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.
     o Program goals:
       ▪ Increase use of farmers’ markets
       ▪ Increase F&V intake
       ▪ Identify barriers to use of farmers’ markets
     o 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
     o 127 participants (72 unduplicated)
       ▪ Predominatly non-Hispanic, white females
     o Improvements were seen from 1-2 classes to 3-4 classes:
     o Most commonly reported barriers to shopping at FM included
       ▪ Forgot about market
       ▪ Inconvenient time
     o Less common barriers
       ▪ No SNAP benefits available
       ▪ No transportation
       ▪ Prefer grocery store
   ▪ Limitations
     o Small sample size, findings not generalizable
     o Low response rate for final class survey

3. Create Farm Fresh Food 2017
   ▪ Eligibility requirements to offer CFFF in your county
     o Have at least one FM with EBT machine
     o 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 15th (through the supply order form on staff website)

4. Food Sense 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 15th.
   - 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 3rd

Counties reporting: Wasatch, Washington, Wayne and Weber