

 West Virginia University  
EXTENSION SERVICE

**Farmers Markets  
now accepting**



A Project of WVU Extension Service Family and Health Programs. This material was funded by USDA's Supplemental Nutrition Assistance Program  
This program is being presented with financial assistance as a grant from the West Virginia Department of Health and Human Services.

Kristin McCartney, MPH, RDN, LD  
WVU Extension Specialist-Public Health  
WV Snap-Ed Coordinator



More information is available  
at [fn.ext.wvu.edu](http://fn.ext.wvu.edu) or by calling  
your local WVU Extension office.

## Farmers Market & SNAP

- Farmers Markets account for less than .01% of SNAP sales Nationally
- West Virginia receives over \$480 million in SNAP benefits annually
- What would the impact on West Virginia's economy be if .01% of SNAP benefits were spent locally?

In the Summer of 2015,  
A SNAP at the Farmers  
Market Campaign took  
place in 22 Counties

*(billboard, Radio, flyer, brochures,  
yard signs tastings)*

West Virginia University  
EXTENSION SERVICE



**SHOP WITH  
AT THE  
FARMERS MARKET**



West Virginia University  
EXTENSION SERVICE

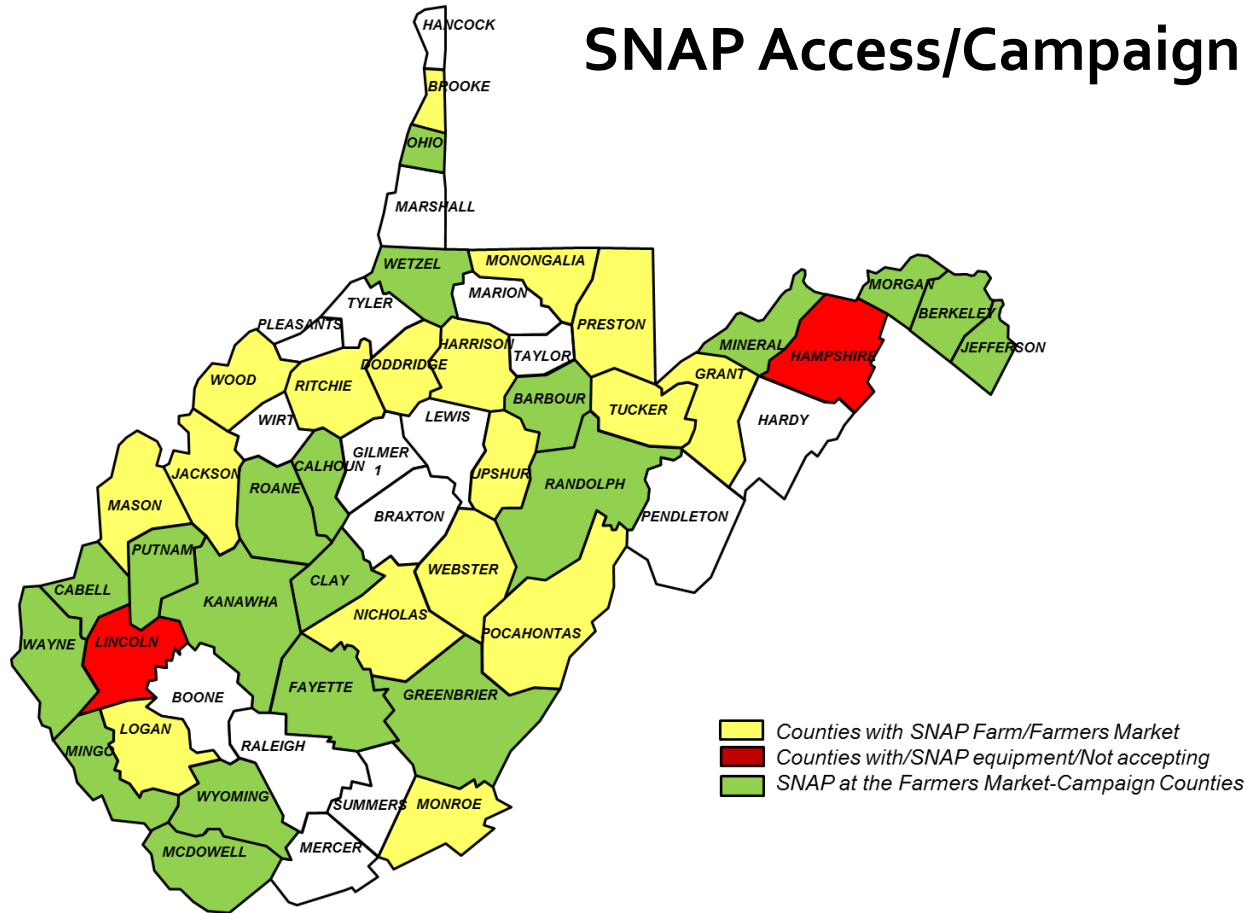


**SHOP WITH  
AT THE  
FARMERS MARKET**



A Project of WVU Extension Service Family and Health Programs. This material was funded by USDA's Supplemental Nutrition Assistance Program. This program is being presented with financial assistance as a grant from the West Virginia Department of Health and Human Services.

# SNAP Access/Campaign Reach



**THIS RESULTED IN NO  
SIGNIFICANT CHANGE IN  
SNAP SALES**

---

**WHY CAN'T WE GET  
FOLKS WITH SNAP TO  
SHOP AT THE MARKET?**



## Alternative Farmers Market Approaches

- School-based farmers markets
- Childcare-based farmers markets/CSA
- Produce Prescriptions



## Next Steps:

- Partnership with WV Food and Farm Coalition to launch a 3 year statewide farmers market campaign
- Pilot “Farm to Childcare” in partnership with American Heart Association and WV Healthy Children Project
- Increase focus on WIC redemptions