

Program Impact Report for the 2002 WIC Farmers' Market Nutrition Program

National Association
of Farmers' Market
Nutrition Programs

Summer 2003



im • pact

(*n.* im'pakt; *v.* im pakt'), *n.* 1. influence; effect: *e.g. the impact of WIC FMNP on child nutrition.* 2. the force exerted by a new idea, concept, technology or ideology: *e.g. the impact of generating additional income for small farmers.* 3. to have an impact or effect on; influence: *e.g. WIC FMNP impacts local communities.*

Impact.

How is it measured?

What is the impact of increased profitability for a small family farmer?

What is the impact of providing a child in a low income family with fresh produce from a farmers market?

What is the impact of bringing small farmers and limited resource consumers together in a marketplace filled with fresh, locally grown produce?

Each day brings new information about the impact of unhealthy diets on Americas children and families:

- Obesity among children – and particularly low income children – has tripled over the past two decades: ¹
- More than 84 percent of children and adolescents eat too much fat, and more than 91 percent eat too much saturated fat;²
- Per capita consumption of soft drinks among teenagers tripled between 1978 and 1994, contributing to obesity, tooth decay and tissue loss;³
- Type II diabetes, which is largely related to poor diet and physical inactivity, rose 50 percent between 1990 and 2000;⁴
- More that 60 percent of young people eat too much fat, and less than 20 percent eat the recommended servings of fruits and vegetables;⁵ and
- Diet related deaths are estimated to cost the nation \$148 billion per year.⁶

Across rural America, headlines and statistics tell the story of the declining health of the independent family farm:

- Nearly 90 percent of total farm household income in 1999 originated from off-farm sources. The contribution of earned income (off-farm) alone amounted to 53 percent of total farm household income.⁷
- Farm production is becoming increasingly concentrated on larger operations, but small farms – most of them operated by part-time or retired farmers – account for significant shares of farm production and farm assets, particularly land;⁸

“Scientific research increasingly confirms that what we eat may have a significant impact on our health, quality of life, and longevity. In the United States, high intakes of fat and saturated fat, and low intakes of calcium and fiber-containing foods such as whole grains, vegetables, and fruits are associated with several chronic health conditions that can impair the quality of life and hasten mortality.”

USDA
Economic Research
Service

“The U.S. Department of Agriculture spent \$333.3 million on nutrition education, evaluation, and demonstrations. This is slightly more than half (60 percent) the amount spent on advertising for carbonated soft drinks, and less than half the amount spent promoting beer, or candy and gum, or breakfast cereals.”

Anthony Gallo
USDA
Economic Research
Service

- Farms of small size have restricted income generating capability, receive low margins, incur higher input costs, have limited managerial capability and have limited access to credit.⁹

In 1992, Congress launched an innovative new program to help address these seemingly divergent issues by expanding the potential access of WIC recipients to the fresh produce offered at local farmers' markets. The concept was simple: Provide WIC recipients with additional coupons that could only be utilized to purchase fresh produce from a participating farmers' market.

The WIC Farmers Market Nutrition Act of 1992 (PL 102-314) had two primary objectives:

To provide resources to women, infants and children who are nutritionally at risk, in the form of fresh, nutritious, unprepared foods (such as fruits and vegetables) from farmers' markets; and

To expand the awareness and use of farmers' markets and increase sales at such markets.

The program is cooperative. Participating states are required to provide a 30 percent match for any federal funds.

From its modest beginnings in 1992, the program has expanded across the nation. In Fiscal 2002, Congress appropriated \$25 million to fund WIC Farmers' Market Nutrition programs operating in 36 states, as well as the District of Columbia, Guam, and Puerto Rico. The WIC FMNP was also administered by five Indian Tribal Organizations.

The program is specifically targeted to women, infants (over 4 months old) and children who have been certified to receive WIC program benefits or who are on a waiting list for WIC certification. Eligible WIC recipients are issued FMNP coupons in addition to their regular WIC food instruments. These coupons can be used to buy fresh, unprepared fruits, vegetables and herbs from farmers or farmers' markets that have been approved by the State agency to accept FMNP coupons.

The Federal food benefit level for FMNP recipients may not be less than \$10 and no more than \$20 per year, per recipient. However, State agencies may supplement the benefit level with their matching funds. And, states can use non-federal matching funds to serve non-WIC recipients.

As a result, agencies provided FMNP benefits to nearly 2.4 million recipients in Fiscal 2002.

At the same time, the program resulted in more than \$20.8 million in revenue to the 13,176 farmers accepting the coupons at 2,824

participating farmers' markets and farm stands throughout the nation.

A survey conducted among 24,800 recipients in 30 of the FMNP's illustrates the impact of this program. More than 40 percent of the people surveyed reported that they had never been to a farmers' market prior to participating in the FMNP. Their exposure to the farmers' markets was instilling new awareness regarding the benefits of fresh fruits and vegetables.

Fully 94 percent of the recipients surveyed said that the produce at the farmers' markets was as good as or better than the produce found in their local grocery store, and 73 percent of the respondents said that they ate more fresh produce than usual because of the program. Nearly 80 percent of the respondents said they plan to eat more fresh produce throughout the year.

That's good news in a society where oversized burgers and fries are too often the dietary staple for urban children.

The responses of the 2,561 participating farmers who completed a survey conducted in 2002 documents that the impact of the FMNP on limited resource farmers is similarly positive. Nearly 90 percent of the farmers surveyed reported that the FMNP increases their farmers' market sales, and 93 percent said they would recommend FMNP to other farmers in their areas.

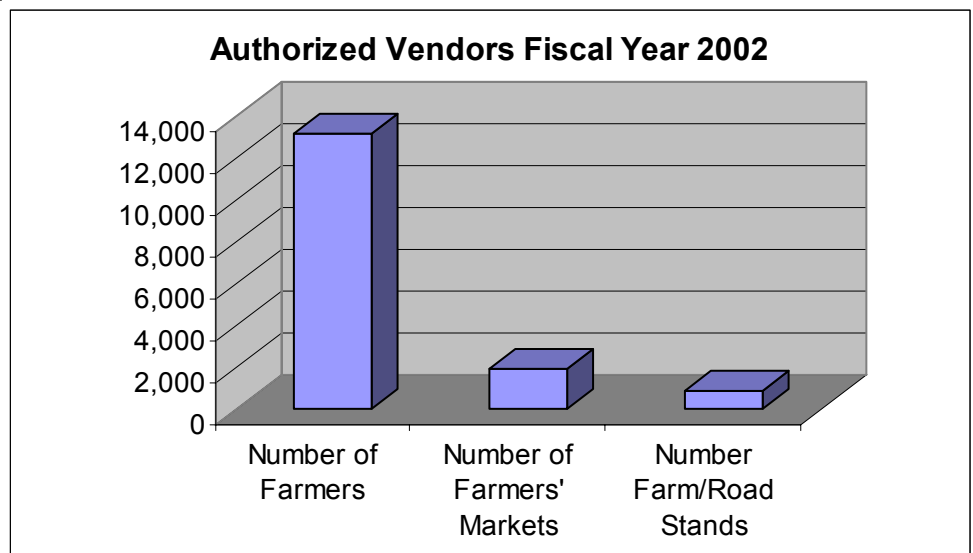
According to the USDA, 58 percent of farmers' markets across the nation participate in WIC coupon, food stamps, local and/or State nutrition programs. These markets are an important source of revenue for small producers. In fact, 19,000 farmers reported selling their produce only at farmers markets.

The nutritional education element of the WIC program extends to the WIC FMNP. Nutrition education is provided to FMNP recipients by the State agency, often through an arrangement with the local WIC agency. Other professional educators and program partners may provide this service.

For example, Cooperative Extension Programs, local chefs, farmers or

“Many of the WIC participants have never tasted fruits and vegetables fresh from the garden. This program introduces them to new, healthy foods and gives them some recipes, so they will have some ideas on how to serve the foods to their families.”

Willene Buffett, Unit Leader, Extension Expanded Food and Nutrition Education Program, Chicago, IL



“It’s important that our at-risk citizens be able to improve their diets and this program enables consumers to easily purchase locally grown fresh produce which is so important to good health. Farmers also benefit through an expanded base of consumers who shop at Community Farmer’s Markets. It’s a positive program for everyone”

Charles Bronson,
Florida
Commissioner of
Agriculture.

farmers’ markets associations, and various other non-profit or for-profit organizations may provide nutrition education to FMNP recipients. These educational arrangements encourage FMNP recipients to improve and expand their diets by adding fresh fruits and vegetables, as well as educate them on how to select, store and prepare the fresh fruits and vegetables they buy with their FMNP coupons.

Farmers, themselves, delight in explaining to shoppers how the various foods grow, and how they may be cooked.

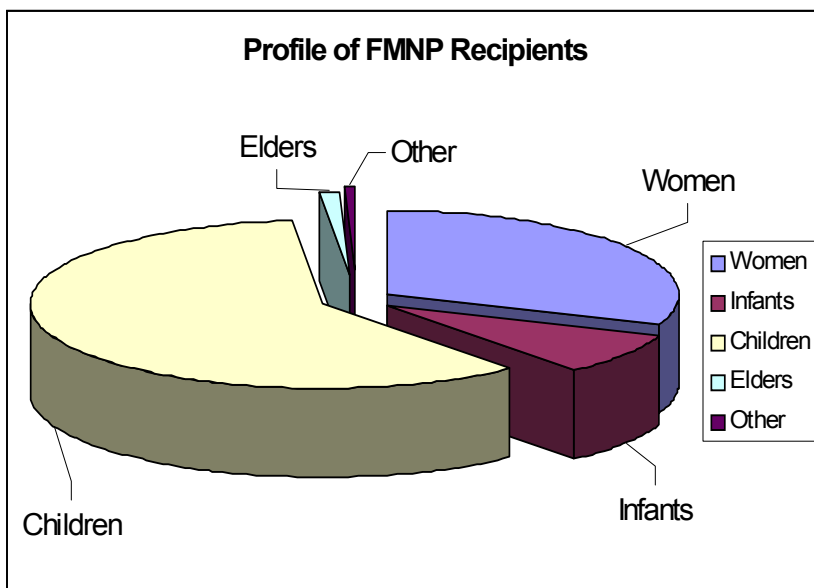
(Endnotes)

- 1 U.S. Surgeon General (2002) *Overweight in Children and Adolescents*. The Surgeon General’s Call to Action to Prevent and Decrease Overweight and Obesity.
- 2 U.S. Department of Agriculture and Center for Disease Control (2001) *Junk Food in Schools*. Issues paper prepared by the National Conference of State Legislatures.
- 3 U.S. Department of Agriculture (2002) *What We Eat in America*. Survey of changing dietary habits of U.S. Citizens.
- 4 U.S. House Education and the Workforce Committee (2003) Child Nutrition Fact Sheet. <http://edworkforce.house.gov/issues/108th/education/childnutrition/summary.htm>
- 5 Executive Office of the President and the Department of Health and Human Services (2003) *Nutrition: Eat a nutritious diet*. www.healthierus.gov/nutrition.html
- 6 U.S. House Education & the Workforce Committee (2003) Child Nutrition Fact Sheet. <http://edworkforce.house.gov/issues/108th/education/childnutrition/summary.htm>

7 Mishara, Ashok; El-Osta, Hisham, Et Al. (2002) *Income, Wealth, and the Economic Well-Being of Farm Households* USDA ERS Agricultural Economic Report No. AER812. 77 pp, July 2002

8 Hoppe, Robert; and Banker, David (2002) *Farm Structure Overview*, USDA ERS Briefing paper.

9 Alcorn State University (2002) *Small Farm Outreach Training & Technical Assistance Project*



From the President



Sometimes the little things are really the big things.

A trip to the farmers market may seem like a little thing. To a child, a trip through the vendor's stands, the chance to meet a real farmer, and the fun activities associated with the farmers' market may seem like a big adventure. To a mother, the opportunity to buy fresh produce for her family may be a big event. And, for limited resource farmers, the ability to increase incomes by developing a market-based relationship with urban consumers is a big opportunity.

That is what the Farmers' Market Nutrition program is all about. This Impact Report for 2002 demonstrates that the modest funding that helps WIC recipients purchase fresh produce at farmers' markets is indeed making some big changes.

Many of us have known for years that farmers' markets are more than simply a collection of vendors. A farmers' market is a place for the community to gather, to socialize, to learn about good food and how it is grown, to understand the seasonality of fruits and vegetables, and to meet the farmers. A thriving market is a community of producers and a connection with consumers. The WIC Farmers' Market Nutrition Program is a tool that helps limited resource consumers and producers build that community.

The concept of farmers and consumers getting together in one place sharing something as important as the food we eat cultivates understanding and appreciation between the rural and urban sectors of society.

The survey data on pages 8 and 9 demonstrate that WIC FMNP recipients clearly agree the fresh fruits and vegetables from the farmers' market are better than at their local grocery stores. Because of the WIC FMNP they learned new ways to prepare food, ate more produce, plan to eat more fresh produce year round and will continue to shop at the farmers' market even without the WIC FMNP coupons. Strong evidence the WIC Farmers Market Nutrition Program is changing lifestyles for the better.

“A farmers’ market is a place for the community to gather, to socialize, to learn about good food and how it is grown, to understand the seasonality of fruits and vegetables, and to meet the farmers. A thriving market is a community of producers and a connection with consumers. The WIC Farmers’ Market Nutrition Program is a tool that helps limited resource consumers and producers build that community.”

Don Wambles
President
NAFMNP

“These programs give Missourians an excellent opportunity to taste the best of Missouri agriculture, while experiencing the value of eating healthfully.”

Bob Holden, Governor
State of Missouri

2002 WIC Farmers' Market Nutrition Program

State Agency	Farmers	Farmers' Markets	Farm or Roadside Stands	Coupon Value Issued	Coupon Value Redeemed	Redemption Rate
Alabama	353	8	0	236,420	\$172,824	73%
Alaska	84	12	21	322,960	\$129,974	40%
Arizona *	45	12	0	147,860	\$71,454	48%
Arkansas	192	17	0	145,980	\$68,876	47%
California	2,800	243	0	4,946,700	\$2,427,199	49%
Chickasaw Tribe, OK	63	4	11	77,040	\$51,470	67%
Connecticut	124	56	0	793,770	\$470,566	59%
District of Columbia	23	8	0	312,925	\$245,267	78%
Five Sandoval *	26	7	0	4,040	\$1,180	29%
Florida	145	30	1	411,144	\$210,677	51%
Georgia	55	4	0	175,980	\$115,046	65%
Guam	17	4	0	94,520	\$75,000	79%
Illinois	251	30	0	828,727	\$363,060	44%
Indiana	357	33	0	484,326	\$259,845	54%
Iowa	671	85	0	1,179,332	\$688,214	58%
Kentucky	377	37	0	346,242	\$155,250	45%
Maine	227	50	88	163,445	\$79,545	49%
Maryland	300	66	0	377,340	\$213,383	57%
Massachusetts	247	87	0	1,176,160	\$593,787	50%
Michigan	592	62	58	672,896	\$611,225	91%
Minnesota	347	35	0	816,420	\$457,028	56%
MS Choctaw	24	8	0	21,040	\$12,518	59%
Mississippi	35	5	1	103,362	\$62,922	61%
Missouri	155	21	3	542,790	\$219,406	40%
Montana *	158	11	0	112,760	\$51,189	45%
New Jersey	127	35	95	535,131	\$494,461	92%
New Hampshire	126	35	0	286,316	\$120,346	42%
New Mexico	687	26	0	368,660	\$222,802	60%
New York	823	275	0	7,759,420	\$3,901,325	50%
Ohio	191	53	82	390,618	\$258,090	66%
Oregon	516	55	0	351,280	\$241,866	69%
Osage Tribe, OK	8	2	1	22,560	\$21,243	94%
Pennsylvania	625	156	469	4,770,940	\$3,150,477	66%
Pueblo of S.Felipe	40	4	0	7,766	\$4,110	53%
Puerto Rico *	150	38	0	1,250,320	\$1,156,230	92%
Rhode Island	47	15	0	343,399	\$166,183	48%
South Carolina	72	25	0	166,680	\$93,940	56%
Tennessee	47	9	18	173,760	\$82,496	47%
Texas	602	47	0	3,287,130	\$1,749,834	53%
Vermont	212	39	0	111,290	\$76,082	68%
West Virginia	215	19	12	133,560	\$92,305	69%
Washington	353	26	0	561,536	\$366,249	65%
Wisconsin	667	117	53	1,179,040	\$804,899	68%
National Totals	13,176	1,911	913	36,193,585	\$20,809,843	57%

* New FMNP State Agency FY 2002

“We don’t have a lot of money and when we do, all that’s available to buy are high sugar, high fat snacks. This [WIC Farmers’ Market Nutrition Program] was a very healthy experience for my kids, as well as myself. They got better food and had fun!”

WIC client, Eatonville, WA

WIC Farmers’ Market Nutrition Program Fiscal Year 2002 - Recipient Data

State Agency	PROFILE OF WIC RECIPIENTS						PROFILE OF NON-WIC RECIPIENTS					TOTAL FMNP RECIPIENTS
	Pregnant Women	Brst-feeding Women	P-partum Women	Total Women	Infants	Children	Total WIC	Children	Elders	Other	Total Non-WIC	
	Alabama	3,214	0	0	3,214	0	8,607	11,821	0	0	0	
Alaska	2,350	1,568	770	4,688	1,353	10,107	16,148	0	0	0	0	16,148
Arizona *	554	541	735	1,830	0	3,837	5,667	0	1,726	0	1,726	7,393
Arkansas	1,178	1,304	3,586	6,068	0	8,530	14,598	0	0	0	0	14,598
California	90,808	50,869	39,997	181,674	0	312,392	494,066	0	0	0	0	494,066
Chickasaw Tribe, OK	311	108	277	696	283	1,728	2,707	0	102	127	229	2,936
Connecticut	5,608	2,146	4,164	11,918	0	34,262	46,180	0	6,773	0	6,773	52,953
District of Columbia	2,060	840	1,241	4,141	0	7,022	11,163	0	0	0	0	11,163
Five Sandoval *	17	25	16	58	0	144	202	0	0	0	0	202
Florida	4,659	1,649	2,597	8,905	193	16,597	25,695	0	0	0	0	25,695
Georgia	1,992	590	1,089	3,671	0	5,016	8,687	0	0	0	0	8,687
Guam	587	259	409	1,255	0	3,463	4,718	0	0	8	8	4,726
Illinois	8,978	2,693	4,938	16,609	0	28,282	44,891	0	0	0	0	44,891
Indiana	4,403	1,606	2,606	8,615	4,103	14,369	27,087	0	0	0	0	27,087
Iowa	6,331	2,506	4,352	13,189	6,651	30,050	49,890	0	0	0	0	49,890
Kentucky	3,188	425	1,743	5,356	971	11,290	17,617	0	0	0	0	17,617
Maine	1,947	734	1,339	4,020	941	8,806	13,767	0	0	0	0	13,767
Massachusetts	13,507	4,925	4,584	23,016	3,029	62,771	88,816	0	12,770	12,530	25,300	114,116
Maryland	3,296	2,198	1,649	7,143	8,236	12,355	27,734	0	0	0	0	27,734
Michigan	3,432	2,532	4,131	10,095	500	22,724	33,319	40	0	0	40	33,359
Minnesota	8,561	3,614	4,161	16,336	9,892	26,853	53,081	0	0	0	0	53,081
MS Choctaw	68	4	17	89	83	244	416	6	313	105	424	840
Mississippi	1,326	441	888	2,655	0	4,728	7,383	0	0	0	0	7,383
Missouri	4,621	1,699	3,183	9,503	4,650	16,002	30,155	0	0	0	0	30,155
Montana *	837	635	429	1,901	0	3,477	5,378	0	0	0	0	5,378
New Hampshire	1,813	766	1,281	3,860	0	8,427	12,287	732	0	531	1,263	13,550
New Jersey	0	7,000	0	7,000	0	25,492	32,492	0	2,388	0	2,388	34,880
New Mexico	3,150	1,652	1,260	6,062	0	12,371	18,433	0	0	0	0	18,433
New York	82,467	18,283	9,060	109,810	96,440	185,623	391,873	0	80,264	0	80,264	472,137
Ohio	3,173	1,157	2,149	6,479	0	15,125	21,604	0	0	0	0	21,604
Oregon	1,959	1,613	693	4,265	3,297	10,002	17,564	0	0	0	0	17,564
Osage Tribe, OK	130	21	100	251	62	815	1,128	0	0	0	0	1,128
Pennsylvania	20,325	7,331	21,671	49,327	0	92,221	141,548	0	97,000	0	97,000	238,548
Pueblo of S.Felipe	16	22	8	46	47	196	289	0	0	0	0	289
Puerto Rico *	8,856	1,632	1,165	11,653	6,387	44,476	62,516	0	0	0	0	62,516
Rhode Island	2,614	688	1,448	4,750	2,370	10,540	17,660	0	0	0	0	17,660
South Carolina	1,473	468	992	2,933	0	5,369	8,302	0	0	0	0	8,302
Tennessee	1,639	452	1,100	3,191	0	5,497	8,688	0	721	0	721	9,409
Texas	40,195	15,802	23,883	79,880	0	154,915	234,795	0	0	0	0	234,795
Vermont	313	253	232	798	493	2,395	3,686	536	391	714	1,641	5,327
Washington	4,918	3,390	2,499	10,807	4,084	24,402	39,293	0	0	0	0	39,293
West Virginia	1,147	286	758	2,191	2,175	4,734	9,100	0	0	0	0	9,100
Wisconsin	13,893	4,655	6,981	25,529	26,400	48,009	99,938	0	0	0	0	99,938
TOTALS	361,914	149,382	164,181	675,477	182,640	1,304,265	2,162,382	1,314	202,448	14,015	217,777	2,380,159

* New FMNP State Agency FY2002

“The WIC Farmers’ Market Nutrition Program promotes health eating, educates high-risk families on nutrition and prevention of chronic disease and promotes Washington-grown produces and supports small farmers.”

Washington State
Children’s Alliance Policy Paper

HOW DOES THE FMNP AFFECT RECIPIENTS? Exactly 24,800 participants in thirty of the FMNPs responded to survey questions asking them to evaluate the program after they had taken their coupons to a farmers’ market.

FMNP recipients surveyed say that:	U.S.	AL	AK	AR	CA	Chick-asaw Nation	CT	FL	GA	Guam	IL	IA	KY	ME	MD	MA
2002 was the first year they received FMNP coupons	42%	49%	52%	49%	18%	38%	38%	54%	58%	43%	59%	35%	48%	37%	49%	40%
They had never been to a farmers’ market before taking part in the FMNP	42%	52%	51%	59%	17%	35%	42%	53%	49%	43%	64%	36%	63%	36%	47%	60%
Produce quality at markets was as good or better than at their local grocery stores	94%	96%	98%	96%	93%	97%	97%	92%	89%	95%	95%	96%		94%	90%	94%
They learned a new way to prepare fresh fruits and vegetables	53%	56%	48%	48%	95%	63%	52%	44%	45%	82%	41%	51%		42%	51%	46%
They learned a new way to store produce to prevent spoilage	47%	56%	36%	41%	80%	57%	52%	51%	41%	74%	38%	45%		27%	45%	44%
They bought a fruit or vegetable that they had never tried before	49%	49%	48%	53%	91%	45%	55%	49%	52%	70%	41%	56%		40%	39%	34%
They ate more fresh produce last summer than usual	73%	86%	74%	77%	79%	85%	80%	76%	71%	80%	76%	77%	84%	64%	76%	68%
They spent money at the market in addition to their FMNP coupons	54%	58%	53%	59%	65%	46%	53%	41%	51%	39%	35%	47%		65%	57%	56%
They will continue to shop at farmers’ markets, even without coupons	73%	80%	69%	61%	91%	80%	75%	66%	67%	81%	63%	76%	72%	69%	70%	64%
They plan to eat more fresh produce all year round	79%	90%	57%	89%	96%	93%	88%	83%	79%	93%	74%	77%	79%	72%	83%	72%

“Farmers markets have seen a tremendous growth in their customer base, thanks to the Farmers’ Market Nutrition Program. It has made fresh, locally grown produce affordable to young, low-income families and seniors by issuing them coupons to shop at farmers’ markets. Once these families and seniors experience a farmers’ market, they often become regular shoppers at their local farmers’ markets.”

Diane Eggert,
Executive Director of the Farmers’ Market Federation of New York

Blanks indicate that impact survey data is not available for that question

FMNP recipients surveyed say that:	MN	MS	MS Choc-taws	NH	NJ	NM	OH	OR	Osage Tribal Council	RI	SC	TN	VT	WV	WI
2002 was the first year they received FMNP coupons	41%	31%		37%	42%	41%	44%	48%		40%	70%	67%	34%	63%	45%
They had never been to a farmers’ market before taking part in the FMNP	34%	38%	67%	43%	37%	63%	44%	52%	30%	40%	57%	56%	25%	48%	40%
Produce quality at markets was as good or better than at their local grocery stores	97%	87%	81%	87%	98%	95%	94%	97%	99%	90%	98%	94%	98%		93%
They learned a new way to prepare fresh fruits and vegetables	44%	55%	48%	48%	61%	60%	54%	49%	75%	53%	43%	41%	59%	51%	45%
They learned a new way to store produce to prevent spoilage	47%	56%	51%	35%	56%	55%	46%	46%	80%	53%	53%	38%	44%	54%	41%
They bought a fruit or vegetable that they had never tried before	50%	49%	8%	42%	49%	51%	44%	60%	44%	55%	42%	39%	52%	39%	49%
They ate more fresh produce last summer than usual	76%	75%	59%	65%	77%	81%	76%	74%	63%	66%	72%	67%	75%	75%	65%
They spent money at the market in addition to their FMNP coupons	65%	48%	24%	47%	62%	52%	62%	60%	82%	40%	24%	48%		54%	58%
They will continue to shop at farmers’ markets, even without coupons	78%	74%	67%	61%	80%	73%	77%	66%	70%	55%	91%	63%	72%	70%	70%
They plan to eat more fresh produce all year round	73%	93%	71%	69%	87%	85%	84%	73%	63%	76%	85%	76%	76%	85%	77%

It's a great program — it has brought lots of new customers to the farmers' market," he said. "The coupons are good for the people who receive them, too, because it teaches them to be more selective and to buy more nutritional foods for their families."

Michigan Farmers Market Vendor

WHAT IS THE IMPACT ON FARMERS?

2,561 (over 19%) of the participating farmers responded to surveys asking how the FMNP affected them.

Farmers participating in 2002 told us	U.S.	AL	AK	AZ	AR	CA	Chickasaw Nation	CT	FL	GA	Guam	KY	IL
2002 was the first year they took part in FMNP	15%	0%	39%	100%	15%	6%	26%	11%	16%	83%	33%	24%	26%
FMNP increased their farmers' market sales	87%	86%	92%	93%	81%	83%	85%	87%	92%	55%	83%	93%	89%
FMNP customers continue to shop at the markets, even after they run out of coupons	47%	55%	62%	57%	28%	92%	50%	40%	48%	30%	58%	34%	33%
They would recommend the FMNP to other farmers in their area	93%	96%	100%	93%	91%	99%	100%	89%	99%	68%	88%	96%	88%
FMNP changed their farming or marketing practices in one or more of the following ways:	64%	62%	62%	79%	42%	92%	90%	81%	63%				
They got more active in farmers' market organization or operation	27%	65%	15%	43%	40%	4%	55%	28%	37%	25%	20%	50%	20%
They are increasing fruit or vegetable production	44%	55%	54%	71%	35%	64%	70%	34%	63%	28%	36%	58%	36%
They are growing a wider variety of fruits or vegetables to sell at farmers' markets	47%	63%	46%	79%	42%	78%	55%	62%	61%	28%	47%	61%	47%
They increased the number of hours and/or days that they sell at farmers' markets	22%	46%	8%	21%	28%	45%	45%	28%	35%	25%	14%	58%	14%
They improved their display signs to help market shoppers identify food types or prices	33%	44%	46%	36%	40%	61%	60%	38%	47%	25%	27%	38%	27%
They offer more nutrition education to market customers, e.g. recipes, product samples advice on how to select, prepare or store fresh produce	38%	44%	46%	50%	47%	42%	60%	57%	44%	18%	34%	53%	34%

Blanks indicate that compatible survey data were not available for that question.

“As more Iowa farmers look to diversify their crop base, the expanding market for locally grown produce offers farmers a built-in opportunity to sell fresh fruits and vegetables at increasingly popular farmer-run produce markets. Expanded farmers’ markets are on the rise to meet growing consumer demand. I encourage Iowa farmers to tap into this opportunity, expand their income base and provide fresh, nutritious, homegrown produce to local consumers.”

U.S. Sen. Charles Grassley, Iowa

Farmers participating in 2002 told us	IA	ME	MD	MS	MS Choctaw	NH	NM	NY	OR	RI	SC	VT	WV
2002 was the first year they took part in FMNP	16%	22%	7%	13%	14%	18%	10%		5%	6%	13%	11%	47%
FMNP increased their farmers' market sales	88%	79%	81%	88%	86%	92%	99%		85%	94%	96%	89%	94%
FMNP customers continue to shop at the markets even after they run out of coupons	37%	36%	34%	38%	60%	99%	60%		33%	38%	83%	35%	47%
They would recommend the FMNP to other farmers in their area	90%	93%	72%	88%		99%	99%		90%	94%		96%	100%
FMNP changed their farming or marketing practices in one or more of the following ways:	44%	90%	41%		86%	88%			71%	88%	100%	48%	
They got more active in farmers' market organization or operation	1%	15%	11%	50%	29%	27%	85%	23%	11%	25%	37%	18%	25%
They are increasing fruit or vegetable production	35%	26%	10%	75%	43%	49%	99%	34%	25%	44%	60%	22%	58%
They are growing a wider variety of fruits or vegetables to sell at farmers' markets	39%	26%	22%	63%	43%	41%	91%	41%	23%	44%	46%	19%	47%
They increased the number of of hours and/or days that they sell at farmers' markets	14%	5%	8%	50%	21%	19%	21%	12%	9%	13%	37%	11%	25%
They improved their display signs to help market shoppers identify food types or prices	23%	23%	8%	50%	0%	27%	32%	38%	23%	38%	34%	26%	39%
They offer more nutrition education to market customers, e.g. recipes, product samples advice on how to select, prepare or store fresh produce	29%	33%	25%	63%	0%	20%	60%	39%	24%	63%	46%	28%	31%

Blanks indicate that compatible survey data were not available for that question.

The National Association of Farmers' Market Nutrition Programs (NAFMNP), founded in 1992, is a non-profit association of individuals, public agencies, and private organizations that administer and share the goals of the FMNP. For questions concerning this report or information on starting in your state, please contact:

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