

A Toolkit Guide to Launching
And Sustaining a
SNAP
Benefits Matching Program
At Your Farmers Market



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A Community Impact Project
Created for Portland Farmers Market

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Overview

The recent resurgence of Farmers Markets inspires communities nationwide to get in touch with where their food comes from by meeting the farmers who grew the fruits and vegetables and buying from them directly. Increasing access to healthy, local foods is a common mission among markets who strive to attract all members of the community. Low-income residents in particular are not as likely to shop at markets, –in part due to perceived high costs of fresh local food. One way to break this barrier and increase market access for the whole community is to institute a nutrition incentive program at your market.

Nationwide

A 2008 report, “Nutrition Incentives at Farmers’ Markets: Bringing Fresh, Healthy, Local Foods Within Reach”¹ highlighted seven nutrition incentive pilot programs at markets across the country. These programs provide recipients of Supplemental Nutrition Assistance Program benefits (SNAP, formerly food stamps) and the numerous variations on that program with additional funding to “match” their benefits and extend their buying power for fresh healthy food. The results at several markets have been significant despite some running out of funds early each market day due to demand.

Each of the seven pilots operates in a slightly different way, either using tokens or coupons to distribute the match funds but each has a very similar objective to increase access to healthy local foods for all members of the community. The majority of the programs receive grants through foundations, government funding, or some combination. Since most are pilots with funding dedicated on a limited time basis (up to three years was the longest), finding sustainable funding is the main concern of all programs. A key recommendation from the report is for USDA to start grant programs for markets and states to apply for “healthy food incentive vouchers”. This idea may come to fruition soon but for now, starting a new program generally calls for creative funding support. In Portland, OR, the trend has been for local businesses and neighbors to pool donations for match programs, hence the name the “Portland Model”.

The “Portland Model”

Mid way through the 2009 market season, King Portland Farmers Market of Northeast Portland launched a nutrition incentive program for recipients of SNAP. Private donations helped seed a fund used to match \$1 for every \$1 of SNAP benefits used at the market up to a total of \$5 per week per family. By the end of the season, they provided 816 matches, significantly increasing the amount of healthy local food in the kitchens of their neighbors. Total users of SNAP benefits as a percent of all shoppers at the market increased from 1 to 5%. The King Market is planning to grow this program in 2010, hoping to raise enough funds to match up to \$10 each week all season. A handful of other markets in the Portland area have started match programs recently as well, this concept is really catching on.

¹ Christine Grace, et al., “Barriers to Using Urban Farmers’ Market: An Investigation of Food Stamp Clients’ Perception” Oregon Food Bank (October 2005)

The success of the King program directly inspired a team of Portland Business Alliance volunteers working with the Portland Farmers Market to take on a new challenge of designing and launching a similar program for the Buckman Market for 2010. Following the King Market design of funding the program directly by community members instead of city funds or large-scale grants was coined as the “Portland Model” throughout this project. Here’s their story of implementing the Portland model at Buckman Market...

Toolkit Purpose

The purpose of this toolkit is to help guide market managers, volunteers and board members through the steps one market took to launch such a program. The entire process from idea formation to branding to funding and launching are all documented here with examples of marketing and outreach materials and references.

Why implement a match program at your market?

The number of answers to this question shows just how much of an impact this program is likely to have at your market. Simply stated, every stakeholder connection to the market sees benefits.

Low-income residents:

- See an increase in their buying power at the market.
- Are targeted through direct outreach and asked to attend the market in a welcoming manner
- Are able to offset some lower cost processed foods with fresh, healthy choices
- May be introduced to farmers markets for the first time

Farmers/vendors:

- See an increase of business, helping their bottom line
- Farmers markets enable farmers to keep 80 to 90 cents of each dollar spent by the consumer²
- Are able to connect with all members of the community
- Know their produce is helping improve the health of families

Community:

- Provides an opportunity for neighbors to directly help neighbors through their contributions
- Provides local businesses with a similar opportunity to engage in the community and possibly receive recognition for their efforts

Market management:

- Capacity building by attracting all members of community
- Community building through connecting businesses and neighbors
- Feedback from underrepresented groups improve vendor and product mix

In summary, there is great need for access to healthy food in our communities. At the end of

² Pretty, Jules. "[Some Benefits and Drawbacks of Local Food Systems](#)." Briefing Note for TVU/Sustain AgriFood Network, November 2, 2001

2009, 1 in 6 Oregonians needed SNAP benefits to supplement their grocery budget.³ From May 2009 to May 2010, Oregon Department of Human Services saw a 19.2% increase in recipients.⁴ Implementing a match program can make a big difference in your market community.

What's involved?

Once you decide you're ready to add a match for SNAP benefits at your market, it does take several months of planning to scope out and adequately fund your project. The Buckman market team started in October for a May launch date and ended up missing a few deadlines for possible grant opportunities. In hindsight, searching for some grant opportunities early would have been the first priority but there's always next year.

In preparation for launching the program to coincide with opening day of the market (May 6), we broke the timeline into four major phases: people, planning, pitch, and program launch.

³ Partners for a Hunger-Free Oregon, <http://oregonhunger.org/> (June 2010).

⁴ Oregon Department of Human Services, <http://www.oregon.gov/DHS/assistance/data/main.shtml>, (June 2010)

Figure 1: Program Timeline

PHASE		MONTH	TASKS
Planning	People	November	Recruit Volunteer Coordinator(s)
		December	"Hire" Volunteer Coordinator(s)
	Pitch	January	Develop Fundraising Plan and Presentation Materials -Define Goals -Get to know the neighborhood - customers and possible donors -Create Brand -Set Up Fiscal Sponsorship -USDA Waiver -Start Presentation Materials - Identify/recruit fiscal sponsor/"owner" of funds - Identify in-kind contributors (i.e. marketing, graphic design, etc.)
		February	Making the Pitch - Complete logo and materials - Set up donor one-on-one meetings - Website launch - Attend neighborhood & business association meetings
		March	Develop Launch Tools: tokens, signs, buttons - Order tokens - Continue fundraising communications/events
	Program Launch	April	Getting the Word Out - Press releases - Posters throughout community - Connection with DHS - Orient/train market staff
May		Go Live - Opening Day	
Thru Sept		Implementation - Track use and funding - Continuous evaluation and adjustments - Fundraising - Develop & deploy program evaluation tool	

People focused on identifying the team. Staff resources for the Buckman Market were already stretched thin, calling for some creativity in just how to meet the workload with the right skills, passion, and talent. Team members who are able to design the effort by identifying the goal, creating a brand, reaching out to donors and consumers in the community, defining operational logistics, and managing the program throughout market season above all else

need to have a passion for the impact the program can bring. Having dedicated people early on keeps continuity through the season and increases the chances of meeting grant deadlines for funding opportunities.

The **Planning** phase actually starts prior to securing the resources (people!) but people are needed to do the planning so it's a bit of a catch 22. During planning you set your program parameters and estimate how much funding you'll need.

The **Pitch** starts soon after initial planning is complete. This phase is focused on defining the brand for your program and spreading the word across the community of possible donors. Creating materials to communicate your program goals and needs such as direct letters, power point presentations, one page leave behinds, news releases, and donation cards are well worth the effort. They lend credibility to your effort and greatly extend your reach in the community.

Program Launch is what it all leads up to. For the Buckman Market, opening day and launch day coincided with an extra special effort to raise awareness of Fresh Exchange. After launch day, implementation is focused on maintaining the strength of the program idea, watching demand for the program and budget levels and quickly responding to either generate more funding or drive in more consumers. Evaluating how Fresh Exchange did in its first season will help strengthen the program for next year and the cycle continues...

Making the program your own

Define your goals

What is the mission of your market and how will this program fit within your mission? For example, we met with Ann Forsthoefel, the Executive Director of the Portland Farmers Market ("PFM") to get her perspective on PFM's mission so we could synthesize its goals with our program. PFM believes our food system is the most critical issue facing our communities today, and if we can solve the problems on the plate (*i.e.* food issues) we will have made a big difference. PFM advocates making good, local and healthy food available and accessible to all people, and believes getting people to the market changes them for the better. We adopted this as our mission, realizing that if we could build another successful matching program for PFM, we would drive a more diverse population to the market and create greater accessibility of local, fresh and healthy food in the community. PFM also was interested in rolling out matching programs throughout all its markets in the near future, so we also took on the mission of building a tool kit that would make the implementation of a matching program portable.

Create your brand

The branding of your program is powerful and great thought should go into the program name and logo. But the creativity of building the brand is a lot of fun too. We selected the name Fresh Exchange after some good old-fashioned brainstorming, and picked it from a list of probably 25 names. The Fresh Exchange logo was created by Flanigan Creative who donated the time.



The circle of the logo captured the token aspect of the program, with the leaf rising out of the left hand side perfectly representing the produce purchased by program participants. Tied together with a vibrant green and crisp white - we loved the combination.

Having a brand up front turned out to have great value throughout fundraising and outreach stages. Instead of saying “incentive match program” we were able to point to a product name that was separated from the stigma of “program” or “food stamps”. Fresh is what farmers markets are all about and this is simply a new form of currency or exchange introduced to the market. We knew we’d still need to explain what Fresh Exchange meant each time we introduced it but the branding helped legitimize and add credibility to the effort in support of the overall market mission.

Legal considerations/USDA Waiver

The United States Department of Agriculture Food and Nutrition Service (“USDA FNS”) requests that any program operating an incentive program – *i.e.*, a program that provides special treatment specifically for food stamp users – register their program and obtain a waiver from the local USDA FNS office. To request a waiver, we had Ann Forsthoefel, the Executive Director of PFM, send the letter (see Appendix A-1, (A1)) to the USDA. Letter requests should include the following information:

- Name and contact information of program administrator(s);
- Explanation of how the program will be operated;
- Sources of funding; and
- Methods of data collection.

Request letters should be sent to local FNS offices, for Oregon:

Food and Nutrition Service, USDA
2029 Lloyd Center
Portland, OR 97232-1314
503-326-5971
503-326-5973 *fax*

For additional information about waivers or the process for applying for waivers, feel free to contact Kathy Ottobre, Program Analyst at USDA FNS: Kathy.Ottobre@fns.usda.gov or 617-565-5200

Finding Your Champions

Sharing the Workload

Traditionally, markets have limited staff resources and little time or money for new projects. The Fresh Exchange model focuses on identifying and leveraging community resources to build, administer and sustain the SNAP matching program.

Key to our success was a handful of dedicated volunteers who committed to the life of the project. Fresh Exchange recruited 'professional volunteers' using a process similar to recruiting for a paid position. Professional volunteers are a special class of volunteers seeking to get involved in the community for one reason or another. These may be retired professionals, in between work, recent graduates, current college students, or anyone else seeking community involvement.

Setting the Tone

Approach the volunteer recruiting process as if you were hiring a paid position. The more specific and realistic you can be about the desired skills, qualities and abilities needed in your volunteers, the more success you will have in attracting the right people. Though guided by a representative of the Farmers Market, volunteers will plan, implement, fund raise and be the public face of the program. When creating your group, look for a variety of skill sets including research, implementation, communications, writing, fund raising and project management experience. A diverse group with complementary skills will create a well-rounded team.

Writing the Volunteer Coordinator Job Description

Write a job description that explicitly states the duties and projects for which volunteers will be responsible. If necessary, create a few job descriptions dividing duties and responsibilities between a team of people. (See sample job description in Appendix-A2). Make sure the Farmers Market you are working with approves your job description.

Volunteer Resources in the Portland Metro Area

Fresh Exchange listed the volunteer position description in various locations and received a fair amount of interest. Here are a few resources that may help you recruit volunteers in the Portland Metro Area:

- CNRG list serve www.cnrg.com
- Hands on Greater Portland www.handsonportland.org
- University Internship and Job Boards: Portland State University, University of Portland, Oregon State University, University of Oregon, Marylhurst, Willamette University, etc.
- Market volunteer database
- Idealist.org

Application Process

Determine the volunteer application process and logistics. Fresh Exchange required a cover letter and resume to be considered for the volunteer position and qualified candidates were invited to an interview. We created a specific email address to accept and track position applications. Monitor the account regularly and have form emails written to acknowledge receipt of the application, invitation to interview, acceptance or approval letter, and thank you.

Interview Process

To ensure fairness in the interview, ask the same questions of each candidate and develop a rubric on which to rate each candidate. Here are some sample interview questions:

- 1) Can you commit to the 9-month time line, January - September?
- 2) Tell us about yourself and why you want to be involved in the program.

- 3) What do you anticipate your strengths and weaknesses will be in carrying out the duties outlined in the job description?
- 4) Would you feel comfortable working with a co-coordinator in this position?
- 5) Can you meet with us every other Friday? (this day worked for all team members)
- 6) Why do you think farmers markets are so successful, what's the secret?
- 7) What would be your approach to fundraising from local businesses?

Your evaluation rubric should address the most important qualities you are seeking such as: availability for pre-determined amount of time, commitment to project, motivation for participating, skills, background experience, ability to work in teams, etc. It is best to interview the candidates with at least one other person, so that you can average your rubrics and get another perspective. (See Appendix A3 for a sample rubric).

Group Formation

'Hire' the successful candidates and keep in touch with unsuccessful candidates for future volunteer opportunities. Decide on a regular meeting schedule and work together to outline the program from start to finish.

Ongoing Assessment and Expansion

As the process continues and the market launch becomes closer, assess current volunteer commitment and availability. Ideally, a volunteer will be at the market each week to conduct outreach to SNAP users and donors. As soon as the market begins, the planning process should shift to improving the process and securing funding for the next year. A volunteer's work is never done! Make sure you are continually soliciting and assessing volunteer commitment and ability to continue working on the project. Much like a paid position, you want to be prepared to search for a new volunteer if one needs to bow out.

Preliminary Planning

Who's your customer?

The fundamental question to be answered is who your program will be serving? In order to answer this question, we hit the streets of the Buckman neighborhood of Southeast Portland to get to know the community. We spent time interviewing community organizations, neighborhood organizations, members of the Hinson Church (where the Buckman Portland Farmers Market is held) and local businesses to learn all we could. Not only we did we learn valuable knowledge about our customers (where they lived, where they currently shopped, etc.), we learned the neighborhood and spread the word about Fresh Exchange. Portland Farmers Market was also able to supply shopper statistics from past years such as average distance traveled from home to market, frequency of market stops and how much shoppers spend on average. We also drew on historical data from the King Market matching program to understand how many customers we would likely draw to our program once word got out – which was critical in planning how much funds we would need for matching, token counts, etc.

Historical market data from King included by week for the 2008 and 2009 seasons the number of total EBT transactions, the amount of EBT \$s, total dollars used for matching and total market customers.

Setting goals and budget

Having gathered information regarding our future customers and the community, it was time

to set a fundraising goal to ensure we would have the means to provide a match for every EBT swipe. We first discussed the amount of the match, and decided that our goal was to provide a dollar for dollar match – up to \$5 minimum. We felt it important to create a relationship of commitment with our customers whereby the program would truly match – as opposed to give away – each dollar the customer brought to the market. Our limitation of \$5 was practical, we did not think we could do an unlimited match due to funding constraints, but believed that we could raise enough funds to provide matches to all customers at a \$5 level.

Setting the match amount for your program requires balancing a combination of three factors; how much funding you'll have, how many customers will want to participate throughout the season, and what's a useful yet reasonable match range you're comfortable with. Setting a minimum funding threshold is a safe place to start and you can adjust as needed throughout the season either by increasing use with more outreach or building funding by targeting donors.

Our goal for Fresh Exchange was to create a program that could be available all season for all eligible customers who attended the Buckman market and be sizeable enough to draw interest and ultimately make a difference in someone's kitchen. We set \$5 per match as the lowest match rate we'd be interested in offering. To back in to the minimum amount of funding we needed to collect, we then estimated how many people would be interested in the offer.

EBT usage data from the previous market season was available as a good starting point. On average, there were 25 EBT transactions per week. Our inspiration, King Portland Farmers Market, shared their data from the previous two seasons to show the general impact of the program. Their program ran each week from July through October. May through June, there was an average of 25 EBT transactions per week. July through October that average increased to 50 transactions. This doubling of usage occurred through weeks where the total customer count averages were lower than opening months. Seeing this amazing success, the Buckman Market could be similarly impacted.

Assuming 50 transactions per week at \$5 each for 21 weeks, we estimated a conservative funding need of \$5,250 for matches but realized \$7,000 would be a goal to provide more cushion for increased usage. Other expenses such as tokens, fiscal sponsorship, printing, and mailing would be additional. Although we anticipated continuing to work on outreach for donations throughout the season, before committing to launch the program and raise customer expectations, we set a minimum seed-funding threshold of \$4,000. The minimum goal turned out to be a great driver for fundraising efforts.

After establishing the \$7,000 goal, we looked at costs other than funds for matches. New programs should factor in administrative costs for handling and processing the matches (e.g., our fiscal sponsor SE Uplift charges Fresh Exchange a processing fee of 7.5%). Other costs include the tokens (approximately \$300) and other incidental expenses such as postage for mailings, etc. In sum, the program costs should be minimal compared to the funds necessary to provide the matches.

Some feedback from customers of the King program was that the \$5 was wonderful but maybe not enough to really increase buying power for a family. We took that comment as a challenge to motivate our fundraising efforts and target raising \$9,000 as our ultimate goal to be able to offer a \$10 match all season.

Securing Funding/ Identifying Possible Sources and Approaches

One of the most important aspects of the Incentive Matching Program is having the funds in place to be able to facilitate the needs of your customer throughout the season. The pursuit of the fundraising should start after you have your marketing materials developed so that you have a story to tell to prospective partners. But before you put together your marketing materials, you need to know who you're targeting for fundraising requests.

One of the first things you want to do is survey the landscape of the companies that are in the neighborhood from large business to locally run establishments. Understanding the scope of the business associations and grant programs specific to the community being served is an additional aspect to your plan. Here's a breakdown on some of those funding vehicles:

- Corporate Partners – Large businesses that have a presence in the neighborhood that may want to help underwrite or help to establish this initial program. This is the quickest way to reach your funding goal as the investments will be some of your largest.
- Local Business – These are companies that have opened shop in the neighborhood that have a passion for the same customer you serve. This allows you to have commonality to serve the community where you are both making an impact. Local businesses are direct beneficiaries of local markets that are drawing more people to the area who then run other errands in the area.
- Restaurants – Also local businesses but food is a common theme amongst the two of you and fundraising is often one of the vehicles a local restaurant is willing to participate with. Whether it is a donation of a % of sales on a given promotional night or driving coupons to the store that provide a bounce back donation to your program, these are often solid ways to raise funds and awareness.
- Grants – Local city and state organizations will have grants that are available to healthy eating initiatives or underserved communities. The matching program is a homerun in that it covers both of these needs. Grants will take more time to develop and a longer decision making process, but they also allow you to clearly state your need and express what you are looking for financially.
- Market Shoppers – Direct donations from local neighbors is another avenue. Knowing that your left over market change can be passed directly to your neighbor can be a satisfying way to contribute to the community.

What mix of program sponsor is the best fit for your market and program? With Fresh Exchange, we opted for a mix, not ruling out any sectors but also not putting all our energy toward one group. Most markets are sensitive to ensuring that large corporate sponsors don't overtake the local feel of the market. We found that by lining up 2-3 large sponsors early on who may be large organizations but have strong ties to the communities in which they work provided stability to the program. For Fresh Exchange, \$4,000 of the first donations came from corporate partners, leaving us time and energy to focus on other sources without the worry of not being able to meet our minimum operating threshold. Other sources take more time per dollar donated to secure but help to round out the mission of the program and market.

The Appendix provides examples of a request letter (A4), invoice (A5) and fulfillment benefits

(A6), all used by Fresh Exchange for the Corporate and Local business outreach. More detail on how they were created and used can be found in “Making the Pitch”.

Accepting donations

Before a new program can really start outreach to potential donors in earnest and create any outreach materials for funders, a mechanism through which donations can be collected and tracked separately from the overall market budget is needed. In addition, businesses and private donors are more likely to offer a contribution if they can claim the tax deduction. In order to be able to pass the benefit to donors, having an IRS nonprofit status of a 501C3 organization is necessary. Unfortunately, many markets are not designated as 501c3, but there may be some other opportunities to team with applicable organizations that can manage the funds. One idea is to work with a fiscal sponsor who can provide administrative support and oversight to the program in exchange for a percentage fee to cover their administrative costs.

In the case of the Buckman Market, Portland Farmers Market is a 501c6 nonprofit organization. Southeast Uplift Neighborhood Coalition (SEUL) is an independent 501(C)(3) non-profit organization that supports neighborhood associations and community partners within its geographical territory and is able to provide fiscal sponsorship for projects that align closely with its mission and goals. Fresh Exchange applied for fiscal sponsorship and was approved by the SEUL board. Through this relationship, all donations are directed to the Fresh Exchange program of SEUL.

Fiscal Sponsor role:

- Accepts donations
- Ensures that donated funds are used only for approved program purposes which align with IRS requirements for 501C3 status
- Tracks individual donor information and provides list to program so program can personally thank donors
- Provides regular account balance reports to the program
- Receives compensation of 7.5% received funds to cover management costs

The relationship between Fresh Exchange and SEUL is providing additional real benefits for both parties. Fresh Exchange benefits from the added credibility of the coalitions name and logo on all outreach and donation materials as well as the listing of Fresh Exchange in their project roster that receives widespread neighborhood exposure. SEUL is able to pair with a project that helps further its mission in the community.

Making the pitch

Creating sales leave behind

In order to make a proper market matching program pitch, it's wise to have these five pieces ready to go:

- 1) Donor request letter
- 2) One-page market matching program description
- 3) Remittance envelope
- 4) Invoice

5) Thank you notes

Donor request letter: A good donor letter includes a strong lead, brief description of the market matching program, statistics explaining specifically how the donors support will impact Supplemental Nutrition Assistance Program (SNAP) users and, most importantly, a request for support. (A4)

One-page market matching program description: A solid one-page project description is just that! It succinctly describes the market match and how financial support will impact the project. One-page descriptions can also include, if applicable, short client stories and statistical success from prior years and other markets.(A7-8)

Remittance envelopes: The remittance envelope (or perforated tear off) makes it easy for a donor to send in their contribution. It includes the name of the project, fiscal agency supporting the project (which for Fresh Exchange was Southeast Uplift Neighborhood Association), an Employee Identification Number (EIN), address, city, state, zip code and a one-line note of thanks. (A9)

Invoice: The invoice is an important tool to send to prospective donors who have committed to a gift but are pending payment. Not all donors will require this extensive follow up, but it's good to have a market matching program-specific invoice available.(A5)

Thank you notes: All good fundraisers know how important it is to thank donors (and potential donors!). Always have thank you notes available to hand write a quick thank you to donors who have supported the market matching program. Typewritten letters are fine to accompany an invoice, but find time to pen and send a handwritten thank you at some point during the transaction, whether it's after the first meeting or following a gift.

The best way to initiate a donation to the matching program is to send a donor request letter and a one-page project description followed up with a phone call to request a meeting. At the meeting, go over the project and share with the donor exactly how their donation will impact the project and make an impact in the community. If the donor agrees to support the cause, follow up the meeting with an invoice and thank you letter. And, sooner than later, send that thank you note!

The best donors are those close to the cause, or close to people who are close to the cause! For example, Fresh Exchange affects local businesses, market neighbors, market vendors, churches, neighborhood associations, and beyond. A good fundraising strategy around a farmers market matching program will include raising awareness in, and outreach into, the above constituencies.

Here are a few more details about the specific strategies Fresh Exchange followed for fundraising for each of the funding vehicles identified earlier.

- Corporate Partners: A couple team members had direct connections to corporate businesses whose missions involve community involvement. These team members directly contacted those businesses and provided one on one explanation of the goals and benefits of Fresh Exchange for the participants and vendors but also the benefits for them. Donating to Fresh Exchange provided them with the opportunity to make a

direct contribution the community and receive recognition for doing so. See the appendix for donor level benefits.

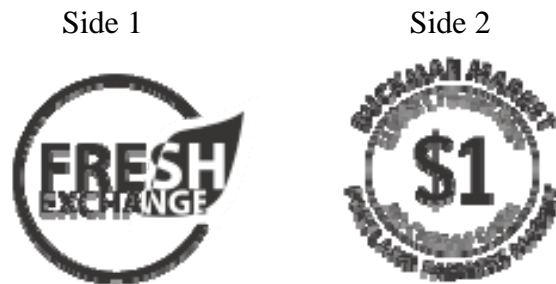
- Local Businesses: The Fresh Exchange team mailed a donor letter to over 400 local businesses, calling each one prior to mailing to get the best contact name for mailing. We found the response to this approach not really enough to warrant the effort, a lesson for next time. Two of the local business associations let Fresh Exchange representatives present the program at their monthly meetings to generate excitement, let them know what was going on at the market and to ask for donations.
- Restaurants: Local restaurants were interested in learning more and figuring out how they could participate. One idea we tried a couple times was to ask a restaurant to donate a percent of proceeds over one night or multiple nights to Fresh Exchange. Some restaurants asked that we pass out coupons to draw in additional business for them and others were happy to extend the percentage to any customers during a specific time period without a coupon.
 - o Old Town Pizza created a coupon and we helped drive in business to restaurant, resulting in just over \$200 for one evening
 - o Genoa donated 15% of one evenings proceeds to FE from one night – invitations from market ED) (see appendix for check insert, A10)
 - o Burgerville offered a percent of proceeds from set hours one evening per month throughout market season, no coupon needed. Flyers announcing this generous offer are available at the Fresh Exchange table (A11)
- Grants: Although we missed out on applying for a few grants with deadlines in the fall and winter, we were able to tap a few sources. Many local credit unions and banks have community-giving programs with easy to complete applications on line. We were successful with one credit union and have yet to hear from a couple bank applications still pending at this time. For next season, there are a few grants we'd like to pursue.
 - o Community Food Security Coalition
 - o Local Bank Community Giving programs
 - o ONI (Office of Neighborhood Involvement) and neighborhood associations
 - o Healthcare organizations (Medical Centers and hospitals have grant programs)
- Market Shoppers/ Neighbors: Neighbors nourishing neighbors seems to be the path to creating a sustainable funding source but one area we have yet to be able to focus upon and unleash the potential.
 - o Special Events- Four educational sessions are planned for this summer to raise funds based on \$10/session per person
 - o Providing options to “round up” tokens for debt transactions
 - o Donation jar onsite at the Fresh Exchange booth

Working through the details

Tokens:

Tokens represent dollars in the market and can be used as cash. Tokens are already the common use of currency for EBT users, but a new token must be designed to ensure the matching funds are tracked and allocated correctly. Consult with your market to make sure the tokens are distinct from other tokens currently accepted. The easiest way to differentiate tokens is to print them with a unique ink color.

Old Time Wooden Nickel (www.wooden-nickel.com) produced the Portland Farmers Market tokens, and we ordered 2500 for the 2010 season. In the case of Fresh Exchange, tokens are in denominations of \$1 so that varying dollar amounts may be spent. Allow 6 weeks to order and receive your tokens.



Although the matching tokens were distributed at only the Buckman Markets, the tokens may be used at any Portland Farmers Market location throughout the city. Ideally, the tokens will be spent at the Buckman Market on the date of issue, but they tokens are valid until spent and may be used at any PFM location. Ensure that your market is communicating with vendors about the acceptable use of tokens and what may be purchased. (Examples of excluded products are ornamental plants, hot ready-to-eat food, and alcohol.)

Vendor reimbursement:

Fresh Exchange tokens are much different from the regular EBT and debit tokens used at the market, making the somewhat tedious task of counting and sorting easier to manage. (See above for token design). At the end of market day, vendors submit all tokens they've received to market staff. Staff and/or volunteers at the market collect, sort, and count tokens in each category. The Fresh Exchange coordinator submits a request for funding disbursement to the fiscal sponsor, SEUL who then reimburses Portland Farmers Market from Fresh Exchange funds. The request to SEUL is a simple but official request noting market date and number of tokens collected from vendors.

Every other week, Portland Farmers Market sends checks to all the vendors for the combined amount of the tokens they returned from each category, Fresh Exchange plus regular EBT, plus debit/credit tokens. Each market has a unique reimbursement policy, the real idea to pass along here is that vendors can receive one check for EBT and Fresh Exchange combined. Although the funding sources are completely different, it's ideal for the vendors if the market can act as the combination point and write one check.

Although token counting is time consuming, market staff, vendors, and volunteers are already familiar with working with tokens so the addition of the Fresh Exchange token and additional volunteer support are not significantly new tasks to take on but does add to the workload. Vendors only need to be trained in Fresh Exchange so they recognize the new tokens as valid for market purchases.

Tracking and reporting tools:

Meticulous tracking and reporting of the program will help serve many purposes for the program. Weekly counts and reimbursement requests to the fiscal sponsor are the most immediate need. Basic excel spreadsheet tools should work just fine for weekly tracking. EBT sales tracking is most likely already reported and tracked. Adding a column for Fresh Exchange is really all that's needed.

As the season progresses, tracking program use against available funds will be critical as will a regular projection of expected use for the balance of market weeks to inform program design adjustments. We plan to continue basic projections with scenarios around % increase if word gets out ensuring we have enough foresight to know if we really need to work on more funding or if we can increase the match amount.

At the end of the season, the tracking tool will help with summary reports to our major funders and to the fiscal sponsor, SEUL. We hope to be able to exceed all expectations for numbers of families assisted as a way to characterize the success of the program. Good records and reports will add credibility to improvements for next year.

In addition, with real-time statistics and end of season reports, you can return to your corporate sponsors or large donors with a progress report of the people they have helped. Stay on top of communication with these people so they are ready and willing to donate for the next market season.

Defining Market Roles:

Market day is here! Make sure your team is on message and ready to promote your matching program. Be prepared for SNAP users asking how to use the match, and be prepared to pitch the program to interested market-goers – they are potential donors! Jazz up the booth with signage (a large banner is ideal), information flyers and a donation jar. Perhaps buy \$5 worth of produce at the market and show people how much the match contributes! If your market does not have space to dedicate a booth to the matching program, add flyers to the information booth at the market.

Matching Fund Transactions

In our case, Portland Farmers Market staff handled distribution of the matching tokens and individual vendors handled purchasing transactions. The Fresh Exchange booth was for informational purposes only and was strategically placed so that when SNAP users asked for their \$5 match, we just had to send them next door! Market staff swipes the EBT card, gives the EBT tokens to the SNAP user and then adds the Fresh Exchange matching tokens. Market staff manually tracks matching funds dispersed.

Fund Reporting

Create a process workflow with the farmers market to track monies dispersed at the market each week and monitor the fund. In our case, market staff sends a weekly report to the matching coordinator, who then circles back to our fiscal sponsor to verify the amount remaining in the fund.

Accepting Donations at the Market

Bring a receipt booklet or an information page to attach to each donation. Donations are tax deductible through the fiscal sponsor, and attaching information such as name, address and amount donated will ensure these donors receive a receipt. Make sure that you have established this workflow before market day.

Getting the Word Out

Go to the customer

When getting the word out about your market matching program, go to the customer and/or end user. During Fresh Exchange's raising awareness phase, we visited with various individuals and entities including Oregon's Department of Human Services where SNAP is issued, local businesses, health care facilities, senior centers, neighborhood association meetings, community centers, churches and individuals interested in the cause. A half page program description served as a great leave behind at these organizations and facilities to pass along to potential users of the program (A12). In addition for neighborhood and business association meetings, a basic power point presentation describing Fresh Exchange was created and then customized for different events (A13).

Mixed media

With today's many communication tools, the world is your oyster when it comes to media. Your job is to select the tools which will work best for your market matching program. Platforms include websites, print newspapers, print and e-newsletters, posters, press releases, presentations at local events and, of course, social media outlets such as blogs, Facebook and Twitter.

Fresh Exchange found good support utilizing media channels our constituencies already had in place. For example, Portland Farmers Market included Fresh Exchange on their website and made plugs for the matching program on their Facebook page. Another good outlet are neighborhood newspapers and e-newspapers. (See appendix for examples, A14-16)

At the market

At the market, a good strong banner will do wonders for your efforts to raise awareness. Invest time and talent into a bold yet simple design with concise messaging.

While at the market, walk the market to spread the good word about your market matching program. Vendors, local artisans and local businesses will be interested in the program – some will want to help.

Remember; always provide the opportunity to accept donations to the matching program. Whether it's a clearly marked donation jar or remittance envelopes, be sure some piece or

prop advertises, “Donations accepted here.”

How did it go?

Customer surveys

Feedback is obviously important to gauge the success of your program, and improve where needed. Fresh Exchange is currently considering implementing a survey to garner that information. Although we have not yet completed our survey, a draft of a similar type of survey can be found in the appendix (A17).

Summary Reports

Mid-season and post season, the Fresh Exchange team plans to take stock of the program and communicate program achievements to all donors who agreed to supply their contact information for future communications. We hope this check-in with past donors will let them see the value of their contribution and encourage sustainable giving for next season! As of the third week in May, Fresh Exchange provided over \$600 in matching funds for local families and passed along to local farmers.

Lessons Learned

Along the way the team did have many lessons learned. We approached this project knowing we wanted to try many ideas and that they all wouldn't work but that there would be value in our trying. Most lessons centered around funding and staffing (Volunteer or paid roles) and those are the two areas that will continue to be most difficult to sustain.

- Early significant seed contributions kept spirits high and added credibility to the program for other donors to consider
- Mass mailing to local businesses was not as successful as hoped and we probably wouldn't do this again next year
- Finding donors whose personal or business mission matches that of the program and market is key

Appendix A– Examples

1. USDA Waiver Letter Example
2. Volunteer Coordinator Job Description
3. Volunteer Coordinator Applicant Evaluation Rubric
4. Donor Request Letter
5. Donor Invoice
6. Donor Benefits
7. Program One Pager
8. Program Info Flyer
9. Remittance Envelope
10. Restaurant Event check insert
11. Once a month restaurant % program
12. Half page flyer
13. PowerPoint description
14. Press story
15. Press release
16. Website information
17. Program evaluation example

Appendix A1: USDA Waiver Ex.



March __ 2010

Mr. Jeffrey N. Cohen, Chief
Electronic Benefit Transfer Branch
Food and Nutrition Service
U.S. Department of Agriculture
3101 Park Center Drive
Alexandria, VA 22302

RE: Request for Waiver—Buckman Market

Dear Mr. Cohen:

Portland Farmers Market (PFM) operates six farmers markets in Portland. One of these is Buckman Market, which is located in Southeast Portland. We operate this market as a partnership with Southeast Uplift Neighborhood Coalition (“SE Uplift”), a 501(c)(3) nonprofit. Fresh Exchange, a project of SE Uplift, is an incentive program to provide a dollar-for-dollar match for food stamp customers at Buckman Market. While PFM will administer the program, it is not the source of funding for it. Donations to the fund are being solicited from businesses, organizations, and individuals who reside or operate within the SE Uplift service area of inner Southeast Portland. The name and contact information for the program administrator are Kristen Wiener, Community Resources Program Manager, SE Uplift, 3534 SE Main, Portland, OR 97214, 503-232-0010

PFM currently operates an EBT/SNAP token program at Buckman Market. When the incentive match begins on May __, 2010, PFM will issue unique match tokens to EBT customers. The incentive match will continue every Thursday until the market closes on September __, 2010. Initially, the match will be limited to \$5 per person per week. As funds become available, the limit may be raised or eliminated. PFM will redeem the match tokens from market vendors, tracking them separately from regular SNAP tokens. PFM will submit an account of match tokens redeemed to SE Uplift, which will reimburse from the fund.

PFM will track the following information and report it to the State of Oregon, Department of Human Services:

- Total dollar value of SNAP tokens purchased by month
- Total dollar value of incentive tokens distributed by month
- Total dollar value of SNAP Token redeemed by month and individual farmer
- Total incentive tokens redeemed by month and individual farmer

This request is being submitted on our behalf by Oregon SNAP agency employee, Bill Walker. Thank you for your consideration.

Sincerely,

Ann Forsthoefel, Executive Director
Portland Farmers Market

Bringing the best of the country to the heart of the city

— Since 1992 —

Appendix A2: Volunteer Coordinator Job Description

Portland Farmer's Market Buckman Market Matching Program Coordinator(s)

You are interested in connecting with your community to strengthen local neighborhoods. You want to use your communication and program implementation expertise. You care about sustainable food systems and supporting local farms. You want to be part of a local, grassroots initiative to increase healthy food access for low-income residents...

...and we want you to volunteer with us! This is an on-going professional volunteer opportunity at the Portland Farmer's Market.

The Portland Farmer's Market (PFM) is launching a Matching Program in the Buckman Market for the 2010 season. In the program, Supplemental Nutrition Assistance Program (food stamp) users are eligible to receive a \$5 match to spend at the market. The goal is to increase access to local, healthy foods for those who have an Oregon Trail EBT card. Additionally, the program will drive market attendance and promote sustainable food systems by supporting local farmers.

POSITION: Buckman Market Matching Program Coordinator(s)

WEEKLY TIME COMMITMENT:

Approximately 10-15 hours per week. Depending on interest and availability, this position may be divided into two or three highly collaborative co-coordinator positions.

POSITION SUMMARY:

The Buckman Market Matching Program Coordinator(s) will work closely with the Portland Farmer's Market to aid in the implementation of the Matching Program. Must be willing to commit for at least 9 months, from December to September.

- December – April: the Coordinator(s) will play a major in cultivating community support for the matching program and planning the program launch.
- April – September: the Coordinator(s) will oversee the logistics of implementing the matching program.

ESSENTIAL FUNCTIONS:

Program Planning

- Attend bi-monthly Friday meetings with the PFM Matching Program Planning Committee.
- Collaborate with the Planning Committee to meet implementation goals

- Liaise between PFM and Southeast Portland Neighborhood Associations

Communications & Fundraising

- Present the Matching Program to community organizations and potential sponsors using pre-set presentation materials
- Assist in identifying potential partners and sponsors

Program Launch

- Assist in recruiting, training and managing volunteers to staff the program during the market season
- Manage on-the-ground logistics of the match program through the market season including staffing the matching program information booth
- Monitor and evaluate program implementation

POSITION QUALIFICATIONS:

Volunteers unable to commit to the nine-month timeline will not be considered. Ideal volunteers will possess:

- excellent communication skills and experience speaking to large groups and individuals
- project management or coordination experience
- excel and word processing proficiency
- the ability to manage multiple tasks and meet deadlines

SKILLS & ABILITIES:

Successful volunteers will be:

- passionate about improving food security in local communities
- a highly motivated self-starter who can work independently
- dedicated and willing to learn and collaborate in a team environment

HOW TO APPLY:

Please send a current resume and cover letter to -----@----.com.

Accepting applications through <date>.



Appendix A4: Donor Request Letter



February 5, 2010

Customer
Company
Address
City, State Zip

Dear X,

What if you had the chance to bring together everyone in your community and, as a result of your effort, you fed the local economy and *all* members in your community? What if as a result of your effort, all Portland families, regardless of income level, had access to fresh fruits and vegetables? You can make this happen through supporting *Fresh Exchange*.

In partnership with Portland Farmers Market (PFM) and SE Uplift Neighborhood Coalition, *Fresh Exchange* is a new program that will provide people enrolled in the Supplemental Nutrition Assistance Program (SNAP, previously known as food stamps) with a dollar-to-dollar match (up to \$5) to spend at Portland Farmers Market at Hinson Church.

The program is modeled after other national nutrition incentive programs, as well as Portland's very own Northeast Food Share Fund distributed at Portland Farmers Market at King Elementary School last year. ***The program was so successful that from July – October, 816 SNAP customers were able to double the value of their SNAP dollars.***

To implement *Fresh Exchange*, we need to raise \$7,000 by April 2010. Your contribution will go toward acquiring the tokens which are used at the market and providing the matching funds to allow SNAP customers to purchase twice as much produce as they would normally get.

Research has shown that people with low-incomes know fresh food is an important part of healthy living, yet many families simply can't afford it. Matching programs provide accessibility for everyone so that more Portland families can enjoy fresh produce and reap the benefits of proactive, healthy eating habits.

Donations to *Fresh Exchange* are tax-deductible and are recognizable at certain levels.

Feed local economy. Feed your community. With your support, fresh fruits and vegetables can be available to all women, men and children in Portland. Thanks for your partnership in making healthy eating a choice.

Sincerely,

Tom Fletcher and Jennifer McDonald "Mac"
Fresh Exchange

P.S. The Hinson Church Market is a family-oriented neighborhood market located at SE 20th and Salmon – in the parking lot of the Hinson Baptist Church. Come visit us!

Appendix A5: Donor Invoice



Invoice

March 9, 2010

Customer
Company
Address
City, State Zip

Invoice No.: 100

<u>Quantity</u>	<u>Description</u>	<u>Unit Price</u>	<u>Amount</u>
1	Donation to Fresh Exchange	\$2,500	\$2,500

Total Due
\$2,500

Southeast Uplift Neighborhood Coalition is the official fiscal sponsor of this project and is a 501(c)3 non-profit, tax ID #93-069072. Send donations to: **Fresh Exchange**, c/o Southeast Uplift, 3534 SE Main, Portland, OR 97214.

Appendix A6: Donor Benefits

**Wells Fargo and *Fresh Exchange* (in partnership with
Portland Farmers Market and SE Uplift Neighborhood Coalition)**

- Mention on Portland Farmers Market website
- End of season thank you
- Mention in on-site market display tracking program progress
- Business profile on Portland Farmers Market website
- Business logo included on “donate” page of Portland Farmers Market website
- Logo on flier promoting the program (distribution throughout neighborhood and at market locations)
- Portland Farmers Market shopping tote
- Booth presence once per market season (any promotions must be in line with Market mission)
- Feature story in Portland Farmers Market e-newsletter (distribution 4,000+)
- End of season thank you materials
- Donation jar(s) for business locations to invite contributions

Donation request to program \$2,500



FRESH EXCHANGE

(an introduction)

FRESH EXCHANGE

What is FRESH EXCHANGE?

Fresh Exchange is a new program at Buckman Portland Farmers Market aimed at making fresh, locally grown produce accessible to everyone! This matching program funds a dollar for dollar match (up to \$5) for all Supplemental Nutrition Assistance Program (SNAP) funds redeemed at Buckman Market. Fresh Exchange funds can be used to purchase fruit, vegetables, meat, bread, cheese and some baked goods. Funds can also be used to purchase seeds and edible plant starts.

Fresh Exchange tokens first serves an individual or family by providing fresh food – and then puts money in the pocket of a small, local farmer!

How can I PARTICIPATE?

Fresh Exchange is available to all SNAP participants. For every \$1 of SNAP funds redeemed at Buckman Market, SNAP participants will receive a matching \$1 Fresh Exchange token (up to a \$5 match) every week of the market.

To receive your Fresh Exchange tokens and double your SNAP funds, simply swipe your EBT card at the market information booth located at the northeast corner of the market (underneath the Hinson Church sign). Then enjoy the fresh food provided by local producers!

Fresh Exchange is funded by local businesses in the community surrounding the market and from neighbors helping neighbors. To find out more about how you can help eliminate hunger in our communities by supporting the Fresh Exchange program, please call 503.241.0032 or send your tax-deductible donation to:

SE Uplift Neighborhood Coalition, Fresh Exchange Program
3534 SE Main, Portland, OR 97214

(Checks can be made to SE Uplift Neighborhood for Fresh Exchange)

About Portland Farmers Market

Founded in 1992, Portland Farmers Market, a nonprofit 501(c)6, brings the best of the country to the heart of the city by supporting the region's farmers and creating vibrant urban marketplaces where growers and consumers come together. This nonprofit's staff aims to grow, nourish and inspire the community by staging weekly markets in six different locations throughout the Portland area from March until December. With more than 250 vendors from Oregon and Washington, Portland Farmers Market is a true showplace of Northwest agriculture. www.portlandfarmersmarket.org

(sponsored by)

MARKOWITZ HERBOLD
GLADE & MEHLHAF PC





What is Fresh Exchange?

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Fresh Exchange is funded by local businesses in the community surrounding the market from neighbors helping neighbors. Banks, restaurants, law offices, neighborhood associations and individuals are pitching in financially to help their neighbors. Specifically, banks are offering grant funding, restaurants are dedicating a “% of proceeds night” to the cause, and individuals are writing checks and spreading the word throughout neighborhoods.

We’re open to being creative about funding – if you have a new idea, let us know! (Please email ideas to: Jennifer McDonald “Mac” at jmcdonald@centralcityconcern.org.)

To find out more about how you can help eliminate hunger in our communities by supporting the Fresh Exchange program, please call 503.241.0032 or send your tax-deductible donation to: **SE Uplift Neighborhood Coalition, Fresh Exchange Program, 3534 SW Main, Portland, OR 97214**. Checks can be made to SE Uplift Neighborhood for fresh Exchange)

Appendix A9: Donation Remittance

(logo)

Please place stamp here!

SE Uplift Neighborhood Coalition
Fresh Exchange Program
3534 SE Main
Portland, OR 97214

SE Uplift Neighborhood Coalition
Fresh Exchange Program
3534 SE Main
Portland, OR 97214

(logo)

Fresh Exchange Program

A matching program at the Hinson Church Market

Tax deductible donation amount and recognition

- ___ \$25 - name listed on Thursday Market flyer or Portland Farmers Market T-shirt
- ___ \$100 - larger text listing on flyer and display of website or address
- ___ \$250 - ad on Thursday Market flyer
- ___ \$5000 - one Thursday market booth
- ___ other amount

Mail this card and a check or money order to:

SE Uplift Neighborhood Coalition
Fresh Exchange Program
3534 SE Main
Portland, OR 97214

SE Uplift Neighborhood Coalition is an independent non-profit organization that supports neighborhood associations and community partners. The Fresh Exchange Program is a partnership between Portland Farmers Market and SE Uplift Neighborhood Coalition.



Thank you for dining at Genoa this evening!

In support of our community, Genoa will donate 15% of tonight's proceeds to **Fresh Exchange**, a new initiative which provides a dollar-for-dollar match up to \$5 to SNAP (formerly food stamps) recipients who shop the Buckman Farmers Market (SE 20th & Salmon).

The funds to sustain **Fresh Exchange** come directly from businesses and residents, like Genoa and you. "*Neighbors Nourish Neighbors*", building healthy families, a healthy community, and a healthy local economy for everyone involved.

http://www.portlandfarmersmarket.org/sec_Experience/section/Token-Match-Programs.php





Fresh. Local. Sustainable.

Fresh Exchange Fundraiser

Please come to ***Fresh Exchange*** fundraiser at the Hawthorne ***Burgerville*** the first Friday of every month throughout the summer.

Dine at ***Burgerville*** on Hawthorne Blvd between 5 pm and 8 pm and ***Burgerville*** will donate 10% of sales to ***Fresh Exchange***.

When: First Friday of every month through September (May 7th through September 3rd), 5-8 PM

Where: ***Burgerville***, 1122 SE Hawthorne Blvd, Portland

- Dine-in & To Go orders
- No coupon needed

Fresh Exchange and the ***Portland Farmers Market*** thanks you!!



BUCKMAN PORTLAND FARMERS MARKET

When/Cuando: Thursdays, May 6 – September 30
Jueves, 6 de mayo-30 de septiembre

Hours/Horario: 3:00 p.m. to 7:00 p.m.

Location/Donde: SE 20th & Salmon in the parking lot of the
Hinson Baptist Church
*SE 20th & Salmon en el estacionamiento
de la iglesia baptista de Hinson*



**Up to \$5 free, fresh produce
for SNAP users each week!**
*Producto fresco hasta \$5 para
usuarios de SNAP cada semana.*



- 1** Go to the information booth at the market.
Llegue a la cabina de información.
- 2** Swipe your EBT card.
Use su tarjeta de EBT.
- 3** Buy \$1 tokens to purchase food at the market.
Compre fichas de \$1 para comprar alimento en el mercado.
- 4** Get a free \$1 token for every token you buy, up to \$5.
Gane una ficha de \$1 por cada ficha que compre, hasta \$5.

(sponsored by)

MARKOWITZ HERBOLD
GLADE & MEHLHAF PC



For more information call Portland Farmers Market at 503-241-0032

BUCKMAN PORTLAND FARMERS MARKET

When/Cuando: Thursdays, May 6 – September 30
Jueves, 6 de mayo-30 de septiembre

Hours/Horario: 3:00 p.m. to 7:00 p.m.

Location/Donde: SE 20th & Salmon in the parking lot of the
Hinson Baptist Church
*SE 20th & Salmon en el estacionamiento
de la iglesia baptista de Hinson*



**Up to \$5 free, fresh produce
for SNAP users each week!**
*Producto fresco hasta \$5 para
usuarios de SNAP cada semana.*



- 1** Go to the information booth at the market.
Llegue a la cabina de información.
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Compre fichas de \$1 para comprar alimento en el mercado.
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Gane una ficha de \$1 por cada ficha que compre, hasta \$5.

(sponsored by)

MARKOWITZ HERBOLD
GLADE & MEHLHAF PC



For more information call Portland Farmers Market at 503-241-0032

Appendix A13: Program Presentation

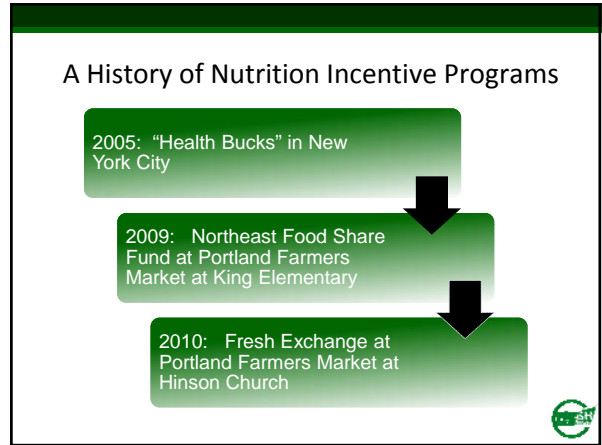



A Nutrition Incentive Program
Portland Farmers Market at Hinson Church




SNAP @ Farmers Markets

- Beginnings
- Significance
 - Access to Healthy Foods
 - Hunger in Oregon
 - Culture and Community
- Barriers


Special Thanks to our Lead Sponsors

Volunteers
Individual Donors
Leadership Portland Members




Impact of Fresh Exchange

- Good for SNAP Users
- Good for Farmers
- Good for Local Economy
- Good for Neighborhoods



How does it work?

1. SNAP Users go to the information booth and swipe EBT card
2. Receive wooden tokens for funds, plus up to \$5 free
3. Tokens are spent like cash at vendors
4. Vendors receive cash for tokens collected




Frequently Asked Questions

- How often can a SNAP members participate in Fresh Exchange?
- Can Fresh Exchange tokens be accepted at all Portland Farmers Markets?
- Do Fresh Exchange tokens expire?




Get Involved

- Donate
- Fundraise for us
- Volunteer
- Spread the Word
- Shop at your local farmers market
- Contact us



Fresh Exchange Coordinators
FreshExchange@care2.com



Portland Farmers Market
503.241.0032








Buckman VOICE

Spring 2010

A Newsletter of the Buckman Community Association — Also available online at buckmanvoice.wordpress.com

Buckman's Most Wanted (Houses)

By Christine Yun

With the economy in a tailspin and new construction at a standstill, the Buckman Historic Association has been fortunate enough to receive the assistance of the Bosco-Milligan Foundation in reviving its goal of a National Register Historic District nomination in the Buckman neighborhood. Executive Director of Bosco-Milligan, Cathy Galbraith, says that now is an ideal time to accomplish this project, which will give the neighborhood protection from ill-considered development once the economy recovers. The potential District (Buckman I) encompasses the oldest parts of Buckman, from SE Ankeny to SE Morrison and from SE 11th to SE 20th and includes Washington High School.

This past summer, Bosco-Milligan hired a summer intern to produce a historical background paper on the neighborhood, drawing from previously written histories

of the Buckman neighborhood. With the assistance of Dr. Kirk Ranzetta, who was a volunteer with the Buckman Historic Association and who made initial recommendations to the Association, Professor Thomas Hubka at the University of Wisconsin Department of Architecture has been recruited to assist with the analysis of Buckman's housing stock. Dr. Hubka has already made 3 visits to the Buckman neighborhood, each time surveying the housing stock and coming up with preliminary ideas about an approach to the National Historic District nomination.

Most traditional historic districts, such as Ladd's Addition, have based their nomination applications on the grandeur of their old houses and the cohesiveness of architecture styles used. The Buckman application will be unique in that it will be seeking protection for historical middle/working (*cont'd Page 2*)



House Type: Corner Bay



House Type: Porch Gable

Earth Day 2010 Comes To Washington HS Field In April

By Colin McLeod

Each year, Earth Day is held to promote awareness of environmental issues and progressive organizations. This beloved celebration is entirely planned, designed, organized, built and run by volunteers on a minimal budget. This year the City Repair Project will present Earth Day 2010 at Washington High School (SE 12th & Stark) on Saturday April 24th from 10am to 7pm.

With a public turnout between 3,000–5,000, this is a great opportunity to share your passion with the community. Become part of a village and work with other villagers to create your own line up of performances, workshops and activities.

ED10 will be featuring (and is looking for!) musicians, service projects, performance artists, community art/skill share, local sustainable organizations, volunteering opportunities, sprout farm (kid's village), community activism and lots of food & drink.

Is this you? Get involved! Ways community members and organizations can collaborate with ED10 in making a phenomenal earth day celebration include:

Booths: Featuring local and sustainable organizations.

Sponsors: Financial and resource service based opportunities. Support the event!

Volunteers: The backbone of the event! Creation, Set-Up, Take-Down, Promotion, Design and more!

Music: Featuring all day entertainment. For artists submissions contact Pete earthday.music@cityrepair.org.

Artists: Bring your creative expression, open hearts and minds, manifest the artist within!

Coordinators: Recycling, Transportation, Publicity, Outreach, Village(s), Sponsorship.

Villages: Multiple mini-themed villages organized by the villagers (demos, workshops, presentations, performances, etc.)

Learn more by visiting the Earth Day 2010 website, <http://cityrepair.org/earthday> or contact Event Coordinator Colin McLeod at 503-960-7501 or earthday@cityrepair.org to learn more. To volunteer, contact Noah at earthday.volunteer@cityrepair.org



Spring! (Photo: Jeff West)

Buckman Historical District (Cont'd)

class housing. The pattern of development in Buckman tells the story of the evolution of not only housing for the working class, but also describes social and economic patterns of development related to the settlement of Portland. Of particular interest is the development of Buckman in groups of 2-4 identical houses, which indicates developers who built houses as they could afford to.

This type of piecemeal development of Buckman's housing stock is what gives it its historic character and texture, and is why new development, which tends to put monolithic, homogenous buildings on sites which once contained 4 to 10 lots, is so detrimental to the historic character of Buckman.

We urgently need volunteers now to help with research in the following areas: newspaper documentation of building progress, housing permits and builders, houses and inhabitants

and general neighborhood history. Irvington neighborhood is very close to completing their historic district nomination. They have surveyed 2,800 properties with a great deal of neighborhood support and \$20,000. Our survey will cover approximately 1,400 properties, and we will need a group of dedicated volunteers to accomplish a historic district nomination in Buckman, since our financial resources are more limited.

We also need people who would be willing to allow the survey team to document the interiors of their homes. Some of the housing types particular to Buckman are pictured.

If you are interested in volunteering or making a monetary donation, please contact any of the following people:

Tim Askin, 503-998-2942, tim.askin@gmail.com; Cathy Galbraith, 503-231-7264, cathyg@visitAHC.org; Christine Yun, 503-233-0276, cpyydx@gmail.com.



House Type: Gambrel



House Type: Victorian



Will you help us deliver newsletters to your block? We need all the help we can get — all BCA work is done by volunteers — there are no staff. This is a group of your neighbors putting in time for service to you. We also ALWAYS welcome article submissions, ideas, participation, etc. Get in touch with Jeff@buckmanpdx.org or Brandon@buckmanpdx.org

Farmers Market: A Fresh Exchange

By Kji McIntyre

Portland Farmers Market at Hinson Church (formerly Portland Farmers Market at Eastbank) is gearing up for another bountiful season in 2010. Farmers and food artisans return to bring a variety of fresh, local goods to the same convenient location on SE 20th and Salmon Thursdays, May 6th to September 24th. The market will build on its success as a community staple in the Buckman neighborhood while bringing exciting new developments with the launch of the Fresh Exchange program.

Fresh Exchange is designed to increase access to farm-direct fresh fruits and vegetables for Supplemental Nutrition Assistance Program (SNAP) participants while supporting local food producers. The program is modeled after other national nutrition incentive programs, as well as Portland's very own Northeast Food Share Fund distributed at Portland Farmers Market at King Elementary School during the 2009 season.

Inspired by these efforts, Fresh Exchange will fund a dollar-to-dollar match (up to \$5) for all SNAP funds redeemed at Portland Farmers Market at Hinson Church.

The Fresh Exchange program was initiated by members of The Portland Business Alliance's Leadership Portland program in collaboration with Portland Farmers Market and Southeast Uplift. Local individuals and businesses are assisting with funding, while a dedicated crew of volunteers is spearheading the program launch and on-going operation. We seek logistical assistance during the market throughout the season and for our kick-off event and fundraiser in April.

Please contact Kji McIntyre at kjigrower@gmail.com to learn more and get involved with Fresh Exchange to help our most vulnerable neighbors access healthy food closest to home.

Construction, Delays, & Headaches, Oh My.

Due to the "perfect storm" of capital improvement projects, West Buckman (west of 12th Avenue from Hawthorne to Burnside) will be challenging to navigate for the foreseeable future.

Street paving on SE Madison from Grand to 12th and SE Hawthorne from Grand to 14th is now set to commence by mid April, adding to the existing combination of Streetcar track laying, Burnside/Couch Couplet implementation, Water Bureau projects, and of course the huge sewer project.

Our local businesses usually get hurt the most by this, so please support them even if you have to crawl over the barricades at times to find them. Construction in the district will be prolonged, but ultimately when the dust clears there will be a new streetcar buzzing up and down MLK/Grand and the pedestrian/bike nightmare at 12th and Sandy will be just a bad memory.

To receive an itemized list of all the street closures and construction delays affecting the Central Eastside Industrial District, contact Will.Stevens@pdxtrans.org

Lone Fir Cemetery Fundraising Initiative

By Rachel Fox, Metro

Metro held an update meeting on January 20th with the Lone Fir - Block 14 partners, including the Buckman Community Association, the Consolidated Chinese Benevolent Association and Friends of Lone Fir.

In that meeting Metro issued a request-for-proposal (RFP) for professional consultant services for a 1) strategic communications plan, 2) fundraising plan and 3) grant proposal plan. The project objectives included identifying and securing funds from public and private sources to implement the master plan and enhance the quality of the cem-

etry and developing a communications plan to increase public awareness about the importance of Lone Fir Cemetery and build community support for the implementation of the Lone Fir Pioneer Cemetery master plan and memorial park.

Proposals were due in late February and it is anticipated that a consultant will be on contract in March.

Metro will be the sponsor of the fundraising campaign and advise the consultant and the committee. The committee will work with the consultant in designing the fundraising and

communications plan and decide on the campaign type and format.

The consultant will work with the committee through October 2010. Friends of Lone Fir continues to raise funds for Block 14 through small events. Metro and the City of Portland are in the planning stages for a Heritage Tree dedication in Lone Fir sometime this summer where more information on the fundraising campaign will be available.

For further information, please contact Rachel Fox, Manager, Metro Parks & Environmental Services at 503-797-1856 or rachel.fox@oregonmetro.gov.

Portland Plan Discussion and Second Round Workshops

By Don MacGillivray

Buckman's March 11th general meeting hosted a discussion about Portland's future. Matt Wickstrom from the Bureau of Planning and Sustainability gave a presentation about many of the important issues to be addressed over the next twenty-five years. Participants were then able to respond to some key questions and discuss the issues in greater detail.

If you would like to review the issue areas and respond to the questions, please go to the BPS Portland Plan website and send in the questionnaire at: <http://www.portlandonline.com/portland-plan/index.cfm?c=49008>. The site has lots of additional background information about the Portland Plan.

The second round of workshops were recently announced and will begin in late April. The first workshop will be in the Buckman neighborhood on April 26th, from 6:30-9:00pm in the Central Catholic High School cafeteria. These

second round workshops will allow more discussion about the future of Portland leading to a strategic plan that will be reviewed later this year.

Buckman hopes to provide substantive input into this plan relating to our neighborhood. Issues of concern are quality development that is affordable and compatible with the historic character of Buckman. We are also advocating for park improvements including the Washington High Community Center.

The city is projecting that the city's population will increase by 50% over the next twenty-five years and this would substantially change Portland. If you have issues you would like included please attend one of the workshops (you can attend any) listed to the right and/or attend the Buckman Community Association meetings.

Workshop Schedule

April 26th, 6:30-9:00pm (Monday)

Central Catholic High School, Cafeteria
2401 SE Stark Street

April 29th, 6:30-9:00pm (Thursday)

Beaumont Middle School, Cafeteria
4043 NE Fremont Street

May 1st, 10:00am-12:30pm (Saturday)

University Park Community Center,
Multi-Purpose Gym
8427 N Central Street

May 5th, 7:30-9:00am (Wednesday)

1900 Building, rooms 2500 A & B
1900 SW 4th Avenue

May 6th, 6:30-9:00pm (Thursday)

To be determined

May 10th, 6:30-9:00pm (Monday)

Oregon Convention Center or
UO White Stage Building (still TBD)

May 15th, 10:00am-12:30pm (Saturday)

David Douglas High School, Cafeteria
1001 SE 135 Avenue

May 18th, 6:30-9:00pm (Tuesday)

West Jackson Middle School, Cafeteria
10625 SW 35th Avenue



Oh, the sweet sounds & smells of Spring... and diesel fumes, and port-o-potties... and vibrating earth. Viva la Buckman, Winter 2010.

Announcements

Buckman Candidate Forum: Be a Educated Voter! Come hear what your Candidates are all about and get a chance to ask them tough questions. Candidates will be invited from the following races:

- Metro President,
- City of Portland Commissioner Position No. 2 (currently held by Nick Fish)
- City of Portland Commissioner Position No. 3 (currently held by Dan Saltzman).

The forum will take place on Thursday April 8th, 7:00pm - 9:00pm, Central Catholic High School Auditorium, SE 18th and SE Stark

Sunday Parkways will be coming through the Buckman neighborhood again on August 15th in conjunction with the Hawthorne Street Fair. There will be some minor changes to the event this year: hours will be from 10am to 3pm and the route will no longer include Mt. Tabor (although it will still be 6 miles long!). Get involved by visiting <http://www.PortlandSundayParkways.org> or contacting Portland SundayParkways@pdxtrans.org or 503-823-7599.

Eat Mobile Food Cart Festival will take place on April 24th on SE Belmont between MLK and Water Ave. In it's third year, the festival has been a huge success with over 1,300 in attendance in years passed. The festival is a benefit for the economic development program of Mercy Corps NW.

First Annual Party In The Park!

On August 8, 2010 from 4-8pm families and friends from the Buckman neighborhood will gather together at Colonel Summers Park and enjoy live music, food, and games for every age group. The gathering will celebrate and build connections among neighbors who live in and around Buckman. If you like having fun while building community please join our energetic picnic team in shaping this event.

Email picnic@buckmanpdx.org to make suggestions or to get involved in the planning.

Parks Bond Measure with WHCC?

By Susan Lindsay

There is still no firm confirmation whether Portland Parks and Recreation will pursue a November 2010, \$200 million bond that may include seed money for the long anticipated Washington High Community Center.

Parks has just recently launched an outreach campaign to solicit public opinion about the option. Visit their website at <http://www.portlandonline.com/parks/index.cfm?c=52053> (or search "Exploring a potential bond measure") where you can download an exhaustive list of capital projects under consideration and fill out a comment form to guide priorities.

The Parks Bureau has applied for initial land use permits to create a center at the corner of SE 12 Avenue and Stark Street. This center would house a leisure and lap pool, gymnasium, rental rooms and fitness/exercise areas. The extent to how much of these functions would or could be housed in the adjoining old Washington High School Building itself is not yet known.

Planning For Kerns-Buckman Spring Clean-Up

By Eric O'Connor

One of the surest signs of spring in Southeast Portland is the annual Kerns/Buckman Neighborhood Cleanup. Planning is just getting underway for this year's event. Unfortunately, that means that not all details have been nailed down yet. What is known is that the cleanup will take place **Saturday, April 17th, from 9AM to noon.**

For those not familiar with the event, the cleanup is a great way to divest yourself of the detritus of daily life that seems to have a way of piling up year after year. Old furniture, electronics, bulk waste, yard debris and more all find a home in the large Metro bins that are provided each year. Of course, toxic items such as paint cans and batteries cannot be accepted.

Historically, the cleanup has taken place in the parking lot of the Jones

While an interested developer has come forward, the building requires extensive development, the market for development is difficult, and the school district's current appraised value for the structure is pending.

On another front, there is ongoing discussion and concern about PBOT's (Portland Bureau of Transportation) idea regarding the drop of area for the future community center. The WHCC Advisory Committee wanted a Stark Street drop off to get folks close to the anticipated entrances to both buildings. PBOT wants the drop-off area on SE 12th, which the Committee can support, but not with the enormous amount of land for driveway suggested by PBOT. Citizens who worked long and hard to obtain and pay for the Park land do not wish to see it taken up by suburban-model paved driveways. As always, discussions continue....



Longing to clean-up my basement

Kendall Sauer building, located at 2526 E. Burnside. While that will likely be the case again, this not been definitively confirmed as of press time.

As further details become available, they will be posted on the Buckman Voice blog and the BCA website. Keep in mind that the cleanup also represents a great volunteer opportunity.

Anyone interested in giving of their time to help organize and staff the event should contact BCA board member Eric O'Connor at eric@magnetichealthfactory.com.



FOR IMMEDIATE RELEASE

CONTACT

Deborah Pleva

deb@leeweinstein.biz

(503) 250-4750

**SE Neighborhood Welcomes Back
*Buckman Portland Farmers Market on May 6, 2010***

Opening includes launch of the new Fresh Exchange Program, increasing access to farm-direct fresh fruits and vegetables for Supplemental Nutrition Assistance Program (SNAP) participants

Portland, Ore., April 9, 2010 – Portland Farmers Market, the nonprofit 501(c)6 organization operated by a small staff and numerous volunteers, is getting set for the season opening of *Buckman Portland Farmers Market* on Thursday, May 6, 2010. The inner southeast market – formerly called the Eastbank Farmers Market – will be open Thursdays from 3 p.m. to 7 p.m., at SE 20th at Salmon, between Belmont and Hawthorne. The market runs through September 30, 2010.

Along with a fresh name that reflects the neighborhood hosting the market, Buckman Portland Farmers Market is also introducing a new program: Fresh Exchange. Designed to increase access to farm-direct fresh fruits and vegetables for Supplemental Nutrition Assistance Program (SNAP) participants while supporting local food producers, Fresh Exchange is modeled after other national nutrition incentive programs, as well as Portland's very own FoodShare Fund Northeast launched at *King Portland Farmers Market* during the 2009 season. Inspired by these efforts, Fresh Exchange will fund a dollar-to-dollar match (up to \$5) for all SNAP funds redeemed at *Buckman Portland Farmers Market*.

Fresh Exchange funds can be used to purchase fruit, vegetables, meat, bread, cheese and some baked goods. Funds can also be used to purchase seeds and edible plant starts. Using Fresh Exchange tokens first serves an individual or family in need by providing fresh food – and then puts money in the pocket of a local farmer.

Fresh Exchange was initiated by members of the Portland Business Alliance's Leadership Portland program in collaboration with Southeast Uplift Neighborhood Coalition. Local

individuals and businesses are assisting with funding, while a dedicated crew of volunteers is spearheading the program launch and ongoing operation.

“The Buckman market has been a neighborhood mainstay since 2002,” said Ann Forsthoefel, executive director of Portland Farmers Market. “We’re very excited to be launching the Fresh Exchange program and making the market’s bounty even more accessible to residents.”

This season, *Buckman Portland Farmers Market* welcomes back key produce vendors Denison Farms and Gathering Together Farm as well as other market favorites such as Columbia River Fish Co. and Dee Creek Farm. Among the vendors debuting at the market this year will be Aichele Farms, Hansen Family Farm and Reister Farms.

As part of the opening day festivities and as a preview of the Market’s “[Preserving the Market](#)” class series, there will be a canning demonstration and Q&A at the Taste the Place Recipe Station. The demonstration will be conducted by a Master Food Preserver.

Buckman Portland Farmers Market is sponsored by New Seasons Market. Portland Farmers Market is generously supported by the Art Institute of Portland and Country Financial as season sponsors.



THE INTERNATIONAL
CULINARY SCHOOLSM
at The Art Institute of Portland

About Portland Farmers Market

Founded in 1992, Portland Farmers Market operates vibrant farmers markets that contribute to the success of local food growers and producers, strengthen the food economy and serve as community gathering places. The local 501(c)6 nonprofit employs five full-time and four part-time employees who manage six weekly farmers’ markets in the Portland area from March until December. The independently-run organization receives no ongoing support from government agencies. More than 26,000 shoppers purchase farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods from more than 250 vendors at the height of the season. In addition to operating markets, Portland Farmers Market also serves as an incubator for emerging businesses, a leader of the local food movement, a source of education, a culinary focal point in the community, a cultural destination complete with musical entertainment, and a billboard for Portland’s sustainability movement. To learn more about how Portland Farmers Market aims to grow, nourish and inspire the community, become a Twitter follower, Facebook fan and visit www.portlandfarmersmarket.org.

Appendix A16: Website Information



MARKETS:

- Markets
 - Saturdays ~ PSU
 - Mondays ~ Pioneer Courthouse Square
 - Wednesdays ~ Shemanski Park
 - Thursdays ~ Buckman
 - Thursdays ~ NW 23rd
 - Sundays ~ King
 - Portland Metro Markets
- Meet Our Vendors
 - Complete Vendor List

- [Product Search](#)
- [Interactive Market Maps](#)
- [Photo Gallery](#)
- [Shopping Services](#)
- [Token Match Programs](#)
- [Pet Policy](#)

The Fresh Exchange Program is generously supported by:



MARKOWITZ HERBOLD
GLADE & MEHLHAF PC

TOKEN MATCH PROGRAMS

Fresh Healthy Food For All Our Citizens

Food Facts:

- Oregon ranks number two in the nation for the number of citizens that experience food insecurity (source: OregonHunger.org).
- Nearly 40% of those who benefit from the Oregon Food Bank Network's emergency food box distribution are children.
- SNAP=Supplemental Nutrition Assistance Program, formerly known as the Food Stamp Program.
- 1 in 6 Oregonians received SNAP benefits in 2009.
- Every \$1 in SNAP benefits generates \$1.73 in local economic activity (OregonHunger.org).
- For more information on the history of EBT at farmers' markets see OregonFarmersMarkets.org.
- For more information on how to access SNAP benefits see OregonHunger.org.

OUR NEIGHBORS ARE HUNGRY

Did you know that a record number of our fellow Oregonians do not have access to nutritious, garden-fresh food? Find out more about hunger in Oregon here: <http://oregonhunger.org>.

INCREASING ACCESS TO FARMERS' MARKETS FOR LOW INCOME SHOPPERS

Despite having the support of government programs like SNAP, many families struggle to put food on the table. To help fill the gap and get more farm-direct produce into the hands of our low income neighbors, two local organizations have partnered with Portland Farmers Market to establish token matching programs for all SNAP participants.

Foodshare Fund Northeast

Specific to King Portland Farmers Market and introduced at the beginning of the 2009 season, the Foodshare Fund Northeast was initiated by Northeast Coalition of Neighborhoods (NECN) and is made possible with the ongoing support of local businesses and individuals. This program offers a dollar-for-dollar match (up to \$10) to SNAP participants using their EBT cards to purchase \$1 tokens at the King Market.

The Foodshare Fund Northeast is administered by NECN, a 501(c)(3) nonprofit corporation dedicated to the livability of Portland's inner North and Northeast neighborhoods.

Fresh Exchange

The Fresh Exchange program, specific to Buckman Portland Farmers Market (formerly the Eastbank Market) in southeast Portland, was launched with the opening of the Buckman Market on May 6, 2010. This program offers a dollar-for-dollar match (up to \$5) to SNAP participants using their EBT cards to purchase \$1 tokens at the Buckman Market. Fresh Exchange was initiated by members of the Portland Business Alliance's Leadership Portland program in collaboration with Southeast Uplift Neighborhood Coalition. Local individuals and businesses are assisting with funding, while a dedicated crew of volunteers is spearheading the program launch and on-going operation.

Fresh Exchange is administered by Southeast Uplift Neighborhood Coalition, an independent 501(c)(3) nonprofit organization which contracts with the Office of Neighborhood Involvement to facilitate citizen participation services and related activities for the neighborhood associations and citizens within a geographically defined area.

Learn more about [Fresh Exchange](#) (pdf).

Fresh Exchange [Fundraiser Coupon](#) (pdf).

HOW CAN YOU HELP?

Right now, our greatest need is to secure financial assistance to open the market season in May with a solid endowment. This is where you come in! We invite you to make a contribution in support of either – or both! – programs to help further our collective goal of fresh, healthy food for all our citizens.

To support the Foodshare Fund Northeast in northeast Portland, please submit a check made out to the Northeast Coalition of Neighborhoods-Foodshare Fund Northeast to:

Northeast Coalition of Neighborhoods (NECN)
4815 NE 7th Avenue
Portland, OR 97211

You can also [make an online donation](#) via the NECN website.

To support the Fresh Exchange program in southeast Portland, please submit a check made out to Southeast Uplift-Fresh Exchange to:

Southeast Uplift Neighborhood Coalition
3534 SE Main Street
Portland, OR 97214

DONATE TODAY!

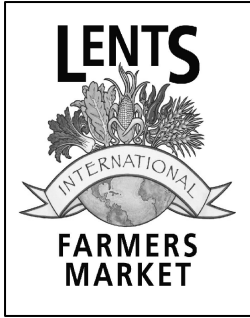
Please note that contributions are housed by each program's fiscal sponsor, both 501(c)(3) non-profit organizations. As such, donations are tax deductible to the extent allowed by law.

For questions about the token matching programs, using tokens at the market, or the Portland Farmers Market season, please call the Market office at 503.241.0032 or email [Anna Curtin](mailto:anna@portlandfarmersmarket.com) .

[HOME](#) | [THE MARKET](#) | [EVENTS & PROGRAMS](#) | [RESOURCES](#) | [ABOUT US](#)
[SUPPORT US](#) | [CONTACT US](#) | [FOR VENDORS](#)

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Healthy Rewards Program



The Healthy Rewards program is a nutrition incentive program that offers FREE tokens for Oregon Trail (EBT) users. If you use an Oregon Trail card to purchase food you may participate in the Healthy Rewards program. Healthy Rewards funds are limited and will be available through the season until they are spent. Healthy Rewards funds are provided by a grant from New Seasons Market. For more information about how the Healthy Rewards program works please pick up a Healthy Rewards flyer at the information table.

Thank you for taking a few minutes to tell us about your experience with the Healthy Rewards program at the Lents International Farmers Market. Your feedback is completely confidential and will not be used to identify you in anyway. Information you provide will help us make changes to the program to better fit your needs as an Oregon Trail shopper in the future. Thank you for your time!

1. Why did you come to the market today? (Please check as many answers as apply).

- | | | |
|---|--|--|
| <input type="checkbox"/> Healthy Rewards program | <input type="checkbox"/> Entertainment/music | <input type="checkbox"/> Buy fresh produce |
| <input type="checkbox"/> Cooking demonstrations | <input type="checkbox"/> WIC or Senior Coupons | |
| <input type="checkbox"/> To visit with friends/family | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

2. As a result of the Healthy Rewards program, have you been eating more fruits and/or vegetables? (Please check one answer).

- | | |
|---|--|
| <input type="checkbox"/> I eat a lot more fruits and vegetables | <input type="checkbox"/> I eat a little more fruits and vegetables |
| <input type="checkbox"/> No, it hasn't changed what I eat | <input type="checkbox"/> This is my first time using the Healthy Rewards program |

3. Will you continue to shop at the market if the Healthy Rewards program ends? (Please check one answer).

- Yes, I will continue to shop here as much as I have been
- Yes, but not as much as I do now
- No, I will not shop here anymore

4. Where did you hear about the Healthy Rewards program at the Lents International Farmers Market? (Please check all that apply).

- | | | |
|---|---|---|
| <input type="checkbox"/> Flyer at my home | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Website |
| <input type="checkbox"/> SNAP/food stamp office | <input type="checkbox"/> Oregon Food Bank | <input type="checkbox"/> Oregon Hunger Task Force |
| <input type="checkbox"/> Friend or family | <input type="checkbox"/> Passed by | <input type="checkbox"/> Other _____ |

5. Was it easy to understand how the Healthy Rewards program worked? (Please check one answer).

- Yes No Sometimes

continued on next page

6. How do you usually travel to the market? (Please check one answer).

- Bus Max line Car Walk Bicycle
- Farmers Market Van Other _____

7. What best describes your race or ethnicity? (for example, Latino, Somali, Vietnamese, Russian)

8. Are you male or female?

- Female Male

9. How old are you?

- 18 – 24 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 – 64 years
- 65 years or older

10. How much did you spend at the market today? (Please check one).

- Under \$5
- \$5 - \$10
- \$11 – \$20
- \$21 – 30
- Over \$30

11. What is your zip code? _____

12. Would you be willing to speak to someone in more detail about the Healthy Rewards program?

- Yes No

If yes, please provide your name and the best way to contact you below.

Evaluation consultation provided by Community Health Partnership: Oregon's Public Health Institute

Appendix B– Additional Resources

Throughout planning and development for Fresh Exchange, we found the following resources to be very helpful and offered great ideas.

Community Food Security Coalition	http://www.foodsecurity.org/
Community Health Partnership	http://www.communityhealthpartnership.org/
Department of Human Services	http://www.oregon.gov/DHS/
Oregon Dept of Agriculture	http://www.oregon.gov/ODA/ADMD/farmers_markets.shtml
Oregon Farmers Market Association	http://oregonfarmersmarkets.org/
OSU Extension Services	http://foodfororegon.oregonstate.edu/
Partners for a Hunger Free Oregon	http://oregonhunger.org/who-we-are
Portland Farmers Market	http://www.portlandfarmersmarket.org/
Wholesome Wave Charitable Ventures	http://www.wholesomewave.org/