

Freda Butner, RD LDN
 Nutrition Marketing Specialist
 NC Dept of Agriculture & Consumer Services

freda.butner@ncagr.gov
 919-733-7887 ext. 262

Market, Will Travel! Market Linkages
 Freda Butner, RD LDN
 Nutrition Marketing Specialist
 got to be NC AGRICULTURE

CEFS/SARE PDP Workshop 1

**"Agriculture... is the first in utility, and ought to be the first in respect."
 --Thomas Jefferson**

- Distinctive criteria
- How to mobilize & plan
- Unique issues & characteristics

CEFS/SARE PDP Workshop 2

**Food Systems Engagement
 Within Communities**

Mini MOBILE Farmers' Market

CEFS/SARE PDP Workshop 3

"A market is not a building or facility; it is a situation"

Cooperative Extension staff, Kentucky

CEFS/SARE PDP Workshop 4

Direct Marketing From A Novel Angle

The idea is to reach more people with local produce, help support small farmers, and improve nutrition for groups who can't get fresh produce readily.

CEFS/SARE PDP Workshop 5

Know Thy Plan

Inquire about traffic & parking
 Offer gift baskets & door prizes
 Who will supply signs & advertising
 Know timing/numbers/flow of employees

CEFS/SARE PDP Workshop 6

Develop a Set of Criteria

It is up to each community to look at these issues and decide if a market will be accepted...

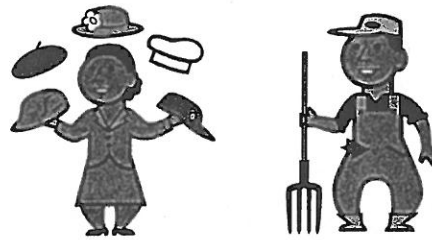
- By the host site
- By the consumer
- By the farmer



CEFS/SARE PDP Workshop

7

Defining the Roles



CEFS/SARE PDP Workshop

8



CEFS/SARE PDP Workshop

9



CEFS/SARE PDP Workshop

10

Location,

Location,

Location!



CEFS/SARE PDP Workshop

11



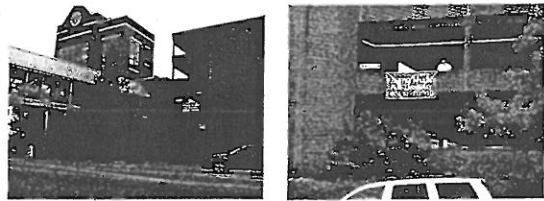
CEFS/SARE PDP Workshop

12

Freda Butner, RD LDN
Nutrition Marketing Specialist
NC Dept of Agriculture & Consumer Services

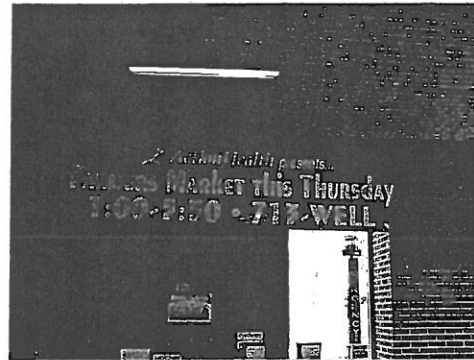
freda.butner@ncagr.gov
919-733-7887 ext. 262

Creative Planning



CEFS/SARE PDP Workshop

13



CEFS/SARE PDP Workshop

14



CEFS/SARE PDP Workshop

15

Know



Y
O
U
R



Farmer!

CEFS/SARE PDP Workshop

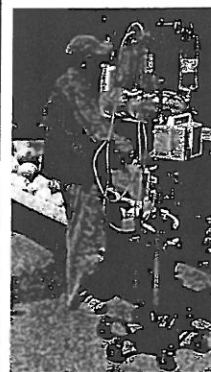
16

More Melon Discussion



CEFS/SARE PDP Workshop

17



On his
way
to
healing



CEFS/SARE PDP Workshop

18

Hospital Examples

Kaiser Permanente, 2003

"Duke [in 2001!] was one of the first hospitals in the country to host a farmers' market and has since inspired others..."

CEFS/SARE PDP Workshop

19

Other Examples

- Unique produce vendors
- Hospitals
- Grocery & retail
- Mobile kitchens
- Corner stores

CEFS/SARE PDP Workshop

20

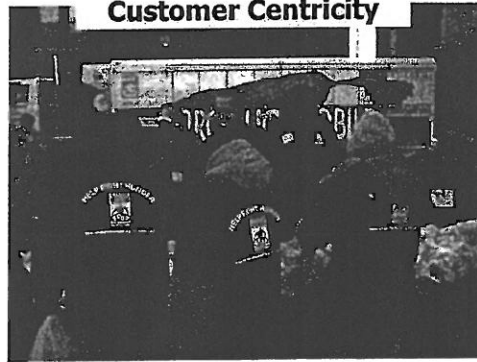
Produce Examples

- Increased access
- Underserved communities
- Improves health
- Expands use of gov. food assistance

CEFS/SARE PDP Workshop

21

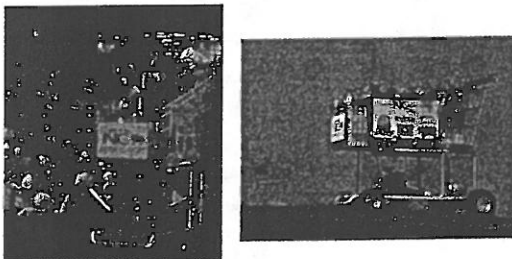
Customer Centricity



CEFS/SARE PDP Workshop

22

Mobile Grocery Stores



CEFS/SARE PDP Workshop

23

Mobile Foodservice Examples

- Food trucks (mobile restaurants)
- Food banks
- Produce vans (other)

CEFS/SARE PDP Workshop

24

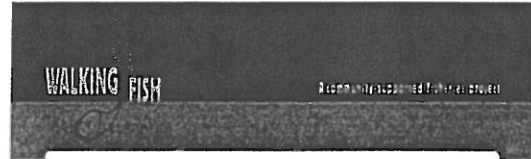
Corner Stores Examples

- Denver Public Health
- NYC Green Cart
- Healthy Corner Stores Initiative

CEFS/SARE PDP Workshop

25

Similar Concepts



CEFS/SARE PDP Workshop

26

National Conference of State Legislatures

<http://www.ncsl.org/?tabid=14511>

Healthy Community
Legislative
Design Database

CEFS/SARE PDP Workshop

27

WIC

& Other

Low-Income Programs

- WIC
- WIC Cash Value-Vouchers for produce
- WIC FMNP
- Seniors FMNP
- EBT

CEFS/SARE PDP Workshop

28

Leaflight
Sustainable Development

North Carolina



www.leaflight.org/application

PO BOX 16041-4041 CHAPEL HILL NC 27516 phone 919 439 4333 fax 919 955 8461 www.leaflight.org © Leaflight © 2009

CEFS/SARE PDP Workshop

29

Leaflight
Sustainable Development

Electronic Benefit Transfer (((EBT)))



United States Department of Agriculture Food and Nutrition Services, Food Stamp Program (FNS) <http://www.fns.usda.gov>

CEFS/SARE PDP Workshop

30

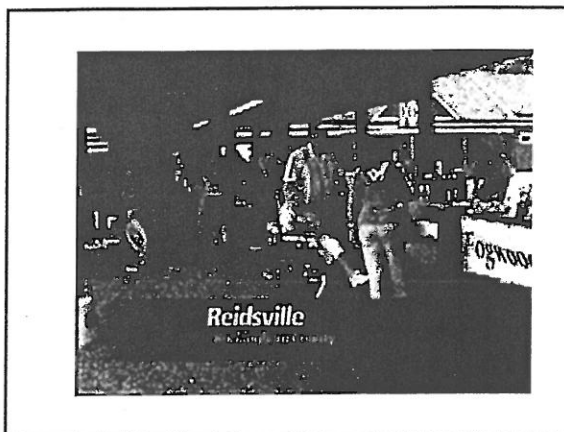
Freda Butner, RD LDN
 Nutrition Marketing Specialist
 NC Dept of Agriculture & Consumer Services

freda.butner@ncagr.gov
 919-733-7887 ext. 262

Onslow County Farmers' Market
 www.onslowcountymarket.com
 1108 Western Blvd., Jacksonville, NC 28540
 April 18 - October 24
 Farm fresh, healthy, locally-grown food, plants and crafts
 Pick up some of your favorites including:
 Milk, eggs, milk, cheese, yogurt
 Beef, lamb chops, pork chops, steaks, ribs
 Vegetables, colored greens, cucumbers, squash
 Meats, pork, chicken, veal, fish, and more

Customer convenience in a SNAP
 100% FARMERS' MARKET

Loglight Sustainable Development



Community Values

Food stamps get an 'in' at farmers markets
 Caribee, Hillsborough, Durham markets accepting EBT and debit cards

Farmers markets get friendly to food stamps
 Program starting in Durham County

'It's part of our mission as farmers to try to make the world a healthier place. Not just for people who have a disposable income, but for everybody.'

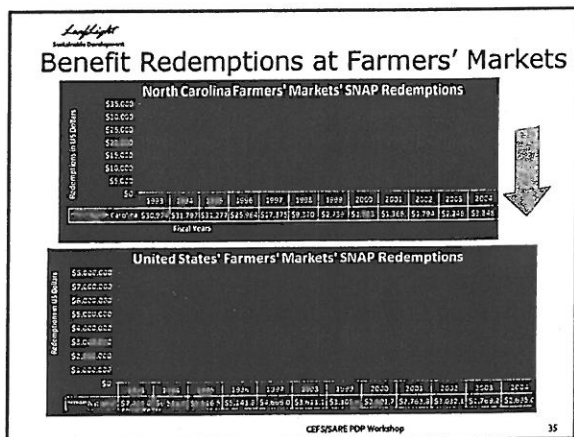
RISTIN COOKS, OWNER OF CASTLE ROCK GARDENS

CEFS/SARE PDP Workshop

NORTH CAROLINA SNAP RELATIONS

State	State Type	Year	Total Value	Total Producers	Total Farmers	Total Producers per Farmer
Produce Stamp		99	44,993	550,000,000	51,811	
Produce Route		3	29.6	\$2,344.50	57,611	
Multiphase Farmers Market		0	0	90.00	81,521	
Multiphase Farmers Market		4	100.00	300.00	300.00	

CEFS/SARE PDP Workshop

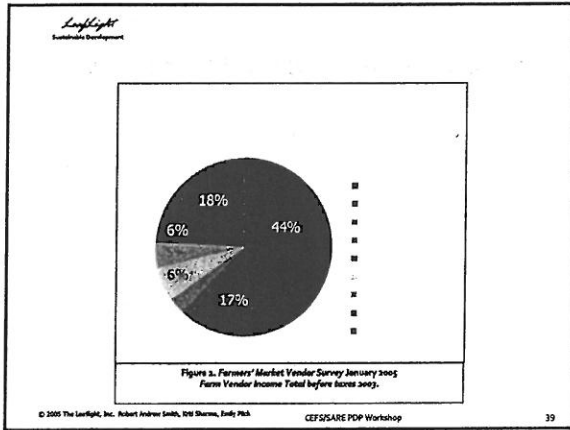
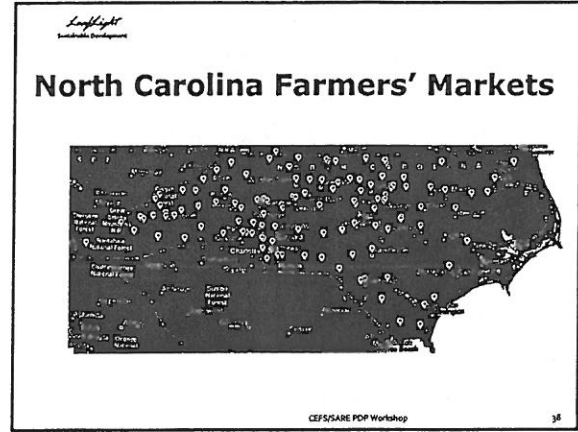
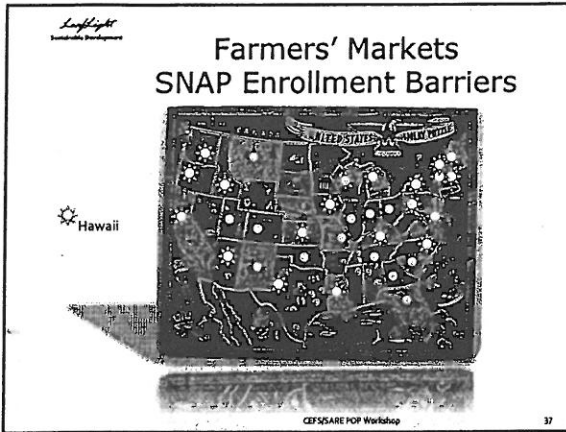


21st Century Farmers' Markets

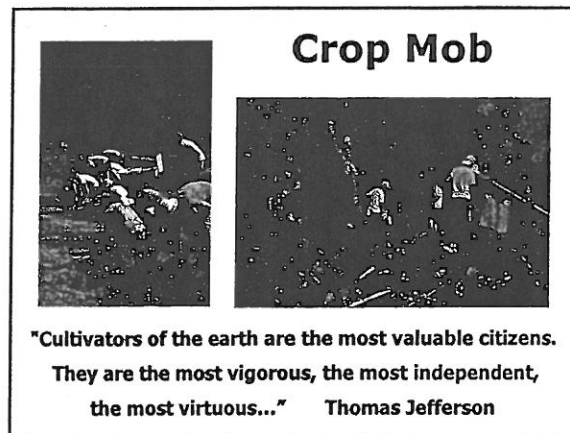
Provides more than \$3,000 in services and equipment

- Annualized
- Fixed
 - Tokens
 - Inventory Security
 - Signs
 - Terminal Case & Supplies
- Monthly/Weekly
 - Check Processing

CEFS/SARE PDP Workshop



-
- Services**
- Accept EBT, credit and debit cards.
 - Provides encouragement, education, enrollment, technical training and assistance.
 - Facilitates partnerships to promote social marketing.
- CEFS/SARE PDP Workshop 40



Freda Butner, RD LDN
Nutrition Marketing Specialist
NC Dept of Agriculture & Consumer Services

freda.butner@ncagr.gov
[919-733-7887 ext. 262](tel:919-733-7887)



Taking produce to the people is not new

Where the people are, and the need to bring the produce to the people, has come ...again

CEFS/SARE PDP Workshop

43

Web Resources

<http://nplanonline.org/products/establishing-land-use-protections-farmers-markets>

National Policy and Legal Analysis Network to Prevent Childhood Obesity
Help communities promote and create farmers' markets.

"Model Comprehensive Plan Language to Protect and Expand Farmers' Markets" and "Model Zoning Ordinance Establishing Farmers' Markets as Permitted Use,"

which can be used to remove policy barriers, protect and optimize farmers' markets, and increase access for low-income customers.

<http://www.wholecommunities.org/>
<http://www.measuresofhealth.net/>

Whole Measures for Community Food Systems - a tool for community food practitioners to use and adapt the tool within different settings and for different purposes.
Value based planning & evaluation

CEFS/SARE PDP Workshop

44

1. <http://departments.oxy.edu/uepi/cfj/f2h.htm>

Urban & Environmental Policy Institute, Occidental College, Community Food Security Coalition, series of papers as follows:

Farm to Hospital: Promoting Health and Supporting Local Agriculture

Sustainable Food PowerPoint Menu of Options PowerPoint

<http://xnet.kp.org/permanentejournal/spring04/produce.pdf>

Kaiser Permanente Produce to the People PowerPoint

Kaiser Permanente Food Policy PowerPoint

Southern California Seasonal Produce List (Southland Farmers' Market Association)

Health Care Without Harm website

Farmers' Markets on Hospital Grounds

2. <http://dare.agsci.colostate.edu/csuaecon/extension/docs/agbusmarketing/ABMR-MAY%2007-03.pdf>

Buy Local, Buy Fresh? Exploring Local Fresh Produce Consumer Motivations and Interests, Dawn D. Thilmany, Jennifer Keeling-Bond and Craig Bond, Colorado State University, May 2007

3. <http://www.ams.usda.gov/tmd/MSB/PDFpubList/BridgingtheTechnologicalDivide.pdf>
Bridging the Technological Divide: A Guide to Accepting Food Stamps at Farmers' Markets, Lucinda Megill, Emerson National Hunger Fellowship, Hunger-Free Community Report, 2006.

4. <http://www.citylimits.org/content/articles/articleView.cfm?articlenumber=1157>
The Action Diet: Get Better Food In Your Neighborhood

5. <http://www.attra.ncat.org/attrapub/farmmrkt.html> *Farmers' Markets*, Janet Bachmann, ATTRA Publication #IP146, Published 2002. Tips on how to start a farmers' market.

6. <http://www.noharm.org/details.cfm?ID=1134&type=document>
Farmers' Markets and CSAs on Hospital Grounds, Going Green: A Resource Kit for Pollution Prevention in Health Care, April 6, 2006.

7. <http://xnet.kp.org/permanentejournal/spring04/produce.pdf>
A case study of the first-ever farmer's market linked to a hospital. Dr. Preston Maring tells how and why local producers are partnering with the Kaiser Permanente Medical Center in Oakland, CA.

8. <http://www.noharm.org/details.cfm?ID=1112&type=document>
A resource guide including sample contracts and marketing material

9. <http://www.ncrlc.com/Agric-and-Food-Issues.html> National Catholic Rural Life conference

10. <http://www.noharm.org/details.cfm?ID=990&type=document>
Cultivating Common Ground: Linking Health and Sustainable Agriculture Prevention Institute.

11. <http://www.healthobservatory.org/library.cfm?refid=72927>
Healthy Food, Healthy Hospitals, Healthy Communities: May 2005 report by Institute for Agriculture and Trade Policy's Food and Health Program documenting stories of health care leaders bringing fresher, healthier food choices to their patients, staff, and communities. Examples from Maryland, duke, Iowa, California, Oregon, Hawaii, Vermont, Illinois, Oklahoma, Texas

12. <http://www.noharm.org/details.cfm?ID=1399&type=document>
Redefining Healthy Food: An Ecological Health Approach to Food Production, Distribution, and Procurement: The Center for Health Design, the Robert Wood Johnson Foundation, 2006

13. <http://www.noharm.org/us/food/resources>

14. <http://www.ers.usda.gov/publications/aer799/>
USDA Product Liability and Foodborne Illness

15. http://www.fsis.usda.gov/PDF/Slides_092906_BKowalcyk.pdf
The Liability of Foodborne Illness: Who is Responsible?

<http://nplanonline.org/products/establishing-land-use-protections-farmers-markets>
National Policy and Legal Analysis Network to Prevent Childhood Obesity
Help communities promote and create farmers' markets. "Model Comprehensive Plan Language to Protect and Expand Farmers' Markets" and "Model Zoning Ordinance Establishing Farmers' Markets as Permitted Use," which can be used to remove policy barriers, protect and optimize farmers' markets, and increase access for low-income customers.

<http://www.wholecommunities.org/>
<http://www.measuresofhealth.net/> Value based planning & evaluation
Whole Measures for Community Food Systems –a tool for community food practitioners to use and adapt the tool within different settings and for different purposes.

<http://www.foodsecurity.org/pub/WIC-FarmesMarketReport.pdf>
"State Implementation of the New WIC Produce Package: Opportunities and Barriers for WIC Clients to Use Their Benefits at Farmers' Markets"

<http://maps.ers.usda.gov/FoodAtlas/>
"Fresh, Local Produce in Underserved Communities Through Farmers' Markets and Produce Carts"

<http://www.eatsmartmovemoreenc.com/Community.html>
List of NC community resources and tool kits, including "Bring Fresh Produce to Your Setting."

<http://www.policylink.org/site/c.lkIXLbMNJrE/b.5136441/k.BD4A/Home.htm>
Healthy food access and funding

http://www.policylink.org/atf/cf/%7B97c6d565-bb43-406d-a6d5-eca3bbf35af0%7D/HFHC_0219.PDF
"Healthy Food, Healthy Communities; Strategies to Improve Access to Fresh, Healthy Foods and Transform Communities"
Nutrition in underserved communities

<http://www.ncsl.org/IssuesResearch/EnvironmentandNaturalResources/HealthyCommunityDesignandAccesstoHealthyFoo/tabid/13227/Default.aspx>
Legislative database for all areas of interest

<http://www.nutritionnc.com/wic/director.htm>
WIC counties; participating 2010