



Greenmarket/GrowNYC Healthy Exchange Project 2015 Highlights



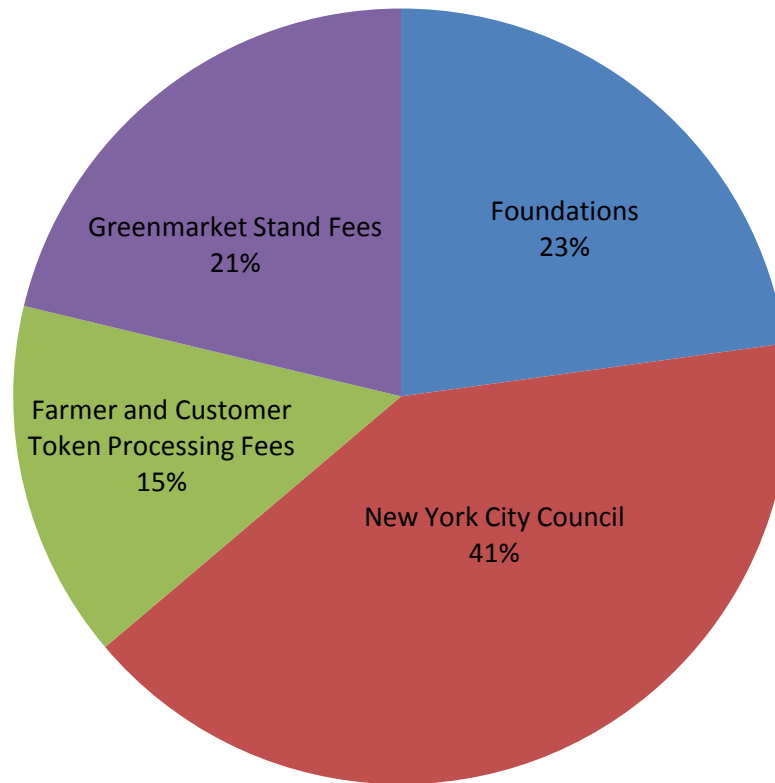
Project Description

GrowNYC's Healthy Exchange Project provides the framework for making healthy, regional food accessible to all New Yorkers by overseeing GrowNYC's work to promote and accept SNAP (Supplemental Nutrition Assistance Program) , Health Bucks, the Farmers Market Nutrition Program (FMNP) Checks, WIC Vegetable and Fruit Checks, Greenmarket Bucks and the Greenmarket Seniors project



2015 Project Funding

Project Funding Sources



2015 Accomplishments



Token Sales

- SNAP sales totaled over \$918K, an increase from \$894K in 2014
- Debit-Credit Sales totaled over \$973K, an increase from \$837K in 2014

Health Bucks

- Greenmarket distributed over \$298K in Health Bucks as SNAP incentive
- Wholesome Wave's Fruit and Vegetable Prescription Program (FVRx) contributed an additional \$60K in Health Bucks sales at the Elmhurst Hospital and Jackson Heights Greenmarkets

WIC +

- WIC + brought a combined \$15K in WIC Vegetable and Fruit check and incentive sales to the Corona and Elmhurst Greenmarkets
- We are currently looking to secure 2016 funding for WIC +

Greenmarket Seniors

- Senior project growing – 33 senior tours this year (aiming for 70 next year)
- Partnered with Emblem Health to complete 7 presentations and cooking demonstrations in senior centers

2015 Accomplishments



SNAP Screenings

- Greenmarket worked with New York City Coalition Against Hunger, Met Council, SEEDCO, and the Food Bank for NYC to have regular SNAP Screenings in 15 Greenmarkets
- Combined they completed over 600 screenings at Greenmarkets in 2016

MarketLink

- MarketLink is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP) that assists farmers and markets with accepting SNAP and other electronic payments
- Founded in 2013 in partnership with the United States Department of Agriculture, MarketLink has helped more than 3,000 farmers and markets accept electronic payments - including more than \$1m in SNAP sales
- Greenmarket and Youthmarket received a combined 32 iPads and iPhones and 3 year data packages for each device for free from MarketLink, a \$95,000 value
- MarketLink funding is available for both farmers and farmers markets in 2016

Consulting

- Healthy Exchange Project Staff worked with the Jersey City Department of Health and Human Services to consult for 3 Jersey City farmers markets – helping them to set up and launch a SNAP program in their markets

Partnership with the NYC Department of Health: SNAP and Health Bucks

- Health Bucks are a fresh produce purchase incentive from the NYC Department of Health and Mental Hygiene
- SNAP customers receive one \$2 Health Buck when swipe \$5 in food stamp money (40% increase in buying power)
- Significant revenue stream for regional farmers
- Greenmarket distributed over \$298,000 in Health Bucks in 51 Greenmarkets from July-November 2015

Buy farm-fresh fruits and vegetables!

Spend \$5 on Gasta

Get \$2 on Recibe

NEW YORK STATE BENEFIT

Farmers' Market Health Bucks

\$2

MORE MAS

¡Compra frutas y vegetales frescos de la granja!

NYC Health

Improving Health and Nutrition for NYC Communities—NYC Department of Health and Mental Hygiene Stellar Farmer's Markets and Come See What's Cookin' KIDS!

Stellar Farmer's Markets

- Comprehensive nutrition education and cooking workshops
- Includes topics such as healthy eating, food resource management, food safety and tips on saving money when shopping
- In 2015 Stellar Markets reached 25,917 Greenmarket shoppers via nutrition demonstrations



Come See What's Cookin' KIDS!

- Provides FREE food-based activities for children 6 and under at 3 Greenmarket locations
- Classes encourage children to eat more fresh fruits and vegetables by engaging them in a variety of hands-on activities
- In 2015 Come See What's Cookin' Kids! had a total of 4,994 participants.



Improving Health and Nutrition for NYC Communities—Greenmarket “Affordable Eats” and Cornell Cooperative Extension



Greenmarket “Affordable Eats”

- Every Monday at the Union Square Greenmarket GrowNYC hosts a cooking demonstration that shows customers how to feed a family of four for less than \$5 per person
- Ingredients are sourced directly from the market and displayed by producer and actual cost so that shoppers can replicate the meal at home

Cornell Cooperative Extension

- Staff and volunteers from Cornell Cooperative Extension’s Farmers Market Nutrition Education Program perform cooking demonstrations at Greenmarkets using seasonal ingredients
- Encourages consumption of locally-grown fruits and vegetables and promotes proper use of FMNP checks
- In 2015, Cornell served five Greenmarkets, completing 239 nutrition classes with 16,757 participants

SNAP Ad Campaign: Newspapers

Greenmarket advertised the SNAP program in the following publications in 2015:

- El Diario
 - Metro
 - AM New York
 - Daily News
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- English and Spanish
 - Targeted ads run July through October



SNAP Ad Campaign: Community Outreach and Bodega Posters

- Greenmarket staff cultivated community partnerships
 - Outreach campaign in Spanish, Polish, Arabic, Traditional Chinese, Russian and Yiddish languages
- 50 bodega posters placed outside of bodegas near markets with a large percent of the population receiving SNAP
 - English and Spanish versions posted

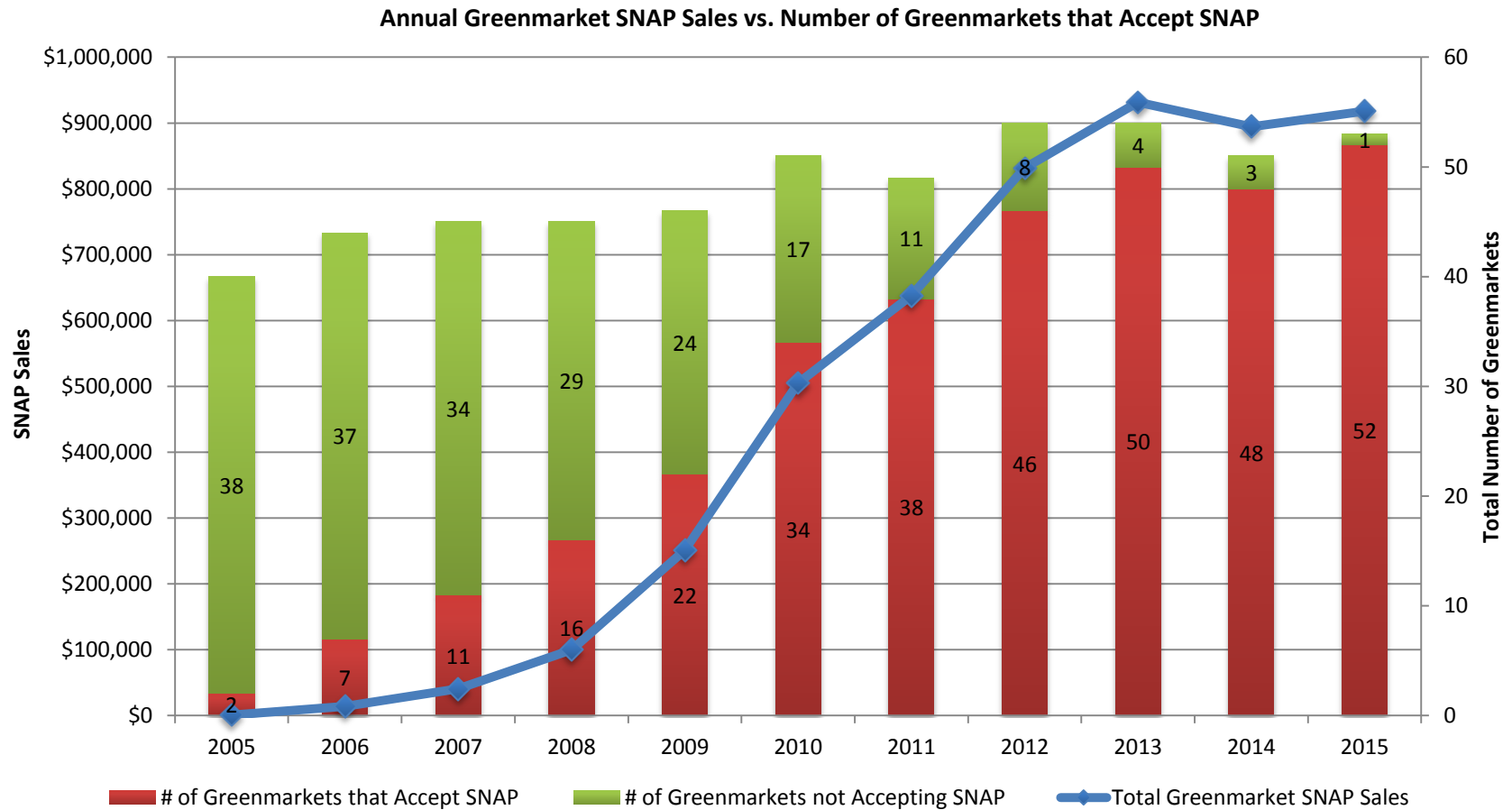


Greenmarket Seniors

- Established in the fall of 2012, Greenmarket Seniors aims to improve nutrition, enhance social interaction, and benefit the overall physical and emotional health of New York City's older adults through interactive, educational tours of farmers markets
- During market tours, seniors are provided with an orientation around the types of benefits accepted in the market including SNAP, Health Bucks, and the Farmers Market Nutrition Program (FMNP)
- In 2015 Greenmarket led 33 senior tours with approximately 650 participants; Greenmarket aims to lead 70 tours and presentations in 2016

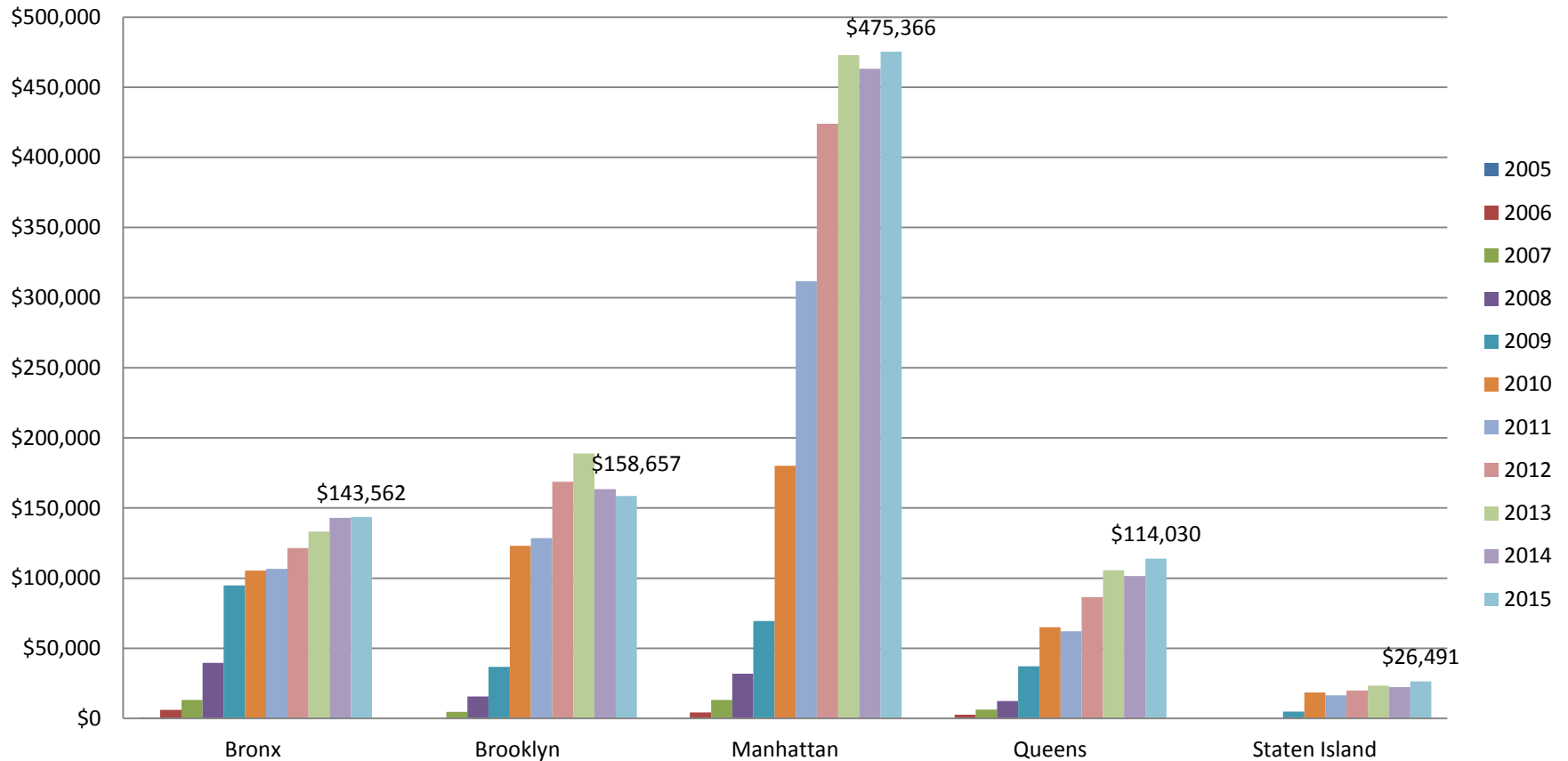


Healthy Exchange Project Statistics



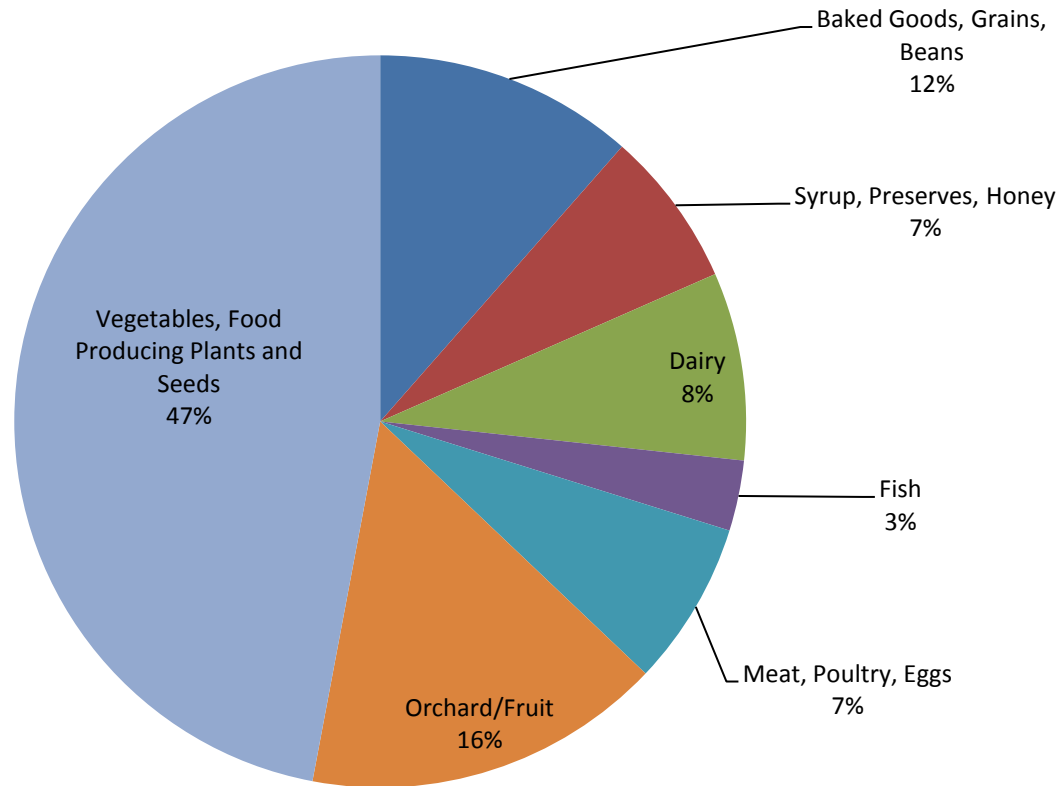
Healthy Exchange Project Statistics

Greenmarket SNAP Sales History by Borough



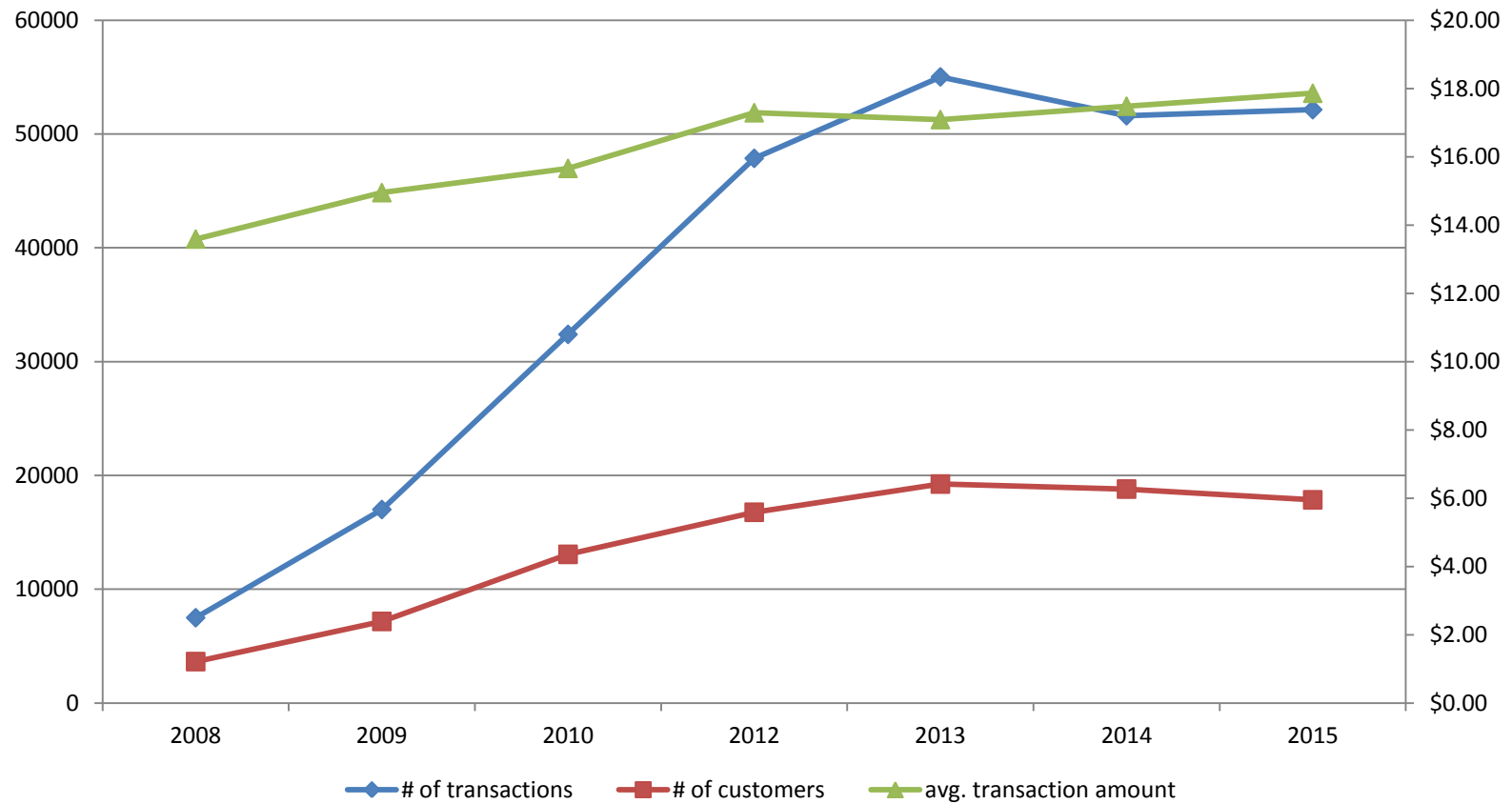
Healthy Exchange Project Statistics

How Customers Spent their SNAP Benefits in 2015



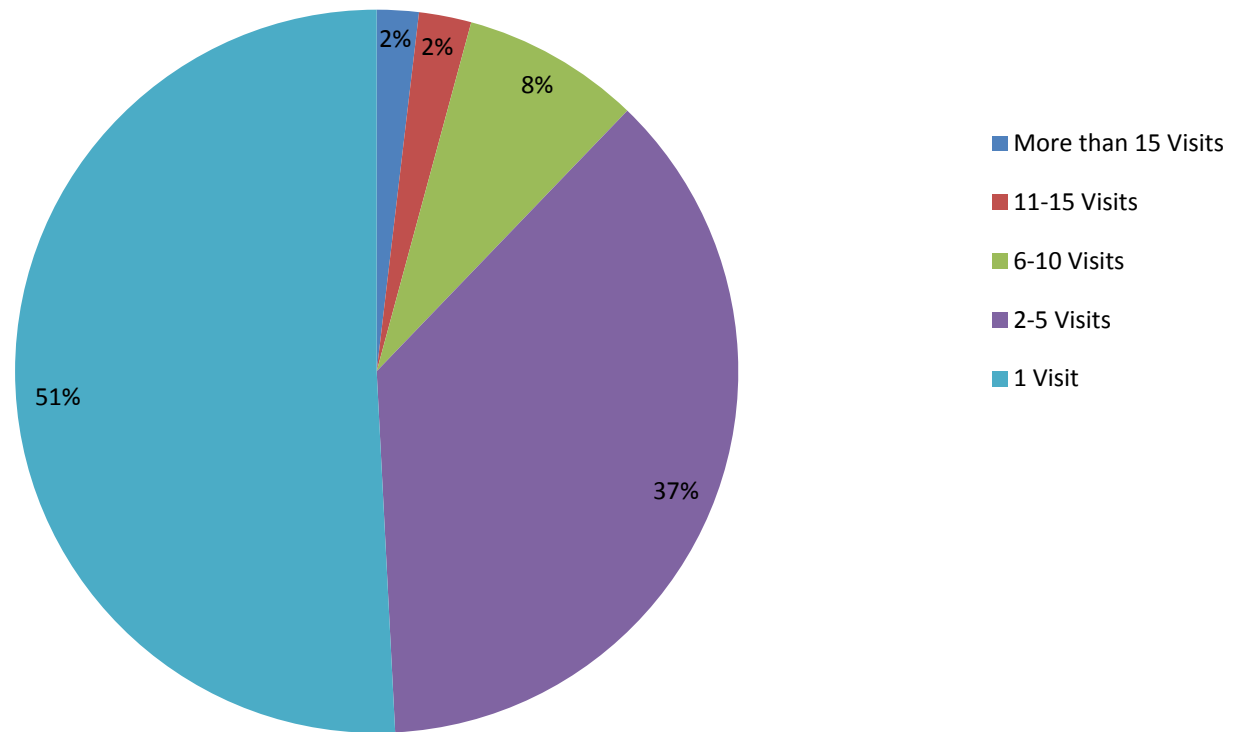
Healthy Exchange Project Statistics

SNAP Customer Transaction History



Healthy Exchange Project Statistics

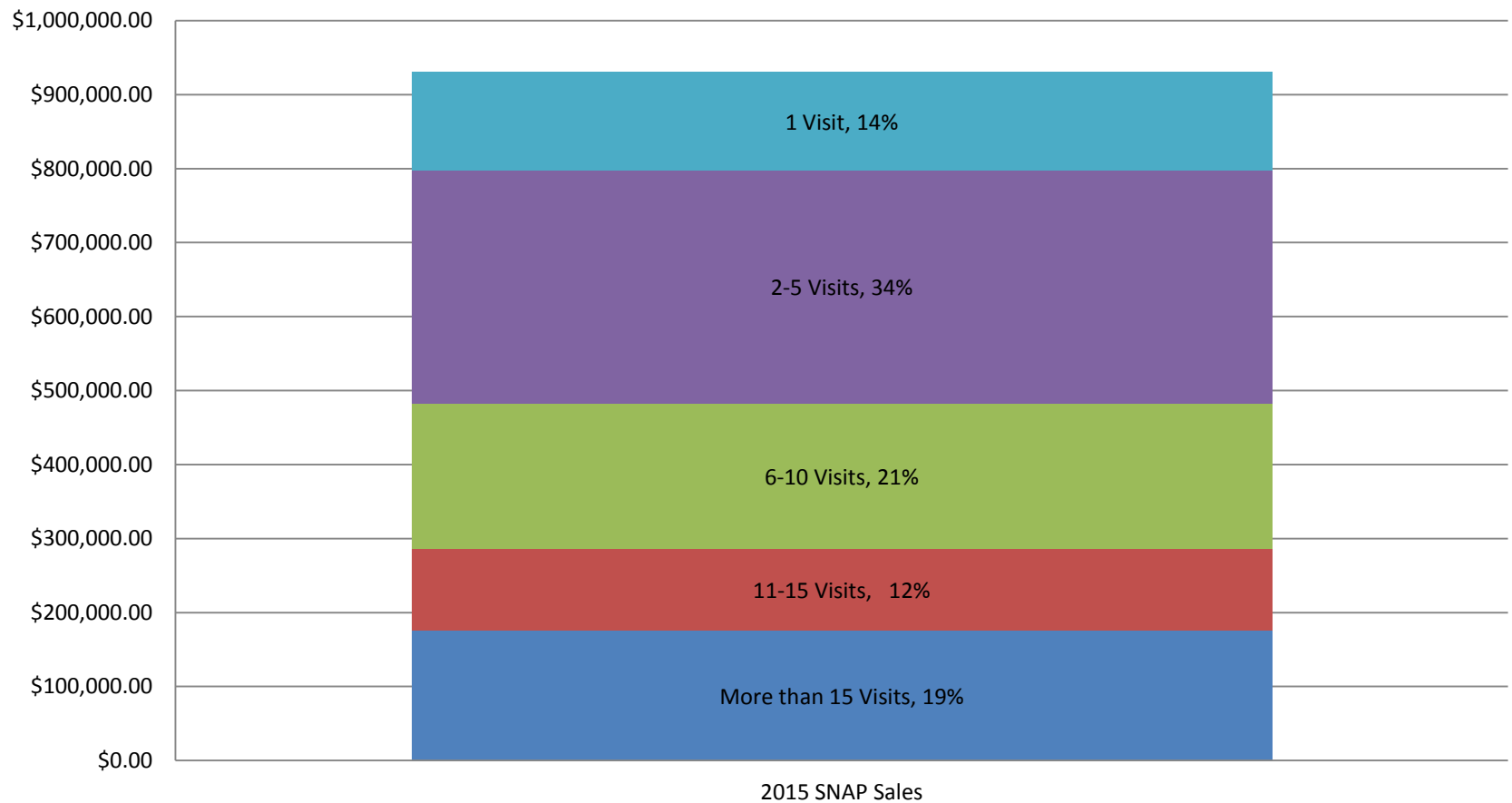
2015 Number of SNAP Shopper Visits



Healthy Exchange Project Statistics

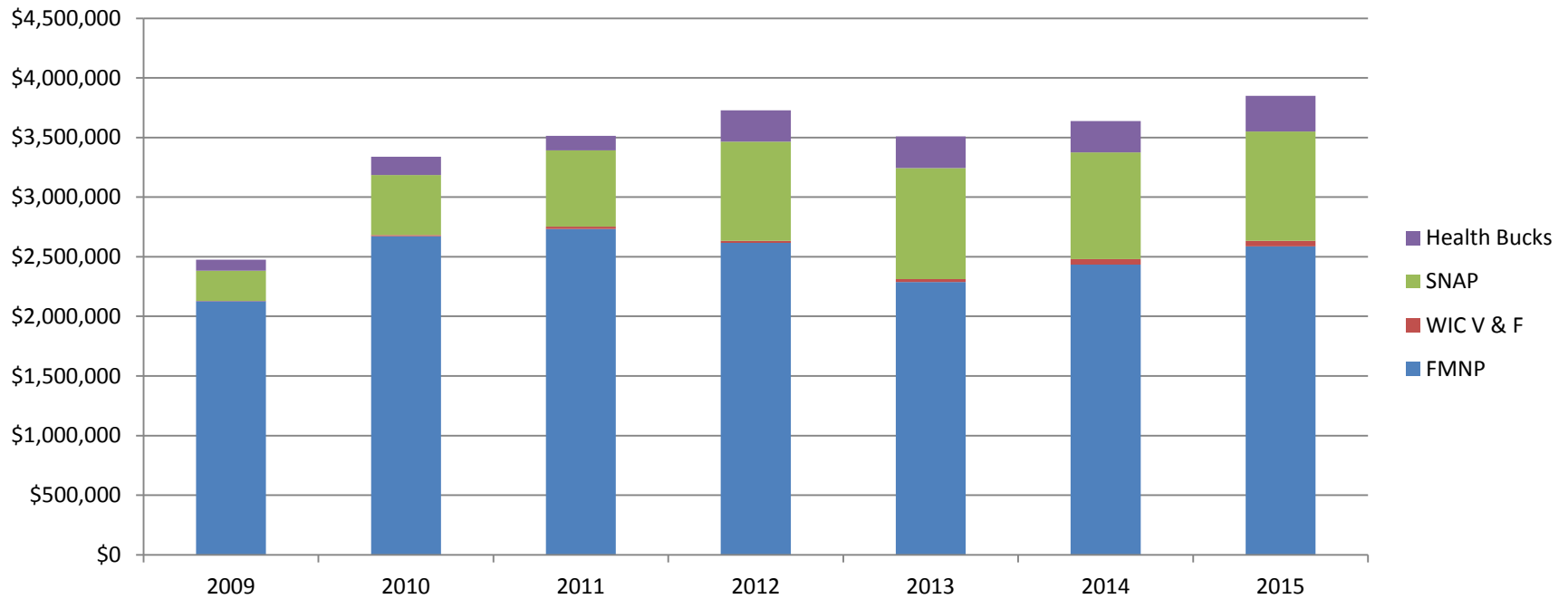
12% of SNAP customers contributed to over 50% of total SNAP sales in 2015—Frequent and Loyal Shoppers are Important!

2015 Number of Customer Visits as a Percentage Contribution to SNAP Sales



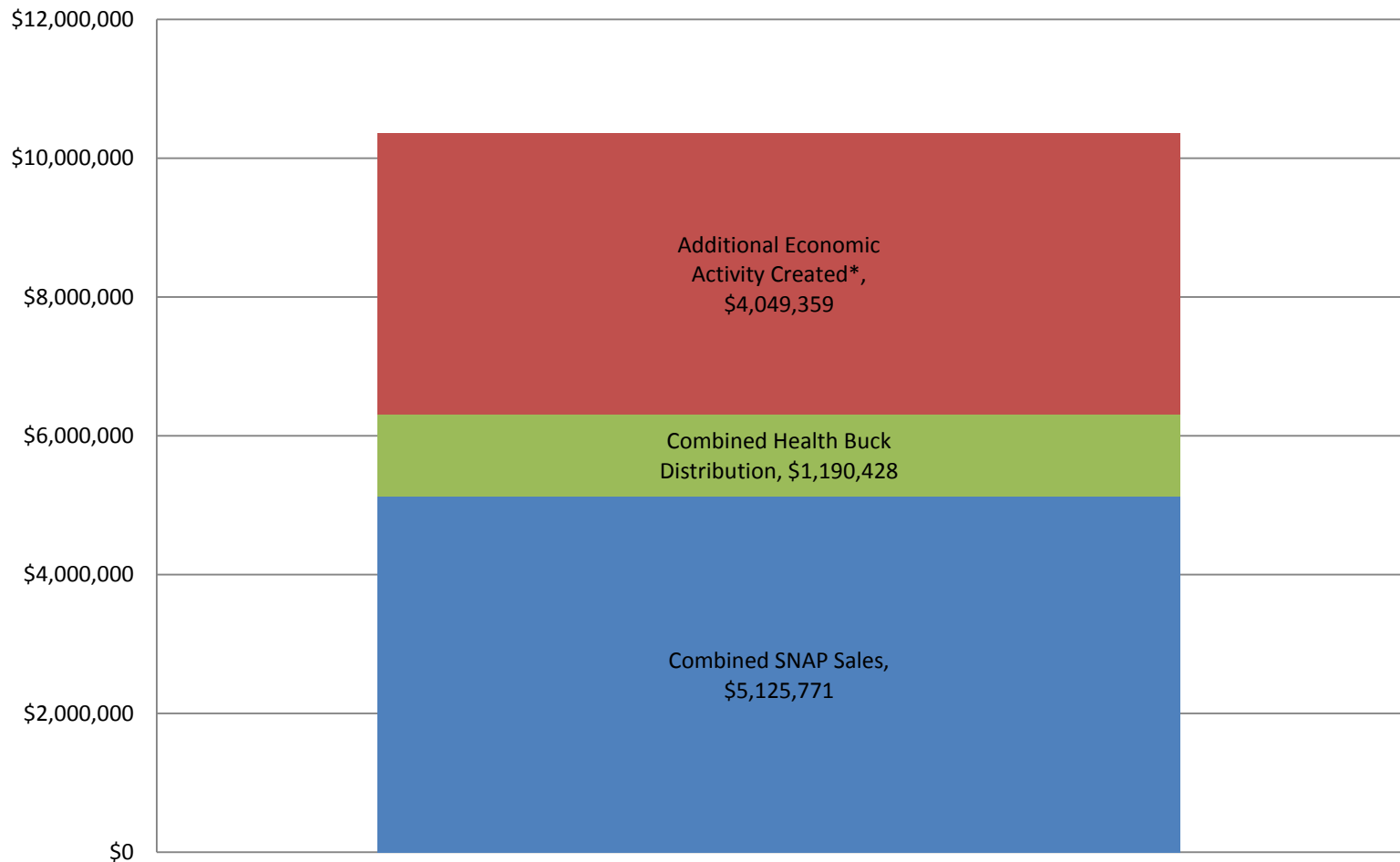
Healthy Exchange Project Statistics

Federal Benefits Spent in Greenmarkets Since 2009



Healthy Exchange Project Statistics

SNAP in Greenmarkets Project Impact Since 2005



*The U.S. Department of Agriculture estimates that for every dollar spent on SNAP, \$1.79 in economic activity is generated, mostly in local communities.