. The White population decreased by 10.3%; the Black and Latino population decreased by 9.5% and 9.0% respectively. The decrease among the Asian population was 5.3%. The racial/ethnic composition of the neighborhood showed little change between 1990 and 2000. In 2000, the White population made up 51.1% of the population compared with 52.4% in 1990. Similarly, the Latino and Black population made up 29.1% and 14.7% of the population, respectively, compared with 29.4% and 14.9% in 1990. The Asian population made up 2.7% of the population in 1990 and 2000.

The primary languages spoken at home by Jamaica Plain residents are English (spoken by 63.1% of residents) and Spanish (spoken by 27.8% of residents). About three-fourths (74.4%) of Jamaica Plain residents were born in the United States, including 4.8% who were born in Puerto Rico. Other countries in which residents were born include the Dominican Republic (7.2%) and China (1.1%).

**Roslindale:** The total population in Roslindale in 2000 was 35,047, an increase of 5.6% from 1990. A significant shift in the racial composition occurred during the decade. The White population decreased by 20.8%, while the Black and Latino populations increased by 109.7% and 73.5%, respectively. In 2000, Black residents comprised 12.8% of the neighborhood compared with 6.5% in 1990, and Latinos comprised 18.4% compared with 11.2% in 1990. The Asian population also increased from 2.7% of the population to 3.8%.

English is the language spoken at home by 63.5% of Roslindale residents; 17.0% speak Spanish, 4.5% speak French Creole (which includes Haitian Creole), and 3.0% speak Greek.

About three-fourths (73.3%) of Roslindale residents were born in the United States, including 2.5% who were born in Puerto Rico. Other countries in which residents were born include Haiti (3.5%), the Dominican Republic (2.5%), Greece (1.7%), and China (1.5%).

**South Boston:** The total population in South Boston in 2000 was 29,938, an increase of only 1.7% from 1990.

Although still a predominantly White neighborhood, the percentage of White residents in the neighborhood decreased from 95.5% in 1990 to 84.5% in 2000. A notable increase occurred within the Latino population, from 1.5% of the population in 1990 to 7.5% in 2000. During this time, smaller increases occurred in the size of South Boston's Asian and Black populations. The Asian population increased from 1.8% to 2.9%, and Black population increased from 0.9% to 2.5%.

English is the language spoken at home by 83.2% of residents; 7.3% speak Spanish and 2.6% speak Chinese.

About two-thirds (69.1%) of South Boston residents were born in the United States, including 4.2% who were born in Puerto Rico. Other countries in which South Boston residents were born include the Dominican Republic (3.0%), China (1.8%), and Ireland (1.5%).

## Appendix IX: The Food Project

*Our Mission:* To create a thoughtful and productive community of youth and adults from diverse backgrounds who work together to build a sustainable food system. This community produces healthy food for residents of the city and suburbs, provides youth leadership opportunities, and inspires and supports others to create change in their own communities..

*What We Do:* Since 1991, The Food Project has built a national model of engaging young people in personal and social change through sustainable agriculture. Each year, we work with over a hundred teens and thousands of volunteers to farm on 37 acres in eastern Massachusetts in the towns and cities of Beverly, Boston, Ipswich, Lincoln and Lynn. We consider our hallmark to be our focus on identifying and transforming a new generation of leaders by placing teens in unusually responsible roles, with deeply meaningful work.

Food from our farms is distributed through our Community Supported Agriculture programs, Farmers' Markets, and to hunger relief organizations. The young people working in our programs participate in all of these distribution streams, giving them valuable job experiences and a personal connection to our food system and issues of food justice.

In addition to producing and distributing food, we help others grow their own through our Community Programs, and provide training resources based on all we've learned since '91.

The Food Project is a founding sponsor of the Real Food Challenge, a campaign organizing students to increase the amount of real food at their schools.

*Our Philosophy:* At The Food Project, we generate a community where people have a rare opportunity to re-create themselves. We gather youth and adults from all backgrounds and abilities and give them the opportunity to contribute purposefully to society by growing food for the hungry and caring for the land. Through this meaningful and demanding work, they are challenged to step outside the story of who they “are” or “have been” and try on a new way of thinking, acting, or being. By inviting youth to serve and to take risks, we offer people chances to see themselves, others, and the world differently.

The Food Project uses an intensely personal model. It makes a deep commitment to each person and community it touches, and invites the same of each volunteer, neighbor, and friend. We strive to bridge cultural, ethnic and personality differences with our Straight Talk system of frank communication. We want to expand permanently each person’s recognition of himself or herself as an agent for social change.

We also serve as a resource center and leader of this process. Nearly half of The Food Project’s work serves those who come from other cities, countries, farms and even other types of organizations for inspiration and skills. Because of our dedication to advancing communities, youth and sustainable agriculture wherever they might be, we aid these colleagues as well.

## Appendix X: EBT/Farmers' Markets Resources

Costello, Helen. (2008). **Accepting Food Stamps Electronic Benefit Transfer Cards at Farmers Markets and Roadside Stands: A Primer for Farmers and Market Managers.** University of NH Cooperative Extension.

- A how-to manual that offers information on EBT, how individual farmers and market managers can apply to accept EBT in New Hampshire, and the different ways in which farmers and farmers markets can accept EBT payments
- Available at [http://extension.unh.edu/resources/representation/Resource000816\\_Rep852.pdf](http://extension.unh.edu/resources/representation/Resource000816_Rep852.pdf)

Doyle, Mary Ellen. (2007). **Food Stamps and Farmers, It's a Win-Win: Farmers Toolkit for Accepting Electronic Food Stamps**

- Offers instructions for individual farmers on accepting EBT, including details on how to choose and share EBT machines, advertising, and success stories from four states where farmers accept EBT
- Available at <http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/Farmers%20Market%20Toolkit%20for%20Accepting%20E%20Food%20Stamps%20from%20J%20Blaisdell.doc>

Ecology Center. (2007). **Promoting Nutrition to Food Stamp Recipients at California Farmers Markets**

- Concisely describes ways market managers can promote farmers markets as a source of nutritious food for food stamp customers, including advertising within and outside the farmers market and a list of resources for publicizing EBT acceptance
- Available at [http://www.ecologycenter.org/ebt/pdf/promo\\_module.pdf](http://www.ecologycenter.org/ebt/pdf/promo_module.pdf)

Ecology Center. (2008). **A Simple Guide for Electronic Benefits Transfer (EBT) of Food Stamp Benefits at California Farmers Markets Using a Central Point of Sale (POS) Device and Market Scrip**

- Information for farmers and market managers on the nuts and bolts of accepting EBT in California
- Available at <http://www.ecologycenter.org/ebt/pdf/SimpleGuide2008.pdf>

Fogelman, Randall. (2008). **EBT (Bridge Card) at Detroit Eastern Market, Fiscal Year 2007-2008 Report**

- Report on the use of EBT tokens in a Detroit farmers market during one year, including advertising, gaining vendor participation, and statistics on token use and redemption in the market
- Available at [http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/EBT%20FY%202007-2008%20REPORT\\_Detroit\\_Eastern\\_Market.pdf](http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/EBT%20FY%202007-2008%20REPORT_Detroit_Eastern_Market.pdf)

Grace, Christine; Grace, Thomas; Becker, Nancy; & Lyden, Judy. (2005). **Barriers to Using Urban Farmers Markets: An Investigation of Food Stamp Clients' Perception. Oregon Food Bank**

- A thorough case study of Portland, Oregon exploring why farmers markets that accept EBT often have difficulty drawing EBT customers. Discusses prices, market accessibility, produce selection, and lack of product promotions as deterring factors to EBT customers
- Available at <http://www.oregonfarmersmarkets.org/cust/BarrierstoUsingFarmersMarkets2-01-08.pdf>

Hamilton, Neil D. (2005). **Farmers Market Policy – An Inventory of Federal, State, and Local Examples. Project for Public Spaces**

- Provides an assessment of farmers market policy across the country, including recommendations and resources for market managers
- Available at <http://www.pps.org/pdf/FarmersMarketPolicyPaperFINAL.pdf>

Kinney, Karen & Hurt, Janet. (2007). **How to Set Up an Electronic Food Stamp Redemption Program at Your Farmers Market Without Using Electricity or Phone Lines**

- Provides instructions for markets without access to phone lines or electricity for accepting EBT
- Available at [http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/seattleebtsetup\\_2007.pdf](http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/seattleebtsetup_2007.pdf).

Lewis, Jane & May, Ricky. (2009). **Electronic Benefit Transfer (EBT) in Farmers Markets**

- Information for farmers and market managers who are considering accepting EBT, including benefits of acceptance, barriers, and how to advertise
- Available at <http://www.kyagr.com/marketing/farmmarket/documents/electronicbenefittransferinfarmersmarkets.pdf>

Megill, Lucinda. (2008). **Electronic Benefits Transfer Primer: Bridging the Digital Divide; How to Bring Wireless EBT to Your Farmers Market.**

- A guide with information on how and why to accept EBT, information about companies that manufacture EBT machines, and why accepting EBT in farmers markets increases community food security
- Available at [http://www.marketumbrella.org/uploads/file/ebt\\_how\\_to\\_manual.pdf](http://www.marketumbrella.org/uploads/file/ebt_how_to_manual.pdf)

New York City Greenmarket. (2007). **EBT/Food Stamps at Greenmarket, 2007 Project Highlights**

- Offers bullet-pointed information on the use of EBT at New York City's Greenmarket in 2007, including advertising, funding, different models for accepting EBT, and sales statistics
- Available at <http://data.memberclicks.com/site/famc/ebtgreenmarketpres.pdf>

Northeast Organic Farming Association of Vermont. (2008). **EBT Debit Cards (Pilot Project)**

- Website with information on how EBT works, the benefits of accepting EBT at farmers markets, and the results of a 2007 pilot project. Includes links to more detailed information
- Available at <http://www.nofavt.org/market-organic-food/farmers-markets/ebt>

Ragland, Edward & Tropp, Debra. (2009). **National Farmers Market Manager Survey 2006.** Marketing Services Division, USDA Agricultural Marketing Service

- Extensive and detailed survey with quantitative and qualitative information on farmers markets nationwide, based on survey results taken in 2006. Includes information on markets accepting EBT (see pp. 66-70)
- Available at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5077203&acct=wdmgeninfo>

Schumacher, August; Briggs, Suzanne; & Krumbhaar, George. (2009). **Wireless Card Services: Supporting SNAP (Food Stamp), WIC and Senior Farmers Market Nutrition Programs.** Kresge Foundation

- Report exploring costs and benefits of farmers markets with wireless card services, which benefit food stamp, WIC, and Senior Nutrition Program customers, and the possible expansion of these services to include rewards cards and debit and credit cards
- Available at [http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/EBT\\_Report\\_Suzanne\\_Briggs\\_5.30.2009%5B1%5D.pdf](http://www.farmersmarketcoalition.org/wp-content/uploads/rlib/EBT_Report_Suzanne_Briggs_5.30.2009%5B1%5D.pdf)

Tropp, Debra & Barham, Jim. (2008). **National Farmers Market Summit Proceedings Report.** USDA Agricultural Marketing Service

- Summary of National Farmers Market Summit in 2007, where one key issue identified was low income access to farmers markets; information on EBT and other public program acceptance throughout
- Available at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5066926>

USDA Food and Nutrition Service. (2009). **EBT Farmers Market Projects Status**

- Provides a state-by-state description of farmers market EBT participation, with links to more detailed information for many states
- Available at [http://www.fns.usda.gov/fsp/ebt/ebt\\_farmers\\_marketstatus.htm](http://www.fns.usda.gov/fsp/ebt/ebt_farmers_marketstatus.htm)

USDA Food and Nutrition Service. (2009). **Senior Farmers Market Nutrition Program**

- Page of links to information on the Senior Farmers Market Nutrition Program around the country, including a program overview, financial statistics, and state-level contacts
- Available at <http://www.fns.usda.gov/wic/SeniorFMNP/SFMNPmenu.htm>

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- Page of links to information on the WIC Farmers Market Nutrition Program, including a list of frequently asked questions and state-level contacts
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- Provides concise answers to common questions about EBT and food stamp customers. Some information is specific to Michigan
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