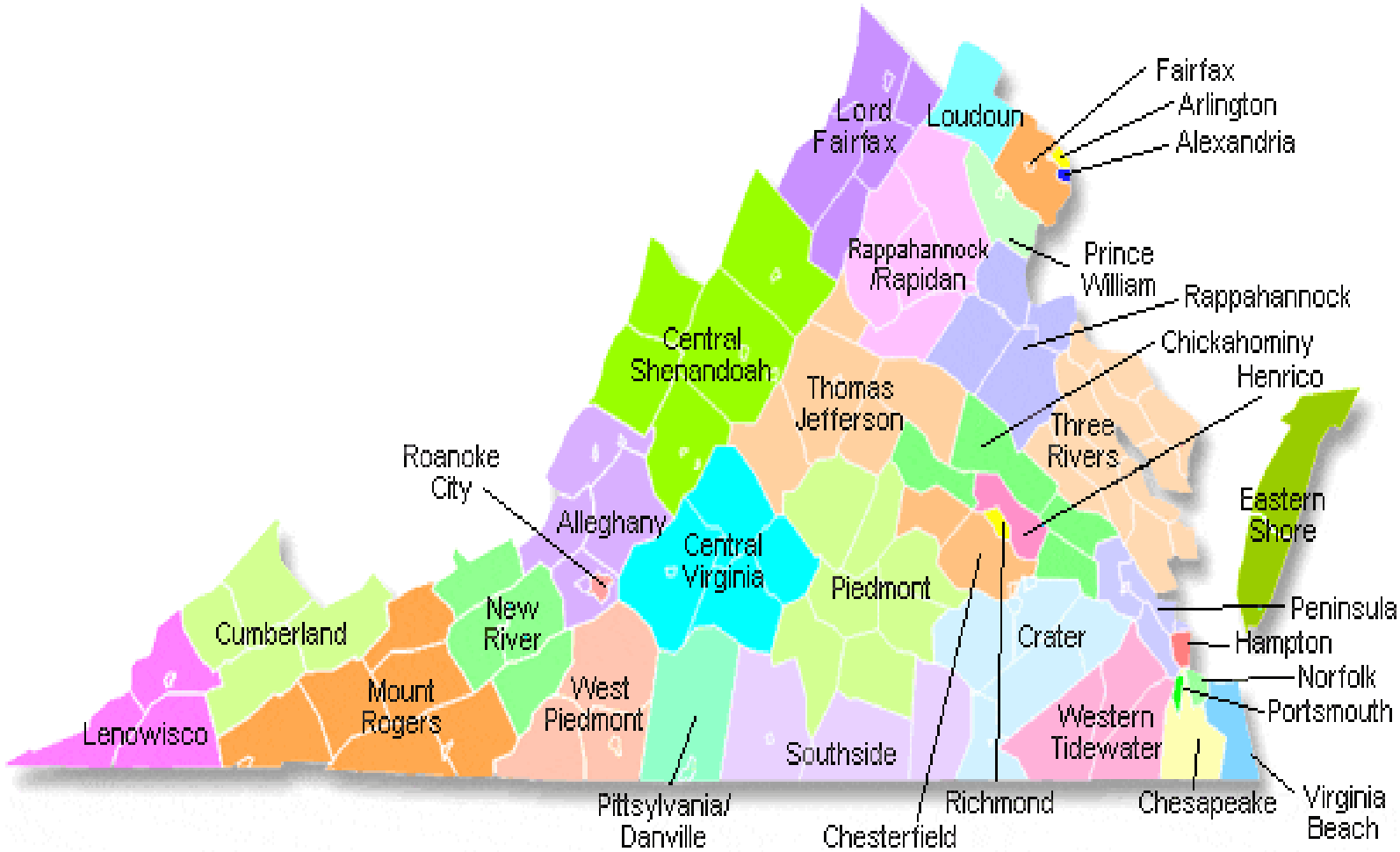
Increasing Community Access to Fresh Fruits and Vegetables

Virginia Department of Health

LENOWISCO Health District
Serving Lee, Scott and Wise Counties and City of Norton

VDH VIRGINIA DEPARTMENT OF HEALTH
Protecting You and Your Environment

LENOWISCO Health District



LENOWISCO

Le- LEE **No-** Norton **Wi-** Wise **Sco-** Scott

LE- Lee County
"Where Virginia begins..."

NO- Norton
"Virginia's smallest city

LENOWISCO

WI- Wise

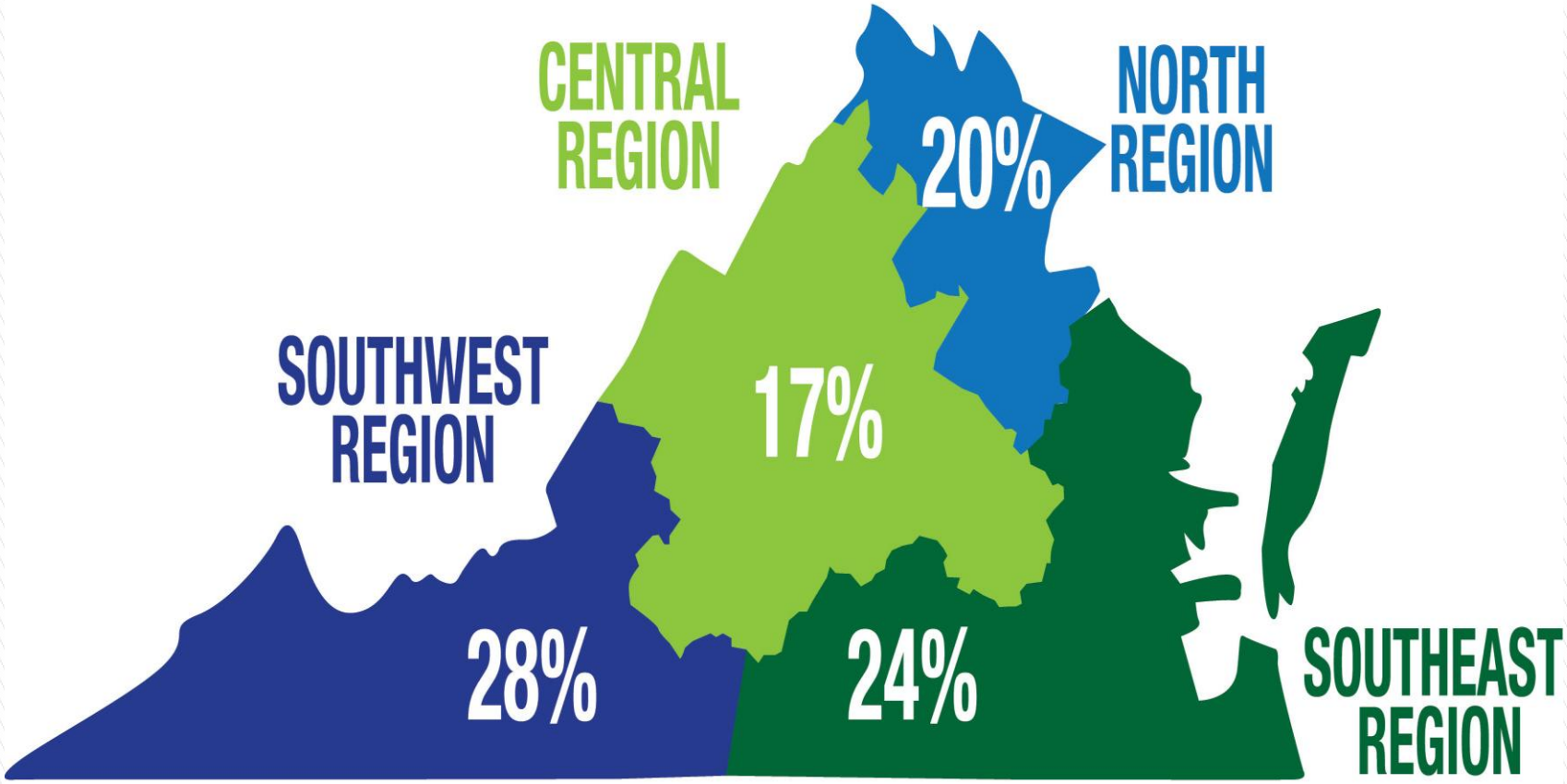
"The Safest Place on Earth"

SCO- Scott

"Scott County is a *Natural*"

The district lies in the Appalachian Mountains of rural, southwest Virginia, bordering Kentucky and Tennessee.

Prevalence of obesity/overweight in Virginia youth under age 18



FUNDING PROVIDED BY THE VIRGINIA FOUNDATION FOR HEALTHY YOUTH PAID FOR:

- CONSULTATION SERVICES PROVIDED BY THE FARMER'S MARKET MANAGER FROM ABINGDON, VIRGINIA TO LOCAL FARMER'S MARKET MANAGERS
- EBT MACHINES FOR 4 FARMER'S MARKETS TO ACCEPT DEBIT AND SNAP CARDS
- TOKENS TO IMPLEMENT THE EBT PROGRAM AT THE MARKETS
- MONTHLY BANK FEES FOR THE FIRST YEAR

Why offer SNAP at the Farmers' Market?

- Increase access to fresh vegetables and fruits (healthy food choices) for persons using SNAP in the area
- Increase customer base for vendors selling at Farmer's Markets
- Farmers' Markets are community builders
- Promote Healthy living for a vulnerable population

How the Program Works

- The customer brings their SNAP EBT/ personal Debit card to market booth. They decide how much they want to spend at market, and the market staff swipes the EBT or Debit card for that amount of tokens.
- Market matched SNAP purchases up to $10 per person.
- Customer shops at market for eligible foods (EBT) and other items (Debit), using the tokens like cash
- At the end of the market day, each farmer or vendor turns in all tokens received to the market manager
- At the beginning of the next market day, each farmer or vendor will receive a check for the amount sales turned in the previous week

Keys to Developing a Market

- Must have support of town government, Farmers' Market board and farmers/vendors
- Staff/volunteers are needed to make the program work-DEDICATION & ORGANIZATION
- On-Site Cashier for the daily transactions
- Market manager for record keeping and remittance to farmers/vendors
- Promotions-help getting the word out

The Norton

Friends & Farmers

Market

We Accept
SNAP
Benefits

SNAP

$5

Healthy Wise County Coalition #_____

$5

Kids Bucks

Expires 08/28/12

Fresh produce only
–
No baked goods, jellies, crafts, etc.

$5

Valid only at the Norton Farmer's Market

$5

Community Partnerships

Healthier Wise County Coalition

CAVALIER PHARMACY

"Your Home Town Pharmacy"

276-328-9141

CAOC

Registration table for Kids' Buck

Kid's Farmers' Market Activities

Cooking demo where kids and adults learn about preparing fresh foods.

Miss Anne (Anne Newlun) teaching kids about healthy nutritional choices.

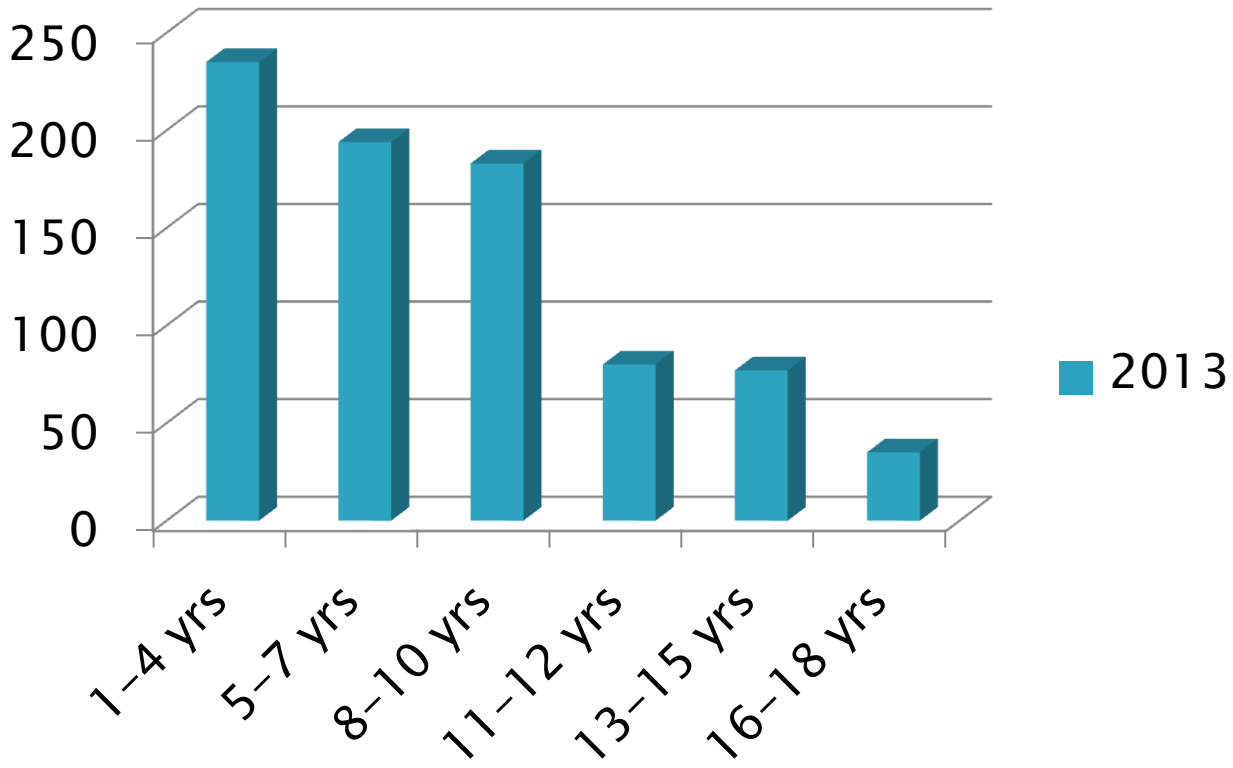
Young lady interacting with farmer to make purchase of tomatoes

Blueberries sold out in 1 hour!!!

Children Attending Farmers Market – 2013

Adults Attending Farmers Market – 2013

Age range of children attend Farmers' Market



Health dept education booth

Market Manager with Heartleigh, the Health Hound

Questions