Market Bucks 2022 Year in Review

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Market Bucks

- $473,641 in SNAP
- $292,431 in Market Bucks
- $263,450 in Produce Market Bucks
- 105 market locations
- 5,850 unique customers
- 34,844 SNAP transactions

$1.5 million in economic impact
Market Bucks Redemptions

Monthly Market Bucks Redemptions, 2020-2022

May | June | July | August | September | October
--- | --- | --- | --- | --- | ---
0   | 0   | 0   | 0     | 0         | 0
Market Bucks Redemptions

Market Bucks Redemptions, 2017-2022

$600,000
$500,000
$400,000
$300,000
$200,000
$100,000
$0

2017 2018 2019 2020 2021 2022
SNAP Redemptions

SNAP Redeemed, 2017-2022

- 2017: $198,143.00
- 2018: $194,301.00
- 2019: $164,934.00
- 2020: $276,920.00
- 2021: $410,646.44
- 2022: $473,641.00
What’s driving the increase?

- **Produce Market Bucks**
- **More SNAP customers**
  - Monthly average ~370,000 people pre-COVID
  - Monthly average ~435,000 in 2022
- **E-SNAP putting more $$ in customer’s hands**
  - About $40 million per month pre-COVID
  - About $100 million per month now (over double)
What’s next?

- State funding secured through June 30, 2023
- Impact of COVID-19 on SNAP participation uncertain
  - SNAP participation driven by larger economy
  - E-SNAP continues to early next year
  - P-EBT 3.0??
- Produce Market Bucks continue
Market Bucks Changes for 2023

- New “buck” design
- Earlier sign-up – watch for it in February
- Survey for customers
- Reporting & reimbursement process will remain the same
Community Supported Farmers Markets

Growing, producing, selling, and running a market is a lot of work.

That work doesn’t have to be done alone.

CSFM brings together community-based, local groups to help support the farmers market in order to:
--share the admin burden of programs like Market Bucks,
--attract more customers,
--promote other community resources.
Community Supported Farmers Markets Benefits

**Community Partners**
- Ability to reach more people
- Higher visibility
- Engaging and novel opportunities to meet programming, mission, and organizational goals

**Market Vendors / Organizers / Managers**
- Less work
- More market traffic
- Increased revenue

**Community Members**
- Consistent and frictionless consumer experience at any farmers market in the state
- Improved access to community resources, information, and services
- A market that’s more likely to reflect “me”
Examples Markets

Arrowhead Economic Opportunity Agency (AEOA)
Anoka Public Health
Bois Forte Band of Chippewa
City of Pipestone
Countryside Public Health
Lakes and Prairies CAP
Luverne Area Chamber of Commerce
MAHUBE-OTWA CAP
Marshall Area YMCA
Mille Lacs County Public Health
PRISM
Southwest Minnesota Opportunity Council
Tri-Valley Opportunity Council
What AEOA does:

- Seek grant funding to pay for Market clerks and POP. Essentia Health has been a wonderful supporter!
- Hire EBT clerks, maintain staff SNAP EBT training records, coordinate EBT machine training with FIS Global
- Handle the paperwork to reauthorize SNAP agreements with the USDA
- Order POP tokens and Market Bucks
- Create or order signage
- Prepare paperwork for the clerks
- Submit the Market Bucks data to Hunger Solutions
- Works with farmers to obtain W9 and Direct Deposit forms
- Processes clerk paperwork to create invoices for reimbursement
- Sets up vendors in the Accounts Payable system
- Processes farmer reimbursement payments

AEOA staff also work with individuals applying for SNAP, so there is a unique opportunity to spread the word about using EBT at Farmers Markets. A recent USDA FMPP grant helped fund promoting the local markets that accept EBT to an even broader audience.
Crookston Farmers Market

Who all was a part of our effort:
• Tri-Valley Opportunity Council (CAP agency)
• Extension SNAP-Ed
• Extension RSDP
• local Public Health/SHIP
• local County Human Services office
• students and faculty members at the University of Minnesota Crookston Campus
• David N (MDH)
• Hunger Solutions (MB + Produce MB)

The community partnership brings:
• People with low income into a shared community space
• Food Access
• Support
• Outreach
• Funding
Join at slido.com #2562 360
Market Bucks Legislative Ask for 2023

• Increase funding to $500,000/year
• Policy change to include direct farmer sales (i.e. CSA’s)
Contact

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