

Farmer's Market PSE Project Implementation

Summary of Key Findings

BUILDING CAPACITY FOR OBESITY PREVENTION STUDY

2016

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Summary of Key Findings

The Building Capacity for Obesity Prevention Project (BCOP) is a partnership between Case Western Reserve University, Prevention Research Center for Healthy Neighborhoods; The Ohio State University, SNAP-Ed program; and the Ohio Department of Health, Creating Healthy Communities Program (CHC). The aim of this researcher-practitioner collaborative project is to develop diagnostic tools that can be used by SNAP-Ed and CHC practitioners as they implement and sustain four different nutrition-related policy, systems, and environment (PSE) interventions. The targeted interventions include: *Farmers' Markets*, *Healthy Food Retail*, *Farm to School*, and *healthy eating policies in childcare*.

This report focuses on analysis of qualitative data collected from 9 counties in Ohio (4 rural, 5 urban) in 2015. Data collection included 18 interviews conducted with 11 CHC and 9 SNAP-Ed practitioners as well as 23 focus groups conducted with community residents including 47 CHC Coalition members and 127 SNAP-Ed participants or SNAP eligible residents regarding farmers' market PSE projects. The data that are the focus of this report provide rich information about factors perceived to influence successful implementation PSE projects to increase SNAP use at farmers' markets.

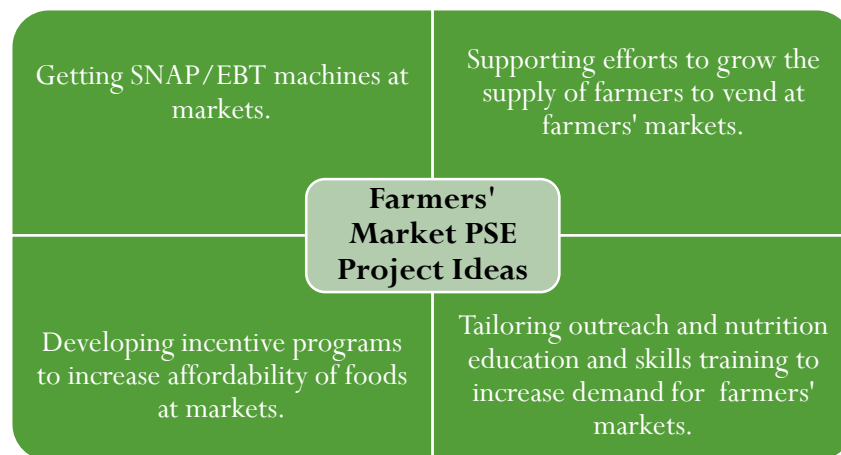


FIGURE 1. EXAMPLES OF FARMERS' MARKET PSE PROJECTS

The qualitative data revealed that successful farmers' market PSE projects are dependent on factors related to *organizational and practitioner capacity*, *community readiness*, and the *broader socio-political context*. Each of these factors includes themes and sub-themes that are described in greater detail in the following pages.



Organizational & Practitioner Capacity

- Organizational capacity
- Networks and relationships
- Practitioner awareness of farmers' market PSE projects
- Practitioner attitudes and beliefs about farmers' market PSE projects



Community Readiness

- Logistical factors
- Sustainability factors
- Community perceptions of farmers' markets



Socio-political Context

- Community skills and food norms

FIGURE 2. FACTORS INFLUENCING IMPLEMENTATION OF FARMERS' MARKET PSE PROJECTS



Theme

Definition

Example Quote

1

**Organizational
Capacity for FM
PSE Projects**

Having the budgets, human capital, resources, and work plans to implement farmers' markets PSE projects.

"Part of the reason farmer's markets didn't succeed was because we didn't have any vendors."

•CHC Rural Focus Group

2

**Networks and
Relationships**

The networks of relationships (i.e., social capital) from which practitioners and community members can draw on to implement and support FM PSE projects.

"We're pretty involved in the farmers' markets, so I can go directly to them and ask them what their needs are, and how to go about implementing some of the things that they need."

• SNAP-Ed Urban Interview

3

**Practitioner
Awareness of FM
PSE Projects**

Practitioner exposure to SNAP/EBT implementation, healthy food incentive programs at FM, and utilizing FM to educate SNAP-Ed recipients.

"We evaluate our healthy food incentive program through data collection, the incentives that have been redeemed and EBT sales"

• CHC Urban Interview

4

**Practitioner
Attitudes & Beliefs
about FMs**

Practitioner perceptions of use of FM among people receiving SNAP and other low-income populations, as well as perceptions of FM staff.

"Farmers markets aren't for everybody. I mean, certainly promoting it is a wonderful option but sometimes I feel like it's . . . 'the only way to help people be healthy,' so that concerns me some."

• SNAP-Ed Urban Interview

Theme

Definition

Example Quote

5

Logistical Factors
for FM PSE Project
Implementation

Factors associated with convenience, transportation, cost, and space that can facilitate the implementation of farmer's markets PSE projects.

"If you don't have transportation and it's hard to get there"

• SNAP-Ed Urban Focus Group

6

Sustainability of
FM PSE Projects

Factors that increase the supply and demand of farmers' market PSE projects.

"...it's in hopes that you know with the grant...being the driving force, that there's funding for a continuation project..."

• CHC Rural Focus Group

7

Community
Awareness &
Perceptions of FMs

Encompasses community perceptions, awareness, and motivations for FM PSE projects as well as acceptability of FMs as food retail spaces.

"I think a farmers market has been a buzz word, so I think that...people would like to... like they hear about it"

• CHC Rural Interview

8

Community Food
Norms and Skills

Community skills needed to take advantage of FM PSE projects, perceptions of food choice and quality available at FMs, and perceptions of the health benefits of foods at FMs

"...a lot of people get confused on how to fix it [fresh fruits and vegetables]"

• SNAP-Ed Rural Focus Group

Sample Indicators for Assessing Readiness and Capacity to Implement Farmers' Market PSE Projects

Once the most important themes for successful implementation of farmers' market PSE projects were identified, the BCOP team worked to create indicators that can be included in the diagnostic tool to assess readiness and capacity to implement farmers' market PSE projects. These indicators were reviewed by leaders from SNAP-Ed and CHC as well as by experts in farmers' market implementation. Below are two sample indicators for each theme. In spring 2016, these and related indicators will be incorporated into a tool for SNAP-Ed and CHC practitioners to use for planning and goal setting.

Organizational Capacity for FM PSE Projects

- Do you have funds in your organizational budget to support FM PSE projects this year?
- Do you have FM PSE projects in your work plan for this year?

Networks and Relationships for FM PSE Project Implementation

- In the last year, how often did you interact with people and groups supportive of farmers' market PSE projects such as farmers' market managers, OSU-Extension officers, farmer groups, or food policy coalitions?
- In the past year, how many other practitioners (who have already begun working on farmers' market PSE projects) have you gone to for ideas or support for your own farmers' market work in your service area?

Practitioner Awareness and Capacity

- How informed are farmers' market managers in your area about SNAP/EBT?
- Have you received training (e.g., webinars, conferences) about healthy food incentive programs such as Double Up programs, prescriptions for healthy food, and/or coupons at farmers' markets?

Practitioner Attitudes and Beliefs about Farmers' Markets

- How likely do you think people receiving SNAP benefits or other low income populations would decide to shop at farmers' markets if EBT were accepted?
- How often over the past year have you done outreach to educate farmers' markets staff about the needs and interests of people receiving SNAP and other low income populations?

Logistical Factors for FM PSE Project Implementation

- Is it easy for SNAP recipients to access a farmers' market in your service area, either through public transportation or by residing within walking distance?
- Are the prices of fresh produce at farmers' markets in your service area affordable for people receiving SNAP benefits and other low-income populations?

Sustainability

- Do you have enough vendors in your service area to support farmers' markets?
- Are there programs in your service area aimed at increasing the number of fruit and vegetable vendors at local farmers' markets?

Community Perceptions and Awareness of FM PSE Projects

- People receiving SNAP benefits or other low-income populations in your service area motivated to utilize farmers' markets.
- Are prices at local farmers' markets comparable to prices at local supermarkets?

Community Food Norms and Skills

- Are foods commonly consumed by your service population available at local farmers' markets?
- How often in the past year did you offer cooking classes focused on preparation of quick and easy meals using fresh fruits and vegetables available at local farmers' markets?

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