

## PSE & Statewide Meeting

3/20/17



### Agenda

#### 1. Welcome & Introductions

Star Morrison and Philip Fraley from FNS

Paul Birkbeck and Teresa Swensen from DWS

#### 2. Create Farm Fresh Food pilot season overview and findings

- Last year was the pilot season of this subset of classes. The classes were worked into the regular CREATES classes.
  - Program goals:
    - Increase use of farmers' markets
    - Increase F&V intake
    - Identify barriers to use of farmers' markets
  - Topics of classes (4-6 class periods)
    - Benefits & barriers to FM shopping
    - Storing & Freezing F&V
    - Meal planning w/ flexibility
    - F&V substitutions
- Key findings
  - 127 participants (72 unduplicated)
    - Predominantly non-Hispanic, white females
  - Improvements were seen from 1-2 classes to 3-4 classes:
  - Most commonly reported barriers to shopping at FM included
    - Forgot about market
    - Inconvenient time
  - Less common barriers
    - No SNAP benefits available
    - No transportation
    - Prefer grocery store
- Limitations
  - Small sample size, findings not generalizable
  - Low response rate for final class survey

#### 3. Create Farm Fresh Food 2017

- Eligibility requirements to offer CFFF in your county
  - Have at least one FM with EBT machine
  - Utilize curriculum and materials

- Use specific survey tool
  - Will be available in PEARS
- Schedule a series of 4 classes
- Participating counties will receive
  - Flyer and poster templates
  - Curriculum material
  - Handouts
  - Reinforcements
  - Survey
    - Condensed into a single survey
  - Materials available April 15<sup>th</sup> (through the supply order form on staff website)

#### 4. Food \$ense Farmers' Market Booths

- Funding available for 2017
- Best practices
  - Educational posters, recipe cards w/ sample
- FM must have EBT machine
  - Check your eligibility packet in Box
    - SNAP sales
    - Location- census tract
    - Ranked
- FM materials
  - Recipes
    - Recipe cards will be available
    - Posters available on staff website, under farmer's market materials

#### Double Up Food Bucks Promotion

- DUFB will be available again

#### Questions

- How should we get started if we are interested?- Either chat with Casey, or simply order the supplies from the CFFF portion on the order form after April 15<sup>th</sup>.
- Can the template be developed to allow directions to be typed on the back and ingredients on the front?- Yes, we will look into this.
- Do participants need to be residents of the city where the FM is held in order to get DUFB?- No, the only requirement is that they receive SNAP benefits.

#### Reports

No County or Social Media reports this week

#### Next statewide meeting

Monday, April 3<sup>rd</sup>

Counties reporting: Wasatch, Washington, Wayne and Weber