

SNAP Outreach at GrowNYC Greenmarkets

Program Sneak Preview

If you want to help alleviate food insecurity and poverty in NYC, then this is the volunteer opportunity for you! To supplement educational efforts for target communities, Met Council continues its collaboration with New York City partners Grow NYC, Hunger Free NYC and the Food Bank for NYC, to conduct outreach at local farmers' markets. Presence at farmers' markets is an important point of access to inform eligible individuals about SNAP and provide them with pre-screenings onsite. We aim to reach individuals and families who are eligible for the Supplemental Nutritional Assistance Program or SNAP (formerly known as Food Stamps) benefits, but are unaware. This summer, you can help us engage customers at Greenmarkets across the city and inform the general public about SNAP eligibility and Met Council services. Volunteer roles will include tabling with flyers, canvassing throughout the market, and pre-screen potential clients using our web app.

Greenmarket Organization Information

Greenmarket is a program of GrowNYC, a NYC-based non-profit organization. The mission of Greenmarket is to promote regional agriculture and ensure a continuing supply of fresh local produce for all New Yorkers. Greenmarket supports farmers and preserves farmland for the future by providing regional, small family farmers with opportunities to sell their fruits, vegetables and other farm products to New Yorkers. Greenmarket has established a national model for accepting SNAP in farmers markets, which has greatly expanded food access in New York City. GrowNYC considers SNAP screenings in Greenmarkets an important community service that raises awareness about the SNAP program, helps New Yorkers in need, and increases farmer revenue.

Impact

This program targets hard-to-reach groups that are eligible but not enrolled in SNAP help to inform members of the community about SNAP eligibility and benefits. Increased access to public benefits such as SNAP can be a powerful tool to combating hunger and poverty in New York City. Greenmarkets also present an ideal venue to help increase low-income New Yorkers' access to fresh produce.

Clients Served

700,000 New Yorkers are eligible for the SNAP benefit but only about 60% of eligible individuals and families are enrolled in NYC. Through printed materials and outreach, Met Council's volunteers and enrollment specialists make eligibility rules easier to understand, clear up myths that surround the program, and encourage those eligible for benefits to submit an application.

Volunteer Qualifications

Age: 18 and older

Group or individual: Suitable for groups or individual volunteers

Commitment: 90-min orientation plus 3-hour outreach

Time and Location: Weekly Opportunities
Brooklyn, Bronx, Manhattan, and Queens
May – October, annually

Contact Information: volunteer@metcouncil.org or 212-453-9675

