

.....WEST VIRGINIA.....

**FARMERS
MARKET**
.....ASSOCIATION.....

2020 Census Aggregate Data

2020 SNAP and SNAP Stretch Data Report

Data Collected from the Farmers Market Census

Number of Farmers Market Reporting 2020: 57

Number of reporting Farmers Markets Participating in SNAP/EBT: 28

Number of census reporting Farmers Market Participating in SNAP Stretch: 20

Estimated SNAP/EBT Sales Reported: \$272,866.00

Data Collected by the SNAP Stretch Program

Total number of farmers markets participating in SNAP Stretch (WVFFC): 21

Total number of participating sites in SNAP Stretch (both farmers markets and other food retailers): 38

Approximate number of families/SNAP recipients who benefited from SNAP Stretch: 13,123

Transaction Amount on average: \$27.64

SNAP/EBT Sales reported to WVFFC from farmers markets alone: \$126,400.00

SNAP/EBT Sales reported to WVFFC from all participating sites: \$226,725.11

SNAP Stretch Redemption total: \$286,867.41

The 2020 season of SNAP Stretch found an increase in participants. Due to the unexpected rise in participants, funding for the program ran out temporarily. After more funding was secured, participants temporarily sold meat, dairy, and eggs (MED) items, which they were unable to do previously. One market representative said, "...the experience was very good. Especially when Stretch could be used for meat, eggs, or dairy. We have three vendors primarily selling meat and two or three who have eggs for sale."

As there are multiple funders for this program, regular data collection is required to be submitted prior to reimbursement of SNAP incentive dollars. The amount of paperwork did turn away some potential vendors or, in some cases, caused some hesitancy. One market reported, "It brought in additional customers for one of our vendors who is a beef producer. It also created a lot of additional paperwork for the vendors and managers." This market touched upon a subject that many mentioned; the increased sales and the positive effect on the market and the consumers. When more people shop at farmers' markets, they are supporting their communities and eating healthier food. A market reported, "What a wonderful program for our community. Not only does Snap Stretch promote healthy eating, it also benefits our community of SNAP/EBT recipients, and is helping to grow our farmers businesses. Our customers thank us every day for the Snap Stretch Program." While a chief complaint was paperwork, the results were customers being able to support their local farmers and bringing home healthier food.

Overwhelmingly, markets experienced positive effects when implementing the program. They saw an increase in sales and noticed the difference the program was making to their customers. Another market representative said, "The increased sales from the program has helped our business/vendors/producers, as well as families during the pandemic." The increase in customers also came from more people hearing about the program. Another market representative said, "It was a huge blessing this year, last year people were slow to use it and didn't fully understand it but this year everyone came out early and did take advantage of the program, we were seeing larger numbers of SNAP than we ever have in the past."

*Data provided by Market Managers via the 2020 West Virginia Farmers Market Census
SNAP Stretch Data Reported by Participants to WV Food and Farm Coalition
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