

Partnering with Food Policy Councils to Improve Access to Healthy Food in Rural Kansas

KSU Rural Grocery Summit – June 7, 2016

- DOUGLAS COUNTY -

FOOD POLICY COUNCIL



<http://douglascountyks.org/fpc>

MARKET MATCH KANSAS HISTORY

2014

- Created by the Douglas County Food Policy Council and the LiveWell Lawrence Coalition in 2014.
- Initially funded by the City of Lawrence, Douglas County, and Health Department.
- \$25,000 pilot year – ran in two Lawrence markets.



MARKET MATCH KANSAS HISTORY

2015

- Funded by the City of Lawrence, Douglas County, KDHE, Topeka Community Foundation, Kansas Health Foundation.
- 6 markets in 2015: Atchison, Allen County, Downtown Manhattan, Pittsburg, Lawrence Farmers Market, Cottins Market (Lawrence)
- 2015 Program Impact:
 - SNAP Total: \$19,551
 - Match Total: \$20,727
 - Cumulative impact: \$40,277
 - Total SNAP Users: 351



USER FEEDBACK

- **58%** (18/31 respondents) said he/she wouldn't shop at the market without the program's incentive
- **82%** (64/78 respondents) replied that the amount & variety of produce he/she purchased increased this season
- **Fruits & vegetables** are overwhelmingly the number one item purchased at the farmers market by SNAP users

“Eating healthy was expensive. But, now, it's great.”

“It's local. You get to know the person who's doing it over the years...build trust.”

VENDOR FEEDBACK

- **76%** (38/50 respondents) agreed or strongly agreed there was an increase in SNAP customers compared to 2015
- **73%** (38/52 respondents) agreed or strongly agreed that Market Match had a positive influence on revenue

“Offers healthy food alternatives to new customers. Gets new customers to the market and my stand.”

“The abundance of children shopping with their parents and learning the knowledge of farming and producing wholesome products was great to see... It’s a WIN-WIN program!”

NEXT STEPS

- USDA Food Insecurity Nutrition Incentive (FINI) grant = \$5.8 million
- Regional partnership to increase SNAP doubling across Kansas and Missouri – **at 68 farmers markets and 117 grocery stores.**
- Total population impacted: 316,00 SNAP users



2016 PARTICIPATING FARMERS MARKETS

Allen County Farmers'
Market

Atchison Farmers' Market

Cottin's Hardware Farmers'
Market

Downtown Farmers'
Market of Manhattan

Lawrence Farmers' Market

Pittsburg Farmers' Market

East Topeka Market

Emporia Farmers Market

Perry-Lecompton
Farmers' Market

Downtown Topeka
Farmers Market

Leavenworth Farmers
Market

****can add 7 more in 2017!***

USDA FINI RURAL GROCERY PILOT PROJECT

Funding to support SNAP matching at 2 small rural grocery locations in 2017 and 2018.

Pilot project will:

- Assess how to implement the incentive (coupons?)
- Monitor SNAP utilization at participating stores
- Evaluate health impacts upon participants
- Assess feasibility of expansion to other rural grocery outlets

THE DOUGLAS COUNTY FOOD POLICY COUNCIL

- Established by the County Commission in 2010.
- Convened as a joint City-County Council in 2013.
- Identifies the benefits, challenges and opportunities for a successful food system.
- Recommends local policies to support food system.
- Represents a wide range of stakeholders in food system.



FOOD POLICY COUNCIL REPRESENTATION


- Douglas County Farm Bureau
- University of Kansas
- KSU Research and Extension
- USD 497
- Lawrence Douglas County Health Dept.
- Lawrence Chamber of Commerce
- The Kansas Rural Center
- Downtown Lawrence Farmers Market
- Douglas County Senior Services
- 2 grocery stores
- 2 restaurants
- 5 family farms



KEY INITIATIVES (2010 to 2016)

BUILDING A DEEP-ROOTED LOCAL FOOD SYSTEM

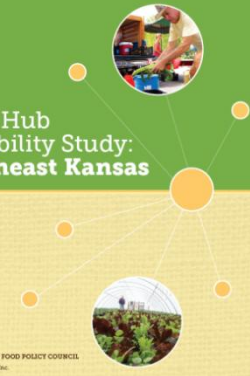
A Food System Analysis for Douglas County Jefferson County & Leavenworth County in Kansas



Prepared for the Douglas County Food Policy Council
March 2011



Food Hub Feasibility Study: Northeast Kansas




A REPORT FOR THE DOUGLAS COUNTY FOOD POLICY COUNCIL
Produced by SCALE, Inc.
June 2014



MARKET MATCH



**Douglas County, KS
Local Food
Wholesale Directory**



A RESOURCE FOR FARMERS AND GROCERS
PARTICIPATING IN THE FARM FRESH CHALLENGE

PRODUCED BY THE DOUGLAS COUNTY FOOD POLICY COUNCIL, JULY 2015



ASSESSMENT RESULTS: Missing Food System Infrastructure



Missing infrastructure:
Processing
Canning
Freezing
Packaging
Distribution

54%
OVERWEIGHT/OBESITY RATE

10,000+
RESIDENTS WITH LIMITED
ACCESS TO GROCERY STORES
& HEALTHY FOOD CHOICES

\$392 M
AMOUNT SPENT BY
TRICOUNTY RESIDENTS ON
FOOD PURCHASES EACH
YEAR

<0.1%
FARMLAND IN OUR
TRICOUNTY AREA DEVOTED
TO VEGETABLE
PRODUCTION

FOOD HUB FEASIBILITY STUDY

Feasibility Study Report:

- Existing and potential regional producer capacity and buyer demand.
- Opportunities and barriers for increased purchasing of local foods
- Proposed operating models. & economic impact analysis.



Funded by: Kansas Health Foundation (FPC Planning Grant), and
USDA Rural Development's Rural Business Enterprise Grant.

FOOD HUB IMPLEMENTATION: Fresh Farm HQ

- Final report released June 2014
- December 2014 – November 2015: Implementation of feasibility study results. Partners: Extension, KU SBDC
- December 2015:
 - Farm Fresh HQ registers as a KS Cooperative
 - Hires Director
- Pilot season 2016 launching Spring 2016
- Working Capital from:
 - \$40,000 Kansas Health Foundation Implementation Grant
 - \$250,000 USDA Value-Added Producers Grant

www.freshfarmhq.com

Funded by: Kansas Health Foundation (FPC Implementation Grant) and USDA Value-Added Producers Grant.

COLLABORATION WITH GROCERY STORES: FARM FRESH CHALLENGE

How do you eat local?



FarmFreshChallenge.org



SHOP, COOK, TASTE.

FarmFreshChallenge.org

Enjoy fresh flavors, try something new and support your local farmers, this August.

Visit FarmFreshChallenge.org to choose YOUR challenge, learn about fun events, get recipes, and more. Join the Farm Fresh Challenge today.

Participating Grocers:

The Merc, Clinton Parkway & 6th Street HyVee, Checkers, Door to Door Organics, Gene's Heartland, Baldwin City Market

HOW DO YOU EAT LOCAL?



Douglas County, KS
Local Food
Wholesale Directory



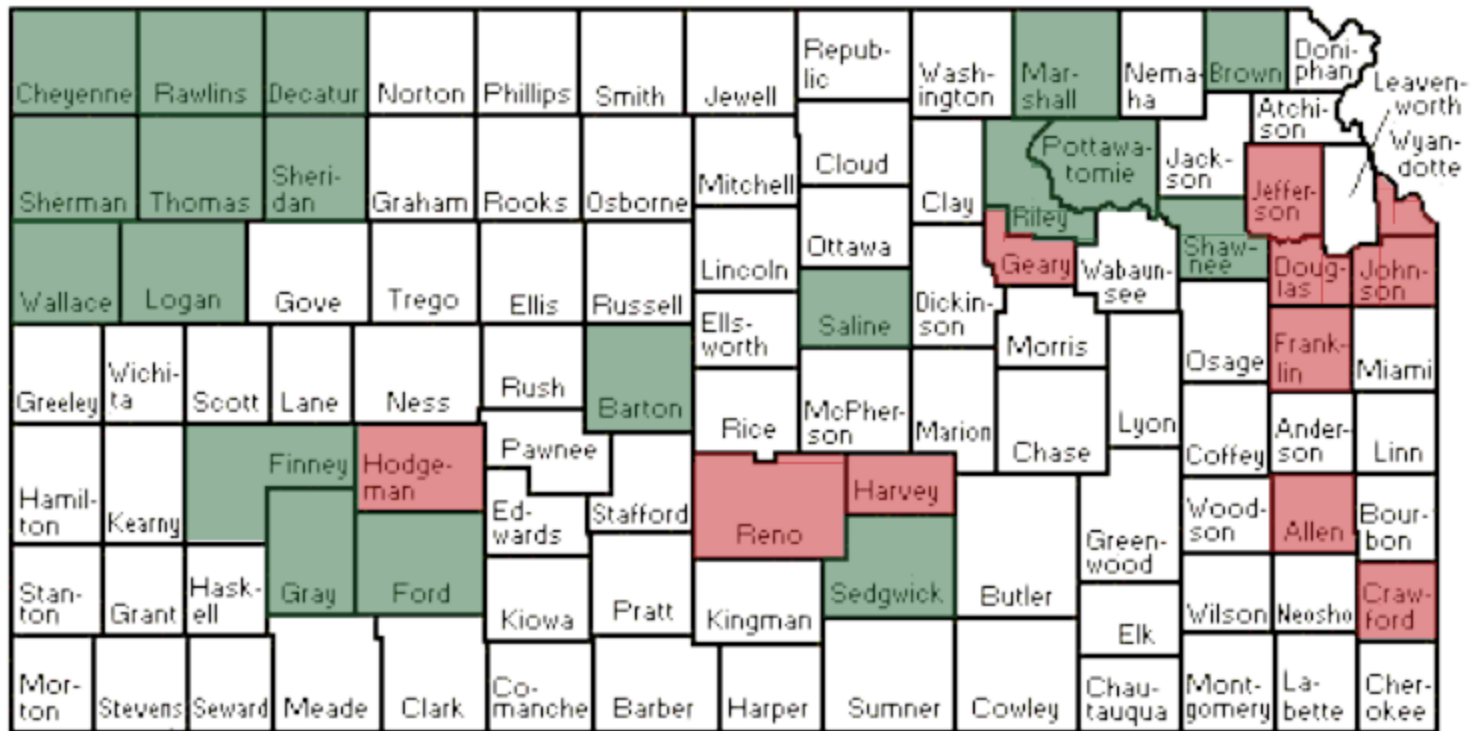
*A RESOURCE FOR FARMERS AND GROCERS
PARTICIPATING IN THE FARM FRESH CHALLENGE*

PRODUCED BY THE DOUGLAS COUNTY FOOD POLICY COUNCIL JULY 2015

So...where can I find one of these awesome councils?



Map of Kansas Food and Farm Councils



- Current Councils
- Emerging Councils