

Food Stamps Accepted Here

Attracting Low-Income Consumers to Farmers' Markets

August 2007



D.C. Hunger Solutions
1875 Connecticut Avenue, NW, Suite 540
Washington, DC 20009
202.986.2200 | www.dchunger.org

Table of Contents

I. Executive Summary

Goal

Recommendations

II. Scope of Research

III. The H Street Freshfarm Market

IV. The H Street Neighborhood

Overview

Transportation

Profile of the H Street Community

V. Building Community Support: Recommendations for the H Street Freshfarm Market

Recommendation #1 — Provide the necessary infrastructure to serve low-income customers who rely on federal nutrition programs.

Recommendation #2 — Build partnerships designed to involve and give back to the community.

Recommendation #3 — Conduct targeted community outreach.

Recommendation #4 — Foster a market environment that is welcoming to customers of various cultures.

Recommendation #5 — Offer, at affordable prices, a product mix that is responsive to diverse customers' preferences and needs.

Recommendation #6 — Advocate for public and private subsidization of farmers' markets serving low-income communities.

VI. Conclusion

I. Executive Summary

In the District of Columbia, more than eleven percent of residents live in households which struggle against hunger because of lack of resources to purchase an adequate diet.¹ More than 30 percent of residents are overweight or obese.² Low-income families not only frequently lack the resources to maintain an adequate, healthy diet, but residents of low-income communities often do not have access to reasonably priced nutritious foods. Hunger and the lack of healthy food options are fueling a District health crisis: higher than average rates of diabetes, hypertension, and other nutrition-related illness.³

In July 2006, to help combat the problems of hunger, food insecurity, and related health problems, D.C. Hunger Solutions released a report, *Healthy Food, Healthy Communities: An Assessment and Scorecard of Community Food Security in the District of Columbia*. The report examined access to food and nutrition resources in the District and recommended policies for nonprofit organizations, business, government, and individuals working to ensure food security for all District residents. It found that residents in low-income areas of the District, especially in Wards 1, 5, 7, and 8, faced the following hardships: (1) limited access to grocery stores; (2) too few healthy items available in food stores; (3) high costs of available healthy options; (4) limited access to farmers' markets; and (5) insufficient food source alternatives, such as grocery cooperatives, community-supported agriculture programs, and community gardens.⁴

In response to this report, Kaiser Permanente formed a partnership with D.C. Hunger Solutions to make recommendations on how the District's farmers' markets – in particular, the H Street Freshfarm Market – might better serve the needs of low-income consumers in obtaining affordable healthy food in the District of Columbia.

*Recommendations:*⁵ This report lays out six recommendations – and strategies for implementing them – to improve the capacity of the H Street Freshfarm Market to serve low-income consumers living within a one- to two-mile radius of the farmers' market, including recommendations that encourage this target population to purchase fresh produce and other products at the Market:

1. Provide the necessary infrastructure to serve low-income customers who rely on federal nutrition programs.
2. Build partnerships designed to involve and give back to the community.
3. Conduct targeted community outreach.
4. Foster a market environment that is welcoming to customers of various cultures.
5. Offer, at affordable prices, a product mix that is responsive to diverse customers' preferences and needs.
6. Advocate for public and private subsidization of farmers' markets serving low-income communities.

In developing these recommendations, we looked at farmers' markets in other locations, and we believe that the recommendations are applicable to other markets in D.C. and elsewhere

which seek to attract low-income consumers, or to start up in low-income communities.

II. Scope of Research

D.C. Hunger Solutions collected primary and reviewed secondary data for this report. In consultation with Kaiser Permanente, D.C. Hunger Solutions developed surveys to capture residents' opinions on community issues, food purchasing patterns, healthy living, and farmers' markets.⁶ D.C. Hunger Solutions surveyed 36 neighborhood residents of the H Street neighborhood for an average of 20 minutes per person surveyed and interviewed five representatives of organizational stakeholders over a period of six weeks in the winter of 2007. D.C. Hunger Solutions conducted interviews with H Street Market Manager Donne Malloy and Freshfarm Co-director Ann Yonkers. D.C. Hunger Solutions also canvassed the neighborhood to identify food retail sources, potential organizational partners for the Freshfarm Market, and popular neighborhood spots. The neighborhood was defined by these borders: Massachusetts Ave. NE to the southwest; North Carolina Ave. NE to the southeast; Benning Ave./Mt. Olivet Rd. NE to the northeast; Florida Ave. NE to the north; and North Capitol St. to the west. Secondary sources included reports, on-line resources, and other publications on best practices from around the nation for establishing, promoting, and sustaining farmers' markets in low-income communities.⁷

To engage local experts from farmers' market organizations and community food access programs, D.C. Hunger Solutions established the Farmers' Market Collaborative in January 2007. The Collaborative provides a forum that enables farmers' market managers, agency representatives, and other community leaders to plan initiatives that encourage healthy living by promoting farmers' markets as opportunities to access fresh, locally grown food.⁸

III. The H Street Freshfarm Market

Operated by the nonprofit organization Freshfarm, which oversees the largest farmers' market network in the Washington, D.C. area, the H Street Freshfarm Market has been providing fresh produce to local residents for three seasons in the parking lot of the John A. Wilson government office building at the intersection of 6th and H Streets NE. The market operates Saturdays, 9 a.m. to 12 noon, May through October. Like all of Freshfarm's markets, the H Street market is a producer-only market, meaning that no one may sell anything that he or she did not grow or produce. In Freshfarm's words, "this ensures that the money you spend goes directly to farmers, helping their operations remain economically viable so they can continue to farm their land."⁹

The H Street Freshfarm Market was established in 2004 in partnership with the DC Office of Planning and the H Street Main Street program. The Office of Planning had conducted numerous listening sessions with community stakeholders, including church leaders, business owners, residents, community leaders, and school personnel, in order to find out what local residents thought would bring back a sense of community to H Street, NE. The most common request that community members made was for a farmers' market. In response, the Office of Planning decided to partner with Freshfarm, an organization known for its expertise in developing farmers markets in urban settings. DC's H Street Main Street program was also a

valuable partner during the market's startup phase. Main Street included the market in a community directory that was distributed to all area businesses and residents, and recruited volunteers to help out at the market twice a month during the market's initial year of operation.

Bernie Prince of Freshfarm has been the H Street Freshfarm Market's director since the market's inception, and has made numerous presentations promoting the market to community members. She also sits on the board of the H Street Community Market and works with the community to ensure that local sourced foods are part of the neighborhood food options.

The H Street Freshfarm Market, located in Ward 6, draws six to eight producers and an average of 100 to 125 customers each week. Freshfarm reported that 3,252 customers visited the market during the 2006 season. Market manager Donne Malloy has observed that approximately 80 percent of those shopping at the market are white and 20 percent are black. She has also observed that many of the market's regular customers live on the south (Capitol Hill) side of H Street, and appreciate not having to travel all the way to the Logan Circle Whole Foods store to buy fresh produce. Large numbers of low-income neighborhood residents shop within a one- to two-mile radius of the H Street Freshfarm Market. 19.1 percent of the households in Ward 6 and 15.9 percent of the households in neighboring Ward 5 received food stamps in 2006¹⁰

Despite its relatively small size, the H Street Freshfarm Market offers a range of products that reflect a diversity of small farm operations in the Chesapeake Bay region. Regular producers include an animal farmer selling grass-fed meat, eggs, and dairy products; an orchardist selling tree fruit; several producers selling vegetables and flowers; and a bakery offering bread and pastries. On opening day 2007, the market also featured a local coffee vendor and a guest chef. During the 2007 season, Kaiser Permanente will be present at the market on the first Saturday of every month, offering health and nutrition information and children's activities.

IV. The H Street Neighborhood

Overview

Currently, the H Street neighborhood is undergoing redevelopment, revitalization, and gentrification, as higher-income residents move in and displace lower-income residents. Decayed homes and apartment buildings are being rehabilitated as townhouses and condominiums; and many new businesses are coming to the area.

The H Street corridor (from 3rd to 15th Streets NE) is largely a retail strip comprising approximately 25 salons, 17 discount fashion stores, 15 "take out" food establishments, nine grocery/convenience stores, seven dry cleaners/laundromats, six discount stores, four banking institutions, four liquor stores, three jewelry stores, two auto parts stores, two hardware/plumbing stores, one appliance store, one record store, and one furniture store.

The H Street Community Development Corporation (CDC) re-developed the 6,500-square foot retail facility at 8th and H Streets, NE, which had been vacant and the center of criminal activity for many years. In spring 2004, it opened a new facility that offers a variety of services, including a Foot Locker store, a SunTrust ATM center, other retail outlets, and the new Atlas Theatre and Joy of Motion Dance Studio (1333 H Street). The John A. Wilson government office building in the 600 block of H Street NE has 230,000 square feet of office space. At 645 H Street, D.C. residents visit each day to apply and get recertified for government assistance programs such as Food Stamps, Medicaid, and Temporary Assistance for Needy Families (TANF).¹¹

Transportation

The H Street neighborhood is accessible from two MetroRail stations: Union Station and New York Avenue / Florida Avenue / Gallaudet University. The H Street corridor is served by the following MetroBus routes: X1, X2, X3, D8, 90, 92, and 93.

H Street is used during the morning and evening rush periods as a commuter route into and out of downtown D.C. The H Street corridor contains ample on and off street parking, which is primarily used by H Street business customers and merchants. Streetcar tracks are now under construction; the streetcar will link the Minnesota Ave. and Union Station Metro stations and connect the communities east and west of the Anacostia River. The streetcar is projected to decrease traffic and the demand for parking.¹²

Profile of the H Street Community

During the first half of the 20th century, the H Street neighborhood became a major retail center in a predominantly black working class neighborhood. Despite today's economic growth, the neighborhood still bears the marks of the 1968 race riots which led to looting, vandalism, and arson, leaving many properties destroyed for decades. The resulting devastation contributed to the economic troubles of the local black community.

Today's H Street community is ethnically diverse (about two-thirds black, about one-third white, with a small percentage of Latinos and Asian Americans). Economically, the community's population is in transition: while a decades-old core of working-class families remains, new development is drawing in many new, often higher-income, residents.¹³

H Street NE is located at the northern edge of District Ward 6, in a neighborhood also known as Near Northeast, Old City, or Capitol Hill North. Ward 6 as a whole had average scores on most criteria in D.C. Hunger Solutions' *Healthy Food, Healthy Communities* report, for example: a farmers' market scorecard grade of C; and an overall food security grade of B- (on an A through F scale). Ward 6 had a poverty rate of 21 percent in 2000, just slightly above the city average of 20 percent.¹⁴

The results of the D.C. Hunger Solutions survey (of 36 neighborhood residents) indicate that H Street neighborhood residents have a strong knowledge base about and interest in healthy food. Eighty percent said they were comfortable shopping for fresh produce; 83 percent said they know how to cook fresh produce; 75 percent believe there is a connection between eating fresh produce and feeling healthier; and 63 percent believe there is a connection

between eating fresh produce and disease prevention. More than half reported eating fresh produce every day.

In terms of shopping patterns, the survey revealed that approximately 80 percent said they shop at large chain supermarkets; 36 percent shop at farmers' markets; and 11 percent shop at corner stores. The survey did not specifically ask at which farmers' market(s) the participants shopped; however, participants did indicate that 61 percent knew the location of the D.C. Farmers' Market; 22 percent knew the location of Eastern Market; whereas, only 19 percent knew the location of RFK Stadium Market and 16 percent knew the location of the H Street Market. Those surveyed rely on different forms of transportation to purchase foods – 58 percent use a car, 41 percent walk, 38 percent take a bus, and 16 percent use Metro. Eighty-three percent said that the places they shopped offered foods that they like but 72 percent indicated that they wanted more healthy choices in their neighborhood.

IV. Building Community Support: Recommendations for the H Street Freshfarm Market

The recommendations that follow seek to help the H Street Market reach a more diverse customer base and create a successful model for farmers' markets serving mixed-income urban neighborhoods. To develop these recommendations, D.C. Hunger Solutions synthesized national research on establishing and sustaining farmers' markets in low- and mixed-income neighborhoods and applied it to the particular issues facing the H Street Freshfarm Market.

The fundamental component of any urban initiative that aims to attract and involve local low-income residents is sustained community support. Farmers' markets best serve low-income communities by using strategic, creative approaches that meet residents' specific needs (e.g., cultural food preferences; access for those using public benefits for purchases). In developing market models to serve low- and mixed-income communities, market managers cannot simply replicate a model of a successful market in a higher-income community.

Recommendation #1— Provide the necessary infrastructure to serve low-income customers who rely on federal nutrition programs.

Farmers' markets seeking to serve low-income urban populations must have the infrastructure to accept food stamps and Women, Infants and Children (WIC) Program and Senior Farmers' Market Nutrition Program coupons. For example, almost 90,000 District residents participate in the Food Stamp Program and spend more than \$100 million in benefits every year. More than 15,000 District mothers and children receive WIC benefits, and more than 7,000 seniors receive farmers' market coupons.

Food stamp benefits are delivered via Electronic Benefits Transfer (EBT) cards. A number of farmers' markets around the country have the capacity to accept food stamp payments via EBT.¹⁵ The inability of most farmers' markets to accept EBT payments is a major barrier to access for low-income people, both in the District and nationwide. In addition, farmers miss a potential source of income if they cannot accept food stamp payments.

Because farmers' markets are usually in outdoor locations where there is limited or no access to electricity and telephone service, they generally require wireless point-of-service EBT machines to accept food stamp transactions. These machines cost about \$1,000, and markets must pay transaction and processing fees to a third-party processing company, and provide staff to operate the machine and handle accounting. These costs can be prohibitive for small market organizations. Many state and local governments provide funding and support (including publicity and technical assistance) for EBT machines at farmers' markets – and EBT capability at farmers' markets is growing in popularity nationwide. However, the District government has not offered any support to farmers' markets wishing to accept EBT payments.

Vendors selling fresh produce at farmers' markets in D.C. can accept coupons from low-income consumers participating in either of two other federal programs – the WIC or Senior

Farmers' Market Nutrition Programs (FMNPs). The WIC FMNP provides coupons to mothers and children participating in the WIC program, and the Senior FMNP provides coupons to senior citizens with incomes less than 185 percent of the federal poverty level.

In D.C., the agency that administers the WIC FMNP is the WIC office, which certifies all farmers for both programs. The D.C. agency for the Senior FMNP is the Commodity Supplemental Food Program (CSFP) office. Both agencies are part of the Department of Health. Any vendor who sells at least three types of fresh produce and grows at least 60 percent of these him- or herself may become certified to accept FMNP coupons.

To become certified, a vendor must attend a training offered by the D.C. Department of Health. The farmer can become recertified the following year by mail. Farmers deposit FMNP coupons in the bank just like regular checks.

The D.C. WIC agency sponsors an annual "Get Fresh Festival and Breastfeeding Celebration" at a local farmers' market every August for National Farmers' Market Week, as well as "Fresh Produce Days" at WIC clinics throughout the growing season, during which WIC staff distributes fresh produce to WIC clients to encourage them to shop at markets. The agency also mails promotional material about farmers' markets directly to WIC clients. In the District, the Farmers' Market Nutrition Programs provide \$30 worth of coupons per season to each participating mother, child, and senior, which are very popular with low-income consumers – demand for coupons has exceeded the federal funding available. Some states provide supplemental funding, but the District does not. Markets that have had success in attracting WIC and senior customers have found the vouchers to be a good source of income for farmers, and an effective way to reach out to a lower-income demographic than the typical farmers' market customer base.¹⁶

A Case Study: The District Farmers' Markets and EBT Cards

As of 2006, only one market in D.C. – the Capital Area Food Bank's Anacostia Farmers' market – sponsored an EBT machine for the benefit of all growers at the market. The market uses a receipt-based scrip system. In addition to accepting EBT, the market uses its machine to accept debit and credit card transactions, which provides an additional source of revenue for farmers. The market reports small but growing sales figures, with EBT accounting for 4 percent of all 2006 sales, up from 2.65 percent in 2005. In total, EBT, debit, and credit cards accounted for over 10 percent of sales in 2006. As the only farmers' market in D.C. offering market-wide EBT service, Anacostia has found conducting outreach on its own to be a major challenge given the required time, labor, and expense. Strategies that proved most successful include using banners and working with community organizations to spread the word via flyers and word of mouth. A city-wide campaign sponsored by multiple market organizations and government agencies would likely be more effective in attracting food stamp recipients to farmers' markets.¹⁷

The Mount Pleasant Farmers' Market also has been approved to begin a token-based EBT scrip project this coming season, but as of this writing has not purchased an EBT machine. Additionally, some vendors at the RFK Open Air market operate their own EBT machines, at their own expense.

In fall 2007, a proposed new WIC food package will go into effect, and states (the District is considered a state for these purposes) will have one year to comply with the new regulations. One provision of the new package is \$10/month in cash-value vouchers that can be spent on fresh produce. USDA specifies that states may certify farmers' markets to accept these vouchers as payment, but it is up to individual states to decide whether or not they will create a certification processes for farmers' markets. These vouchers could provide a valuable source of income for farmers' markets in D.C.

Strategies for Improving the Market's Infrastructure

1. Work to expand EBT access at D.C. farmers' markets. Currently the H Street Freshfarm Market does not accept food stamps. More than half (55 percent) of respondents to D.C. Hunger Solutions' survey indicated they would be more likely to shop at a farmers' market that accepts food stamps – a reflection of the potential impact EBT could have on the H Street Market. Without outside support, a small market cannot financially justify or logistically handle the complex paperwork and considerable expense associated with implementing an EBT system. For these reasons, we recommend the development of a District-wide program to provide EBT machines to farmers' markets. In the meantime, Freshfarm should investigate other opportunities for funding of an EBT machine, such as USDA or foundation grants or the D.C. Neighborhood Investment Fund, which targets specific neighborhoods, including H Street.¹⁸

2. Continue to ensure that all eligible producers accept WIC and Senior Farmers' Market Nutrition Program coupons. The manager of the H Street Market, Donne Malloy, has successfully encouraged all qualified vendors to accept FMNP coupons, and we encourage the continuation of this effort. The Market should continue to advocate for improved implementation and increased city funding of the programs.

3. Work with the Farmers' Market Collaborative to ensure that D.C. farmers' markets will be allowed to accept the new WIC fruit and vegetable coupons. Farmers' market organizations should be involved in advocacy efforts to ensure the use of the coupons at markets. D.C. Hunger Solutions' Farmers' Market Collaborative is currently the only forum at which market managers from around the District can plan and coordinate joint advocacy efforts.

Recommendation #2— Build partnerships designed to involve and engage with the community.

Establishing strategic partnerships and collaborating with local businesses and community groups are key to marketing and broadening the reach of Freshfarm. Strategic partnering involves identifying the players in a neighborhood and then selecting those with whom it makes the most sense to build a relationship. Farmers' markets provide a natural gathering spot for those with similar interests to exchange information and ideas.

The H Street Freshfarm Market has identified successfully several community partners which have participated in and supported special event programming at the market. These partners include Kaiser Permanente, the House of Ruth, Mothers on the Hill (MOTH), the H Street Main Street Program, the H Street Community Market Association, and Ludlow Taylor Elementary School. The House of Ruth is the beneficiary of Freshfarm's gleaning program, through which unsold produce from the market is donated to community organizations that provide meals. At Ludlow Taylor, located less than two blocks from the market site, the market staff has facilitated educational programming, including taking a group of 5th graders on a farm field trip and conducting cooking demonstrations on site for the children. On days when Freshfarm has partnered with groups such as MOTH to host a "kids' day" at the market, the events generated an increase in market attendees. Efforts have been made to visit churches and businesses. However, limited time and resources have made it a challenge to capitalize on these visits to ensure large-scale community buy-in.

Some of the new businesses that are opening on H Street have a focus on healthy eating, fitness, and active living. Partnerships with such organizations offer opportunities for joint programs and coordinated outreach campaigns that can broaden the reach of the H Street Market's efforts.

Strategies for Building Partnerships

1. Offer table space for local groups.¹⁹

Offer community groups table at the market to recruit members or distribute information about community events. Eastern Market has a popular program that offers table space to community groups on a rotating basis. This can draw foot traffic to the market location by broadening the market's appeal, demonstrating good will, and generating positive "word of mouth." The market could also consider partnering with these groups to offer shuttle service or a "walk to the market" event (combining nutrition and physical activity) to help community members attend the market.

2. Focus on developing relationships with local WIC offices. Visit the nearest WIC clinics, meet the staff and inform them about the H Street Freshfarm Market, and provide literature that can be distributed to WIC participants. This consumer group may have additional

buying power in 2008 due to the redesign of the WIC food package (see above) that offers more fruits and vegetables, so outreach efforts now may bring a greater payoff in years to come. Additionally, provide the D.C. Department of Health, WIC Division, with postcards that it can mail to all WIC families in the H Street area.²⁰

3. Lay the foundation for collaborating with churches. Many churches see health and nutrition initiatives as part of their mission. Purity Baptist Church is located in Maryland Avenue, a block and a half south of H Street. As a member of the Capital Area Food Bank's distribution network operating a Meals on Wheels program, the Church has a demonstrated commitment to food and health issues. The Church has indicated possible interest in distributing information about the H Street Freshfarm Market to its members.

Effective strategies for collaboration with churches include having a church leader promote the benefits of the market during worship and connecting congregants to an activity immediately following the service – such as a free or reduced-price produce day, a performance by a church choir at the market, a produce tasting event, or a shuttle service to the market. Other incentives such as the Kaiser Permanente CD-ROM on healthy eating should be on hand.

4. Pursue a partnership with the Sherwood Recreation Center. The Sherwood Center is located at 10th and G Streets, NE, a few blocks from the H Street Market site. It has a strong membership base in the community, and a commitment to health and nutrition initiatives. Maria Barner, Site Director, indicated in an interview that she

is willing to distribute promotional materials for the H Street market, and possibly include a piece about the market in a newsletter.

5. Maintain a strong partnership with the H Street Community Market. The H Street Community Market will be a major player in the H Street healthy food scene once it opens its doors (the target date for opening is September 2008). Besides opportunities for coordinated outreach, it might be possible for the Community Market to host the farmers' market on its site in the future. In addition, farmers may find it more attractive to sell at the H Street Freshfarm Market if they can coordinate their market appearance with a delivery of food to the Community Market, which intends to make a strong effort to purchase food locally.

Recommendation #3 – Conduct targeted community outreach.

The H Street Freshfarm Market may suffer from being confused by local residents with more well-known public markets in Wards 5 and 6. Indeed, 61 percent of survey respondents reported having shopped at the D.C. Farmers' Market, which is not strictly speaking a *farmers'* market, but rather an indoor public market at which vendors sell food they bring in from other sources. According to Project for Public Spaces contributor Kevin Palmer, "The D.C. Farmers' market is a busy place, full of blue-collar folk looking for fresh vegetables and fish, as well as staples like chitterlings, pork rinds, and pigs feet."²¹

Two other outdoor food markets – the Open Air Farmers' market at RFK Stadium and Eastern Market – are close enough to H Street that they may provide significant competition for the H Street Freshfarm Market, especially because all three are open on Saturday mornings. Both markets were familiar to a greater number of survey respondents than was the H Street Freshfarm Market. Farmers do sell at these markets, but they are not producer-only markets, and much of what any vendor is selling on a given day may have been purchased from another source (according to conversations with vendors). Unlike other areas of the city, particularly in Wards 7 and 8, that are "food deserts," the H Street Freshfarm Market does compete for local customers with its neighbors including the D.C. Farmers' Market, Murray's and Safeway (Hechinger Mall) grocery stores and with smaller corner stores.

According to D.C. Hunger Solutions' survey, there is both an unmet demand for healthy food and a positive attitude towards farmers' markets in the H Street community. Seventy-two percent of survey respondents stated that they want more healthy food choices in their neighborhood, and 80 percent stated that they believe food at farmers' markets is often "fresher, cheaper, and healthier" than food from other sources. Moreover, while some expressed concern about farmers' market prices, 66 percent stated that they think prices at farmers' markets compare well to prices at other locations. Only 41 percent of those surveyed had shopped at the H Street Market, however, and 38 percent were not even aware of its existence. On the whole, therefore, the survey results suggest a strong potential for the H Street Freshfarm Market to attract additional community dollars if its prices are competitive, and that the market's remaining main challenge is a lack of awareness and ownership among area residents.

The key to overcoming this challenge is concerted, community-based outreach and of course, affordable prices. The market must differentiate itself from the many other food sources in the area by stressing the nutritional, health, and community benefits of a true, producer-only farmers' market. At the same time, the market must prove to residents that it is committed to serving their needs.

According to Donne Malloy, manager of the H Street Freshfarm Market, staff have distributed fliers and postcards throughout the neighborhood, and visited local businesses and churches. Each season, for a period of three weeks before the market opens in May, Freshfarm canvasses the neighborhood. Market staff also conduct outreach during market season.

Strategies for Successful Outreach

1. Differentiate the H Street Market from the D.C. Farmers' Market, the Open Air RFK Stadium Market, and Eastern Market. The H Street Freshfarm Market is the only producer-only farmers' market in Northeast D.C. This means that customers – and their children – can meet their farmers and ask them how each vegetable was grown, when each piece of fruit was picked, and how each animal was raised. Farmers at producer-only markets are there to talk to their customers and represent products they are proud of. The Market can stress its mission of responding to the local community it serves.

2. Adapt the H Street Freshfarm Market outreach postcard to attract low-income customers. Mailed postcards

are generally considered an effective means of advertising, and Freshfarm has already produced attractive postcards publicizing each of its markets. However, some specific changes to the H Street postcard could make it more effective at attracting lower-income consumers who live in the neighborhood:

- * Expand the map and show bus routes.
- * Rather than printing the Freshfarm mission statement, list the variety of products available at the market (fruit, vegetables, meat, eggs, dairy, etc.).
- * Use the front of the postcard to include a photograph of the market that shows the diverse market staff and customers, to make all people feel welcome; alternatively, replace the gold beets on the front with greens, a

vegetable more popular with black consumers.

* Emphasize that farmers at the market accept WIC and Senior FMNP coupons, and, if implemented, EBT.

3. Establish attractive signage on H Street. Farmers' market expert Nina Planck writes that "permanent signs and banners at the market [are]...vital" to farmers' markets.²² USDA's Agricultural Marketing Service (AMS) analysis of the Anacostia Farmers' market also found that signage was the most common way customers learned about the market.²³ There are permanent signs pointing drivers and pedestrians to the D.C. Farmers' Market, the Open Air Market, and Eastern Market, but none advertising the H Street Freshfarm Market.

Perhaps no single action will do so much to increase neighborhood awareness of the market as the establishment of a permanent sign or banner on H Street, at least for the length of the season. A permit for a permanent sign or banner requires the approval of the D.C. Public Space Management Administration, and may require some advocacy efforts. Consider working through the H Street Community Development Corporation or the H Street Main Street program.

4. Involve community organizations in outreach efforts. The Community Food Security Coalition's *Hot Peppers and Parking Lot Peaches* report advises that, to promote low-income markets, "...market organizers should consider employing a community organizing

approach rather than a publicity-based strategy. This means building support for the market through community-based institutions, such as churches, schools, day-care centers, tenants associations, block clubs and non-profits...".²⁴ In keeping with this advice, the H Street Freshfarm Market should continue its community outreach, but more actively recruit residents from the community to spread the word about the market and distribute literature. In addition, market staff and volunteers should continue their efforts to conduct outreach through local churches. The USDA-AMS report found church outreach to be the most effective form of publicity, after street banners, in attracting customers to market. States Pasadena market organizer Betty Hamilton, "low income markets will work when residents believe it [sic] 'to be their market.'" See Recommendation #2 for specific potential partners.

5. Take advantage of bus routes near the market site. The H Street Freshfarm Market is conveniently located near the intersection of the H Street bus lines (X1 and X2) and the 8th St. NE bus lines (90, 92, and 93). Consider placing advertisements on these buses. It may be possible to partner with the Department of Human Services to place public service ads on buses for no or very little cost. The contact person for public service advertising on Metrobuses is the Director of Customer Communications, Marketing, and Sales, 202-962-2767.

Recommendation #4 – Foster a market environment that is welcoming to diverse cultures.

To attract community support, a farmers' market must create an environment that feels welcoming and comfortable to people from all cultures in its neighborhood. This is especially critical when markets – such as the H Street Freshfarm Market – are located in neighborhoods undergoing gentrification. As the *Hot Peppers* report warns, “care must be taken to ensure that the market's focus is not overtaken by the wealth and interests of the richer clientele.”²⁵

Creating a universally welcoming environment is particularly challenging when a farmers' market draws customers from two (or more) cultural groups, as in the case of the H Street Freshfarm Market, which is located in a community of both higher-income whites and lower-income blacks. The H Street Freshfarm Market needs to focus on creating a welcoming environment for black residents. Many older and middle-aged black residents of the neighborhood have a background in agriculture and an appreciation for fresh produce. However, the absence of black farmers at the H Street Freshfarm Market and other farmers' markets in Washington, D.C. may present a significant deterrent to black customers who might shop at these markets.

“It has been echoed time and time again, that people like to spend their money with people who look like them,” said Donne Malloy, the H Street market manager, who is black. This sentiment has been shared with Malloy during her two years working in the neighborhood to attract farmers' market consumers. More than 30 percent of the residents interviewed by D.C. Hunger Solutions expressed the desire to shop in places where they feel comfortable and with farmers who look like them. One middle-aged woman who lives directly behind the market site said, “I was aware of the market and had peeped over to look and see what was going on, but I just did not feel comfortable enough to attend because there were not many people that looked like me.”

Case Study: Fostering a Welcoming Environment

The Waverly (32nd Street) Farmers' Market in Baltimore provides a model of how to serve a culturally and economically diverse neighborhood. The market serves a low- to moderate-income black neighborhood, a low-income Korean community, and an affluent, predominately white neighborhood. Long-time customer Geri Henchy reports that “the Waverly Farmers' Market is the only place where black and white neighbors shop together.” In part, she attributes this unique quality to the presence of black market staff and the availability of culturally appropriate foods, citing a Caribbean food stand run by a black family. Open all year, the Waverly Farmers' Market has two sets of vending rules – one for the summer, which only allows the sale of locally grown or produced food products, and one for the winter, which allows for the sale of non-food items. The relaxation of the rules in the winter has helped draw in new consumers, provided a marketplace for neighborhood products, and bolstered community support.

Approaches to addressing this barrier include recruiting farmers who represent the same ethnic group as the low-income communities served, hiring sales staff from the community, stocking produce that fits to community preferences (see recommendation #5), and connecting with community partners (i.e., businesses, nonprofit organizations and others) representing the targeted community (see recommendation #2).

Strategies for Creating an Environment Welcoming to Diverse Cultures

1. Continue efforts to attract black producers to sell at the market.

Attracting black producers to sell at D.C. area farmers' markets is a challenge, due to the largely white ethnic makeup of the District foodshed's farming community. However, several black producers do business at farmers' markets in the District; they include Redbud Farm in Berkeley Springs, West Virginia, operated by a former extension agent from Sierra Leone. H Street Market should consider contacting organizations whose membership may include black farmers in the area, including the National Black Farmers Association (www.blackfarmers.org/), the Black Farmers and Agriculturalists Association (<http://bfaa-us.org/>), and the Southern Sustainable Agriculture Working Group (www.ssawg.org). A good local resource is the newly forming Crossroads Farmers' Market in Takoma Park, Maryland, which recently won a grant to provide microloans to minority and immigrant farmers in the area who need financial and technical assistance.

2. Employ or host neighborhood residents.

Often, producers attending multiple markets on the same day will hire local residents to staff stands at certain markets. If it proves prohibitively difficult to identify black producers in the metropolitan area, consider providing producers with assistance in locating black residents to represent their products at the H Street Freshfarm

Market. Funding opportunities may exist to employ local residents or provide job training in market management or nutrition education. Opportunities also exist to recruit local high school students to volunteer at the market: all D.C. high school students are required to participate in community service for graduation. While efforts this year to hire workers via the D.C. Summer Youth Employment Program (a program that provides paid jobs to teens) were unsuccessful, this is an initiative the H Street Freshfarm Market could consider for the 2008 season.

3. Create incentives to draw consumers to the market and promote these events to black residents.

Probably nothing makes people happier than free food. Consider creating promotions that couple a minimum purchase from producers at the market – say \$5 or \$10 – with a free food item, possibly donated by a local food business. If supplies are limited, create excitement by making the promotion available to the first fifty or a hundred customers who come to the market.

Take advantage of foods that are often associated with urban and Southern black culture. Anacostia Farmers' market has had success in the past with a fried fish vendor. Seasonal food promotions and cooking demonstrations could feature summer squash, tomatoes, and sweet corn in the summer, and

greens and sweet potatoes in the fall. Consider inviting local musicians to perform at the market and providing seating, to create an ambience that encourages customers to linger. As the

saying goes, nothing attracts a crowd like a crowd. Children's activities and babysitting services may offer a means to attract families to the market.

Recommendation #5 – Offer, at affordable prices, a product mix that is responsive to local customers' preferences and needs.

While farmers' markets can benefit from a consumer base that recognizes the important of healthy eating, markets also must address economic and social obstacles that make it impractical for many families to put a desire for healthy eating into practice. Seventy-five percent of the respondents in the D.C. Hunger Solutions survey realized the connection between eating fresh produce and feeling good, and 63 percent understood the connection between eating fresh produce and disease prevention. A focus group of Latino and black parents in the Washington metropolitan area with annual incomes under \$30,000 confirmed that participants knew feeding their children nutritious meals was important but revealed that "they're too tired at the end of a busy day to prepare healthy meals, they're frustrated because they have limited access to supermarkets, and they have little control over what their children eat at school."²⁶ Additionally, low-income consumers may tend to be more risk-averse than wealthier populations when it comes to trying new, unfamiliar products, and may face constraints related to transportation and storage of fresh produce.²⁷

Affordability

Making produce affordable to low-income consumers is not a simple task, especially for a small market like the H Street Freshfarm Market. To offer products at lower prices, a large market like New York's Washington Heights Farmers' Market can recruit larger farms (typically over 50 acres) to sell basic products at lower prices. This model can generate a fair profit for the farmers by guaranteeing high-volume sales of lower-priced produce.²⁸ Additionally, some markets have opted not to sell "more expensive processed foods, organically grown produce, and trendy products."²⁹

As the *Hot Peppers* report explains, "there exists a fundamental tension between farmers obtaining a fair price for their product and low-income consumers' ability to pay such a price."³⁰ Farmers' markets often have to battle the perception that they are more expensive than other sources, and survey results showed that many neighborhood residents do have this attitude with respect to the H Street Freshfarm Market. The H Street Market faces the additional challenge of its location close to the D.C. Farmers' market and the Open Air RFK Stadium Market, where large-volume vendors can sell produce at comparatively cheap prices. Market Manager Donne Malloy is conscious of the economic barriers faced by many of her market's clients. She has tried to mitigate these challenges by giving out free samples of selected produce and stressing the health and quality benefits of locally grown food. However, these are just the first steps in making the H Street Freshfarm Market truly appealing to low-income consumers.

Basic Food

As a general rule, markets have success when they sell or staples, and offer produce based on the cultural preferences of consumers.³¹ All farmers' markets need to determine what produce is desired by the community they serve – and what community members consider “basics” or staples. This need is especially important for markets wishing to serve low-income communities who do not have the luxury of trying new foods or cooking with pricey ingredients.

To begin to capture the food preferences of the H Street community, D.C. Hunger Solutions' survey asked participants to “name the top three fruits and vegetables you would want to buy at a farmers' market.” Although this question did not probe deeply, the survey revealed that: 52 percent would buy greens; 30 percent, tomatoes; 19 percent, apples; and 13 percent, strawberries. A survey conducted by the USDA-AMS for its study on the Anacostia Farmers' market found that summertime customers were most interested in purchasing melons, corn, greens, grapes, beans, and fish.³² A study published in April 2006 in the *Journal of Extension* describes a survey of farmers selling to low-income black customers; the farmers listed peas, okra, greens, beans, apples, and plums as their most popular items.³³ Black-eyed peas also get a mention as a popular item among black customers, both in the *Journal of Extension* survey and the section of the *Hot Peppers* report on the Richmond, CA, farmers' market.³⁴

Case Study: Responding to Consumer Preferences

July 6th, 2007 marked the opening of the Crossroads Farmers Market, an innovative new farmers market in Takoma Park, Maryland, a suburb of Washington, DC. Takoma Park already supports one long-running and successful market located in its historic downtown – a relatively affluent area – but the organizers of the Crossroads market set out to attract customers they felt were underserved by existing venues. The population that lives in the vicinity of the Crossroads Market, which is located at the border of Takoma Park and a community named Langley Park, is ethnically and socio-economically mixed. It sits at the heart of Maryland's “International Corridor,” which is home to a large number of Salvadorans, as well as smaller but still significant numbers of West Africans, South and East Asians, and other immigrant groups. In order to appeal to this international customer base, the market has intentionally recruited local farmers who grow specialty crops such as cousa squash, bitter melons, amaranth greens, and hot peppers, with particular appeal to immigrant shoppers. In addition, the market has recruited vendors who sell prepared food that targets international eaters – these include pupusas, sugar cane, and empanadas. The market operates on Wednesday afternoon, and occupies a parking lot at a busy commercial intersection where a large number of bus lines meet. Washington Post writer Walter Nicholls notes that “just when you thought farmers markets had become not only ubiquitous but maybe even a tad predictable, along comes one with surprising possibilities...not one [market] is quite like Crossroads.”³⁵

Strategies for Selling Foods at Affordable Prices

1. Review produce offerings for affordability and community responsiveness. In preparing for this market season, the H Street Freshfarm Market should ensure that it is offering foods its customers people are familiar with purchasing and preparing. The market could encourage farmers to bring in surplus or cosmetically imperfect foods to sell at discounted rates.

Farmers who make their living selling at markets are generally sensitive to customer preferences and adept at gauging the demand for various items from different consumer groups. As a result, it is probably unnecessary for the H Street Market management to make specific suggestions to farmers as to what products to bring to market, and in what quantities. However, when recruiting new farmers to sell at the market, it may be wise to focus on growers who can provide items that have proven popular with black and low-income customers. As the market customer base grows, it may become possible to recruit farmers who can

bring larger volumes of produce, which will provide greater pricing flexibility.

2. Research the actual price of fresh produce at area stores. The H Street Freshfarm Market staff may wish to consider examining the cost of produce at area food sources and plan a response. If the findings reveal that the markets' produce is the same price or cheaper than the market should promote the financial benefits of shopping at the market and consider implementing special promotions.

3. Offer coupons and promotions to draw new consumers. As the H Street Freshfarm Market identifies new community partners, it should consider providing market coupons to these new partners. For instance, a partnership with a church group could include providing congregants with buy-one-get-one-free coupons. Consider distributing these coupons at the end of the month when families may be struggling to stretch limited food stamp or family budgets.

Recommendation# 6 – Advocate for public and private subsidization of farmers' markets serving low-income consumers.

As cities seek solutions to food access problems, farmers' markets need to be front and center. Markets need to stress their ability to provide low-cost, timely solutions to food access issues. Building a supermarket in an underserved neighborhood can take years and cost millions of dollars, whereas farmers' markets have relatively minimal start-up costs. Farmers' markets must spread the word that they are an important tool in the fight against diet-related health problems.

Key farmers' market advocacy efforts also must support legislation aimed at increasing the purchasing power of low-income communities. Simply put – people need to be able

to afford to eat healthy. For instance, 69 percent of participants in the D.C. Hunger Solutions' survey revealed that lower prices would be key to their decision to return to or shop at the H Street Farmers' Market. To the extent possible, farmers' markets should support efforts aimed at increasing their customers' purchasing power, e.g., through EITC outreach and benefits, providing a living wage, expanding child care subsidies, and increasing food stamp benefit levels.

The United States Department of Agriculture offers a number of grant programs to which farmers' market organizations can apply. Among these are the Farmers' Market Promotion Program, the Cooperative State Research Extension and Education Service's Community Food Project Competitive Grant Program, and the Federal State Marketing Improvement Program. For more detail, see the USDA-AMS's Farmers' Market Consortium Resource Guide website: <http://www.ams.usda.gov/farmersmarkets/Consortium/ResourceGuide.htm>.

The District government supports farmers' markets in the District through its administration of the WIC and Senior Farmers' Market Nutrition Programs (for more information, see Recommendation #1). D.C. Hunger Solutions has promoted a greater degree of communication and collaboration between the state agency and farmers' market managers. The Farmers' Market Collaborative is currently engaged in advocacy efforts to secure supplemental District-level funding for the Senior FMNP – which is the more underfunded of the two.

Farmers' markets in many localities receive considerable public funding and support in recognition of the important role they play in providing healthy food to urban residents, promoting active, vital communities, and sustaining local agriculture. Local governments can support markets by making public space available for a market, subsidizing farmers during the start-up period of a new market serving low-income consumers, conducting mass mailings on behalf of the market, advertising markets in citywide publications, and funding market infrastructure such as signage, lighting, EBT machines, funding food stamp or WIC coupon matching programs, and so on. Many of the Washington, D.C. region's most successful farmers' markets receive funding from local governments, including the markets in Takoma Park, MD and Arlington and Falls Church, VA. On the other hand, markets in the District itself currently receive almost no public support, placing them at a disadvantage.

Additionally, farmers' market should look to foundations and donors to help fund innovative strategies for attracting low-income consumers. For instance, foundations can help defray start-up costs related to obtaining and working an EBT machine, provide stipends to farmers to encourage them to sell at markets where their profits may be lower compared to a market in an affluent community, provide matching programs whereby low-income consumers can stretch their limited buying power, or fund shuttle service targeted to low-income consumers who can not easily access the market.

A Case Study: Combining Public and Private Subsidization

In order to get Takoma Park, Maryland's Crossroads Farmers Market up and running, the market organizers leveraged a combination of private and public funding sources. Most importantly, they received a grant from the Project for Public Spaces to fund microloans to minority and immigrant farmers who may need startup capital to make the transition to direct marketing. The PPS grant also funds an EBT machine that the market will use to process food stamp, debit, and credit purchases through a token-based scrip system. Additional funding for the market came from the Wallace Genetic Foundation, the Montgomery County Board of Health, and the National Watermelon Board. These last two funders teamed up to offer \$10,000 for a food stamp and WIC matching program that will provide food stamp and WIC customers with a dollar's worth of coupons for every dollar of their food stamp and WIC benefits they spend at the market (up to \$5 per shopping day). The market enjoys broad support from local, state, and federal government agencies, including the City of Takoma Park and the Maryland Department of Agriculture, and the USDA Agricultural Marketing Service. As vendor Haroun Hallack, originally from Sierra Leone, notes, "only time will tell" if this farmers market model will be a success.³⁶

Strategies for Increasing Public Subsidization

1. Continued support for the D.C. Farmers' Market Collaborative.

The D.C. Farmers' Market Collaborative has provided an important forum for farmers' markets to share resources and engage in collective action on behalf of the entire District farmers' market community. Given the time constraints and limited budgets of individual market organizations, it is crucial that the farmers' market community join forces to identify and act upon city-wide issues such as publicity, signage restrictions, and lack of EBT capacity.

2. Apply for foundation or government support.

Freshfarm could apply for private foundation or government grants for resources to better serve low-income communities. Grant money or government funding could be used to fund a two-for-one produce matching program, staff time to build community partnerships, or

employee training programs that reach out to the local community.

3. Advocate for increases in local funding for the WIC and Senior FMNP Programs.

These two programs have proven popular and successful in bringing low-income communities to markets. For fiscal year 2007, both programs used all federal dollars reserved for coupons. The D.C. Farmers' Market Collaborative has been part of advocacy efforts aimed at increasing funding for the Senior FMNP, with the aim of increasing the number of seniors who can receive coupons. Efforts like this must continue.

4. Convince the WIC Division of the D.C. Department of Health of the key role farmers' markets can play in the implementing new WIC food package.

See Recommendation #1.

Conclusion

The District boasts 18 successful open air farmers' markets, with two more set to open in 2007. D.C. farmers' markets combined attracted over 160,000 customers in 2006, which marks their best year ever. Farmers' markets are an important source of fresh, nutritious food for urban residents, and are a key asset for vital and active communities within the city. By increasing foot traffic in an area and partnering with local businesses and community groups, farmers' markets stimulate the local economy and build the community generally. Organizations that sponsor markets also give back to the D.C. community through gleaning programs that provide food to local charities, and through education programs that connect local farmers to city schools. In addition, markets provide a livelihood for area farmers who face increasing development pressure and spiraling land costs. Farmers' markets offer a promising approach to meet the needs of District low-income consumers who are often shut-out of convenient, affordable healthy food sources.

Per the recommendations in this report, individual markets can implement many strategies geared toward improving their capacity to serve low-income residents. However, for farmers' markets to better serve low-income populations the District, business groups, and funders need to invest in promoting existing markets through investment in federal nutrition programs, EBT at markets, outreach, partnership building, and promotional initiatives. Additionally, the City must encourage the creation of new farmers' markets in targeted low-income areas of the city. Strategies for this new development include tax relief, subsidies in the form of staff salaries, promotions, or use of public space, and a streamlined licensing procedures.

Equipping farmers' markets with the infrastructure, the expertise, and the staff necessary to provide a viable healthy food option for low-income residents of the District requires a city-wide, strategic effort.

ENDNOTES

¹ Nord, Mark, Margaret Andrews, and Steven Carlson. Household Food Security in the United States 2005. U.S. Department of Agriculture, Economic Research Service. November 2006 (Available at: www.ers.usda.gov/publications/err29/)

² District of Columbia Resident Health Chart Book 1996-2001. District of Columbia Department of Health, Policy, Planning and Research Administration, State Center for Health Statistics. (Available at: www.doh.dc.gov/DOH/frames.asp?doc=/doh/lib/doh/services/administration_offices/schs/pdf/final_pdf_07_06.pdf.)

³ *Consequences of Hunger and Food-Insecurity for Children*. Center on Hunger and Poverty, Heller School for Social Policy and Management, Brandeis University. June 2002. (Available at: www.centeronhunger.org/pdf/ConsequencesofHunger.pdf.)

⁴ McDavis-Conway, Shana and Dana Conroy. *Healthy Food, Healthy Communities: An Assessment and Scorecard of Community Food Security in the District of Columbia*. D.C. Hunger Solutions. July 2006. (Available at: www.dchunger.org/pdf/healthfoodcomm.pdf.)

⁵ In developing these recommendations, D.C. Hunger Solutions drew from the five recommendations detailed in *Hot Peppers and Parking Lot Peaches: Evaluating Farmers' Markets in Low Income Communities*: Community Food Security Coalition. Venice, CA. 1999. D.C. Hunger Solutions expanded on these, and incorporated information from other research, to fit the specific situation of the H Street Market.

⁶ The survey tool is included at the end of this document as Attachment A.

⁷ Secondary sources included:

- Publications
 - ~Fisher, Andy. *Hot Peppers and Parking Lot Peaches: Evaluating Farmers' Markets in Low Income Communities*. Community Food Security Coalition. Venice, CA. 1999. (Available at: www.foodsecurity.org/executive.html.)

~USDA Agricultural Marketing Service. *Improving and Facilitating a Farmers Market in a Low-Income Neighborhood: A Washington, DC Case Study*. 2002. Online Resources (Available at: www.ams.usda.gov/directmarketing/anacostia%5B1%5D.pdf.)

~Project for Public Spaces: www.pps.org/markets.

~Strategic Alliance: www.preventioninstitute.org/sa/enact/neighborhood/farmers_markets.php

~USDA Agricultural Marketing Service website: www.ams.usda.gov/farmersmarkets/

~USDA Food and Nutrition Service website (for FMNP and EBT information): www.fns.usda.gov/fns/default.htm

- Attendance at the Partnership for Public Space's Farmers Market Network Grantee Convention, Washington, DC, May 2-3, 2007.

⁸ The Collaborative meetings have been attended by representatives from the following markets: Freshfarm Markets (Dupont Circle, Foggy Bottom, Penn Quarter, and H Street Farmers' Markets), Markets and More (Mount Pleasant and 14th & U Farmers' Markets), Anacostia Farmers' Market, Historic Brookland Farmers' Market, D.C. Open Air Farmers' Market at RFK Stadium, Rose Park Farmers' Market, Ward 8 Farmers' Market, Bloomingdale Farmers' Market, New Morning Farm, Sunnyside Farm, Takoma Park Farmers' Market, and Crossroads Farmers' Market. Additional stakeholders who have attended meetings include representatives from the D.C. Department of Health, the Capital Area Food Bank, D.C. Central Kitchen, the D.C. Downtown Business Improvement District, and Kaiser Permanente.

⁹ Freshfarm website: www.freshfarmmarkets.org/farmers_producers.html. Accessed 9 May 2007.

¹⁰ Manajarez, Carlos and Jessica Cigna, "Food Stamp Participation and Market Access in the District of Columbia," (Urban Institute, Discussion Brief No. 3, June 2006). Available at: www.urban.org/UploadedPDF/311343_dcfoodstamp.pdf (Note: DC Ward specific poverty rates are most recently available from the 2000 Census findings. However, food stamp participation rates from 2006 can be used as a more recent marker of poverty rates in these Wards.)

¹¹ H Street Community Development Corporation website: www.hstreetcdc.org/neighborhood.html. Accessed May 9, 2007.

¹² *H Street Draft Strategic Development Plan, Chapter Version*. DC Office of Planning, 2003. pp 21—22. Online at www.oldcitycapitolhill.org/h_street.php. Accessed May 9, 2007.

¹³ H Street Draft Strategic Development Plan, p 11.

¹⁴ "Ward 6 Neighborhood Profile." 2000. The Urban Institute. June 24, 2007 www.neighborhoodinfodc.org/wards/nbr_prof_wrd6.html.

¹⁵ Various models for accepting food stamps at markets exist: individual farmers can get their own machines (which they can then use at farm stands and other locations as well), or markets can have a central machine, and give tokens or receipts to customers to redeem with farmers, who exchange them for cash at the end of the day. EBT machines can also be used to accept debit and credit card payments, and markets can earn some revenue by adding a surcharge to these payments. The USDA FNS website has information on EBT machine projects at farmers' markets around the country: www.fns.usda.gov/fsp/ebt/ebt_farmers_marketstatus.htm. Markets must apply to the state EBT office, which then submits the application to the FNS field office. According to the USDA, in 2005 16 States used alternative redemption systems at farmers' markets, 508 markets redeemed \$4,123,982 in food stamp benefits, and the average transaction for all markets was \$13.35. Source: Briggs, Mandy. Presentation: Update on Farmers' Markets. 2006. Online at www.dhs.state.ga.us/docs/2b%20Mandy%20Briggs.pdf. Accessed 9 May 2007.

¹⁶ All information on the Farmers' Market Nutrition Programs is from personal communication with Department of Health staff, particularly Sabrina Lewis, state agent for the WIC FMNP, and a Fact Sheet on the WIC FMNP.

¹⁷ USDA Agricultural Marketing Service. *Improving and Facilitating a Farmers Market in a Low-Income Neighborhood: A Washington, DC Case Study*. 2002. Online Resources, at 14-15. (Available at: www.ams.usda.gov/directmarketing/anacostia%5B1%5D.pdf.)

¹⁸ For more information, please see the website of the DC Office of the Deputy Mayor for Planning and Economic Development: <http://dcbiz.dc.gov/dmped/cwp/view,a,1366,q,604691,dmpedNav,133026|133028|.asp>.

¹⁹ D.C. Hunger Solutions identified the following community groups who could be interested in table space: *community planning groups* (H Street Community Development Corporation - 501 H Street, NE, UPO/Near Northeast Community Improvement Corporation - 1326 Florida Ave. NE, Old City Capital Hill Neighborhood Association); *schools* (J.O. Wilson Elementary School - 7th & K Sts. NE, Ludlow Taylor Elementary School - 7th & G Sts. NE, Stuart Hobson Middle School - 5th & G Streets, NE, UPO Early Childhood Development Center - IMA Government Bldg., Prospect Learning Center - 10th & F Streets, NE); *social service organizations* (Aspire Community Training Center - 654 H Street, NE, Sasha Bruce Youth House - Maryland & H Street, NE); *faith-based organizations* (Pilgrim Baptist Church & Child Development Center- 7th & I Streets, NE, Calvary Episcopal Church- 820 6th Street, NE, Unity Baptist Church- 424 3rd Street, NE, Galations Baptist Church - 806 F Street NE, Washington Community Fellowship Church & School 9th & Maryland Streets, NE, Robert Christian Community Library - 1300 H Street, NE); *health-based organizations* (Bikram Yoga Capitol Hill - 410 H Street NE, Total U Fitness- 517 H Street NE, Will Power Health & Fitness Studio- 1005 H Street NE); and *culturally-based organizations* (Joy of Motion Dance Theatre - 140 1 H Street NE, H St Playhouse -1365 H Street, NE).

²⁰ A list of all WIC clinics can be found on the DC Department of Health website: http://doh.dc.gov/doh/cwp/view,a,1371,q,582074,dohNav_GID,1787,dohNav,133120|133139|.asp. Unfortunately, no WIC clinic is located directly in the H Street neighborhood; however, three of those listed are in Northeast D.C.: the Hunt Place Clinic at 4130 Hunt Place, NE (Tel. 202-388-8177 or 202-388-8175), the Woodridge Clinic at 2146 24th Place, NE (Tel. 202-281-1189), and the East of

the River Clinic at 123 45th St., NE (Tel. 202-388-7752). In addition, DOH reported that WIC mothers are enrolled at Chartered Health, 3924 Minnesota Ave., NE (Tel. 202-627-7852 or -7851) and Mary's Center for Maternal and Child Care, 2423 24th St., NE (Tel. 202-271-5184 or 202-336-6679). The percentage of FMNP coupons redeemed that were distributed at these sites ranges from 40 percent at Mary's Center to 56 percent at Woodridge, indicating that there is significant potential for growth in coupon redemption at farmers' markets in Northeast D.C.

²¹ Project for Public Spaces website: www.pps.org/great_public_spaces/one?public_place_id=224&type_id=0. Accessed May 9, 2007.

²² "Recipe for a great farmers' market." In *Growing for Market*. Vol 14, No. 12, December, 2005. Pub. Fairplain Publications, Inc., Fairplains, KS. Accessed at www.ninaplanck.com/pdf/RecipeForAGreatp%7E.pdf.

²³ USDA Agricultural Marketing Service. *Improving and Facilitating a Farmers Market in a Low-Income Neighborhood: A Washington, DC Case Study*. 2002.

Online Resources. (Available at: www.ams.usda.gov/directmarketing/anacostia%5B1%5D.pdf.)

²⁴ *Hot Peppers* p. 40.

²⁵ *Hot Peppers* p. 39.

²⁶ HSC Foundation. *Preventing Childhood Obesity in Lower-Income Communities: A Focus Group report of African-American and Latino families' understanding of healthy lifestyles, barriers, and challenges*, Executive Summary, February 2007. Online at: www.hscfoundation.org/aboutus/publications/initialfindingsobesityreport.pdf. Accessed 9 May 2007.

²⁷ Treiman, Katherine, et. al. "Attitudes and Behaviors related to Fruits and Vegetables among low-income Women in the WIC program." *Journal of Nutrition Education*, v. 28 no. 3, May-June, 1996.

²⁸ *Hot Peppers*, p. 26.

²⁹ *Hot Peppers* p. 40.

³⁰ *Hot Peppers*, p. 37.

³¹ See *Hot Peppers*, p. 4.

³² USDA-AMS study, p 18. (See note 20.)

³³ Suarez-Balcazar, Yolanda, et al. "African American's Views on Access to Healthy Foods: What a Farmers' market Provides." In *Journal of Extension*, Vol 44 No 2, April, 2006. Accessed at www.joe.org/joe/2006april/a2.shtml, 4 May 2007.

³⁴ *Hot Peppers*, p. 19.

³⁵ Walter Nicholls article "Where Cultures Meet, Amid Coconuts and Cousa Squash." *Washington Post*. 13 June 2007. Accessed at: <http://www.washingtonpost.com/wp-dyn/content/article/2007/06/12/AR2007061200452.html>, 6 July 2007.

Agnes Jasinski article "From the Country to the Crossroads." *Montgomery County Gazette*. 6 June 2007. Accessed at: www.gazette.net/stories/060607/takonew205220_32335.shtml, 6 July 2007. See also: www.crossroadsfarmersmarket.org

³⁶d.