



**Nutrition  
Incentive Hub**

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## **Beyond SNAP: Incentives for WIC Farmers Market Nutrition Program**

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Resource Prepared by Farmers Market Coalition

April 2021

This work is supported by Gus Schumacher Nutrition Incentive Program grant no. 2019-70030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.



## About this Practitioner Paper

Authored by experts in the fields of farm direct operations, farmers market management, and nutrition incentive administration, this series of practitioner papers supports operators as they expand their own incentive programs. Each paper strives to meet at the crossroads of research and data in the fields of nutrition, agriculture and economy, and the on-the-ground experiences of practitioners in farm direct.

Nutrition incentives encourage customers to shop with farm direct retailers by offering additional value to match money spent at farm direct sites, such as farmers markets, farm stands and Community Supported Agriculture (CSA). In the 2014 Farm Bill, the Food Insecurity Nutrition Incentive program codified the importance of nutrition incentives to the farm direct model. This program was reauthorized and renamed the Gus Schumacher Nutrition Incentive Program in the 2018 Farm Bill, which created federal support for nutrition incentive and produce prescription programs to address the gap in access to healthy foods that many Americans experience. GusNIP reflects the understanding that nutrition incentives play a central role in making farmers markets, CSAs, and farm stands the accessible, equitable, and community-supportive spaces that they must be in order to remain relevant within the broader food system. It also supports the understanding that farm direct operations, in turn, are innovators and incubators of incentive program design.



# Introduction

Nutrition incentive programs utilizing federal funds through GusNIP (USDA NIFA, 2021) have focused on providing additional dollars for the purchase of local fruits and vegetables to individuals and families receiving Supplemental Nutrition Assistance Program benefits. However, the reach of these programs is limited, since those just outside the income requirement at 130% of the federal poverty line do not qualify for SNAP, but may still be food insecure (USDA FNS, 2020). In addition, when SNAP enrollments change, or families move just over the margin of eligibility, those whose SNAP benefits are terminated find themselves unable to access nutrition incentives any longer. This precarious access has a negative effect on food security (Ettinger de Cuba, et al., 2019), and farmers market sales, as markets may struggle to retain repeat customers who have lost access to the incentives that bring them to market. In order to become more accessible and extend their reach, nutrition incentive programs operating in Summit and Cuyahoga Counties in northeast Ohio—as two examples—recognized the potential to move beyond using SNAP eligibility as the sole qualification for nutrition incentives.

As part of this initiative, the two pilot projects were selected to be tested in 2019, both supporting nutrition incentive programs for clients of Women, Infants, and Children Farmers Market Nutrition Program (WIC FMNP) and will be described in this paper. Established in 1992, before nutrition incentives programs were widely used even at farmers markets, WIC FMNP can be considered both a model for federally funded incentives and an obvious partner to markets. The program facilitates a mutually beneficial relationship between farmers markets and women who use WIC benefits by offering an additional \$10-\$30 in supplemental vouchers. WIC FMNP is specifically for use in purchasing fruits and vegetables through farmers markets, yet it represents an underutilized resource for both the women who shop using WIC and for markets themselves (Ball et al., 2018).

The two pilot projects discussed in this paper were conceived and administered separately—one by Countryside in Summit County and the other by



the Ohio State University Extension in Cuyahoga County. The broader goals of the two programs were similar: to transform a one-time, mid- to late-season distribution of incentives into a driver of support to meet the ongoing nutritional needs of WIC recipients and provide incentive toward continued farmers market patronage. Additionally, both programs sought to use these pilot programs to examine two key questions. The first question addressed whether an additional nutrition incentive program for WIC recipients would lead to increased redemption rates for WIC FMNP. The second question addressed whether offering an additional nutrition incentive could also build awareness around their state-wide, SNAP-based incentive program, Produce Perks, and result in increased in SNAP sales.

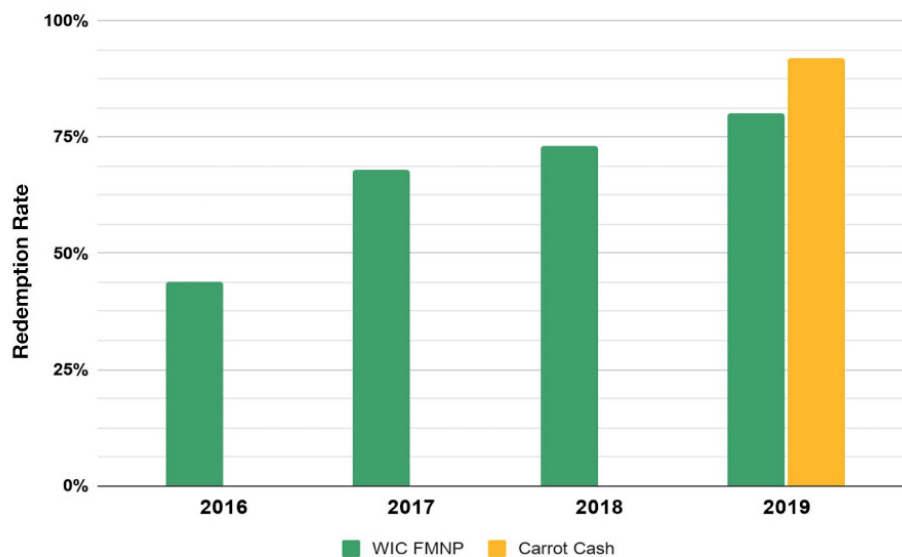
While these programs shared similar goals, the design and implementation varied. Carrot Cash, the WIC incentive pilot in Summit County, was led by farmers market staff and implemented at the customer service booth. The WIC Perks pilot in Cuyahoga County was led by the OSU Extension's Cuyahoga Community Development Educator and the Family and Consumer Sciences Educator using the farmers market as the site for initial engagement with WIC shoppers. The two programs varied in terms of where capacity existed, how often incentives were distributed, and what methods were used for distributing the incentives. The two program models presented will allow incentive program practitioners and farmers markets to identify program elements that may be replicable in their communities. At the end of this paper, the authors offer a series of questions intended to help readers think about whether a similar program model might work for them.

## Carrot Cash in Summit County

Countryside was founded in 1999 as a non-profit partner of Cuyahoga Valley National Park to return the heritage of agriculture to the Cuyahoga River Valley. In 2004, recognizing the need for a viable direct-to-consumer outlet to support small, sustainable farm businesses, they started the first farmers market within a national park. Countryside was authorized to accept SNAP in 2009 and introduced that service with a small nutrition incentive. This small pilot grew to be an

ongoing, and eventually county-wide, incentive called Carrot Cash. In 2017, Countryside joined partners throughout the state as a member of the Ohio Nutrition Incentive Network to merge regional nutrition incentive programs under one program and brand: Produce Perks. Produce Perks receives funding through GusNIP, formerly FINI, and it currently serves as the regional spoke serving four counties through this program.

**Figure 1.** WIC FMNP and Carrot Cash redemption rates in Summit County, 2016-2019



Countryside re-introduced Carrot Cash in 2019 as a WIC incentive. The pilot was built on a longstanding relationship with Summit County WIC that began in 2016, when Countryside partnered with Summit County WIC as they initiated the county's distribution of WIC FMNP. That year, Countryside coordinated one small produce-only market at a WIC clinic, with additional redemption opportunities at two area markets. In this first year, WIC distributed \$4,000 in WIC FMNP vouchers. In 2017, it began distributing vouchers on site at market events. As shown in Figure 1, by 2018 distribution had quadrupled. Given the success and growth of WIC FMNP in Summit County, Countryside saw that WIC clients were in need of, and interested in, additional access to fresh, local

produce, an observation that correlates with the recommendations of the 2017 Review of WIC Food Packages (NASEM, 2017). In addition, a WIC incentive would benefit the farmers market as well. As a one-time, mid- and late-season (July/August) distribution, WIC FMNP vouchers are not designed to support ongoing nutritional needs or cultivate a habit of farmers market shopping, even though farmers market shopping has been associated with increased consumption of vegetables for people who shop using WIC (Wheeler 2014). Countryside was interested to see whether a longer-running, WIC-based incentive could help to increase client familiarity and comfort with markets and their offerings, which would be demonstrated by increased WIC FMNP redemption.

Finally, Countryside wanted to explore how a WIC incentive could impact awareness and use of its SNAP-based incentive, Produce Perks. Through Countryside’s experience in nutrition incentive network management, it also recognized the need to build both administrative and financial capacity in support of a new incentive program. Concurrent with the Carrot Cash WIC pilot, Countryside launched its Food Access Associate (FAA) program. FAA programs provided food access transaction services at the markets where Carrot Cash was accepted and were specifically trained to provide welcoming and inclusive customer service and clear communication on food access programs. FAA programs also provided the technical/ technological aspects of food access transactions and performed grant-required data collection. Likewise, to fund WIC incentive redemptions specifically, Countryside applied for and received a \$5,000 grant from the Women’s Endowment Fund, whose mission is to “uplift, empower, and educate women and girls throughout Akron and all of Summit County” (Akron Community Foundation, 2020).

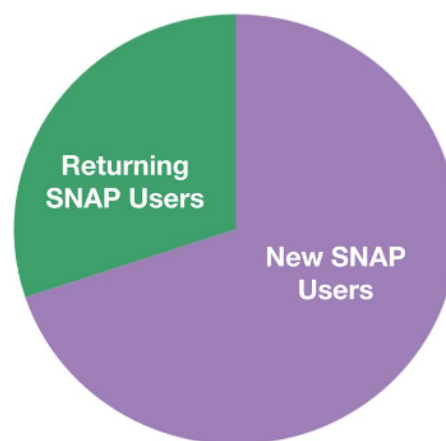
In Summit County, approximately 800 families receive WIC FMNP vouchers (N. Maffei, personal communication, August 8, 2020). With \$5,000 in funding, Countryside settled on a \$5 Carrot Cash distribution to WIC clients per market, which would allow for 1,100 individual transactions. Using Produce Perks redemption as a baseline allowed Countryside to presume a 90% redemption rate. In order to ensure \$5,000 in redemption, more than \$5,000 in Carrot Cash was distributed. Distributions were also planned for a higher number than there were WIC FMNP recipients. This allowed for multiple market visits by a unique client. The program launched in June 2019 to provide WIC clients with incentives prior to WIC FMNP distribution, as well as ongoing incentives through the height of the season.

Countryside leveraged existing partnerships and resources for the Carrot Cash pilot. The program was offered at the network of six markets in Summit County that were either managed by Countryside or were being staffed by FAAs; all six markets also accepted SNAP and offered Produce Perks. Summit County WIC was the primary outreach partner through its direct connection to clients. It texted clients to announce the program, distributed

informational rack cards through their offices, and reminded clients of the opportunity when they received their WIC FMNP vouchers. To be able to measure program impact for grant reporting and evaluation of efficacy, a unique client identifier was captured during distribution and recorded in FM Tracks, a web application already being utilized for Produce Perks data collection. Similarly, existing token and accounting systems were paralleled for financial and liability tracking.

At markets, clients visited the Market Information booth and displayed their WIC card. Market staff recorded the last four digits of their card in FM Tracks, which WIC staff verified were unique to individual clients. The identifier was then tracked throughout the season to determine whether Carrot Cash recipients received the incentive one or multiple times. Repeat customers would be an indicator that the program was meeting goals of providing ongoing access. This metric is also an indicator of whether markets are meeting the needs and expectations of customers. Recording the unique identifier also served as tracking for distribution. Redemption was tracked through vendor reimbursements, which occurred at the end of every market.

**Figure 2.** Carrot Cash clients redeeming both SNAP and WIC incentives in 2019



**70% of the Carrot Cash clients were new SNAP users within the network.**





Overall, the pilot was considered a success, though not all initial goals were met. Additional questions were generated by the trends shown in data and these questions have informed program design for year two. Through 1,112 transactions, \$5,560 in Carrot Cash was distributed and \$5,110 was redeemed: a 92% redemption rate, twelve percentage points higher than the 80% WIC FMNP redemption rate for the season, which was, however, the highest redemption rate in the four-year history of the Summit County program, as shown in Figure 1. In 2019, 608 unique clients utilized the program and 193 of those (32%) received the incentive multiple times. This was lower than the 50% goal set. It is, however, close to the rate of repeat customers for SNAP and Produce Perks, which for 2019 was 37%. Countryside is considering a higher disbursement per market visit in order to encourage repeat attendance in the future. Two-hundred and three distributions (18% of transactions) to 83 unique clients (14% of total unique clients) were given out in conjunction with a SNAP transaction, which was lower than expected. Summit County WIC estimates that approximately 60% of its clients are also SNAP eligible. Information about the market accepting SNAP and offering Produce Perks was shared by WIC staff while distributing vouchers. This resulted in a high incidence of new users redeeming both SNAP and WIC incentives in a single visit. Fifty-eight of the 83 clients (70%) were new SNAP users within the network, though only 28 (34%) had multiple market visits. This does demonstrate that WIC is an impactful partner in the promotion of SNAP-based incentives but emphasizes the need for further iterations of the pilot, and additional data to answer questions about client motivations and the reasons behind repeat market visits.

## WIC Perks in Cuyahoga County

Ohio State University Extension in Cuyahoga County (OSUE) has supported the implementation of nutrition incentive programs at local farmers markets since 2010. That year, the Cleveland-Cuyahoga County Food Policy Coalition piloted Produce Perks, one of Ohio's first SNAP incentive programs and now Ohio's state-wide program for nutrition incentives. In addition to Produce Perks, OSUE has also supported the implementation of a fruit

and vegetable prescription program that works with health care providers to prescribe fresh fruits and vegetables for the treatment of diet-related chronic illnesses, such as type 2 diabetes and hypertension. For more than a decade, OSUE has operated as the fiscal agent for nutrition incentive programs on behalf of farmers markets in Cuyahoga County.

In 2016, SNAP sales at farmers markets in Cuyahoga County began to decline. Feedback from the community indicated that changes in SNAP enrollments and SNAP allotments were significant factors. It was clear the Produce Perks program needed to be expanded to serve a broader audience beyond just SNAP recipients. In 2018, OSUE began the process of selecting another public benefits program to incorporate into incentives programming. WIC emerged as the best option for reasons both local and national in scale. Nationally, in 2017, a USDA Committee called for raising the produce value of WIC vouchers to encourage increased consumption of key nutrients (National Academies of Sciences, Engineering, and Medicine, 2017). Locally, the Cuyahoga County WIC program has been supportive of nutrition incentive programming in the county since 2010 and has been one of Produce Perks' most significant program promotion partners, helping to distribute Produce Perks flyers to thousands of WIC recipients each year.

In response to these factors, in 2019 OSUE expanded the Produce Perks program to serve families receiving WIC FMNP vouchers. This pilot program became known as WIC Perks. The WIC Perks program was offered at local farmers markets and was implemented and led by OSUE. The pilot was intentionally designed to require very little effort or capacity from farmers market managers, staff, or volunteers. Farmers markets in Cleveland and Cuyahoga County are almost exclusively run by community volunteers, with very few market managers receiving any financial compensation. As research has shown, paid staff available to administer nutrition incentives is a major factor in their success (Freedman et al., 2019), and OSUE was uniquely positioned to lead this pilot as Extension positions are funded using federal, state and local resources. Extension staff are able to use their time in-kind to support community programs. WIC Perks was led by the OSUE Cuyahoga Community Development Educator and the Family and Consumer Sciences Educator. The pilot was

funded by an internal grant, as well as support from the Mt. Sinai Health Care Foundation and The Sears-Swetland Family Foundation. All staff time associated with the pilot was provided in-kind by all partners. OSUE was already using FM Tracks to manage data collection for farmers markets. In order to add only minimal burden to the participating markets, the data collection and reimbursement process for the WIC Perks pilot was streamlined with the Produce Perks SNAP incentive program through the same software.

When planning the WIC Perks pilot, partners aimed to serve 500 families through the eight scheduled events hosted at four local farmers' markets from July through September 2019. The events occurred on select WIC FMNP distribution dates. Families attending these distribution events could receive free culinary tools and an additional \$20 to spend on fruits and vegetables at local farmers markets. Events began with a visit to the WIC FMNP tent at the market, where families received their WIC FMNP vouchers. WIC staff then provided their clients with a small referral card that directed them to the OSUE tent at the market. The referral card allowed OSUE to identify WIC recipients at the market without asking them directly or displaying any signage indicating the program was for WIC recipients specifically. If someone not receiving WIC approached the OSUE tent, they were also able to engage in the cooking demonstration or activity. The referral card allowed for anonymity and helped prevent any perception of stigma. The card was also designed to collect participant demographics, using questions on the back to quickly collect information on sex, race, and ethnicity.

After receiving their WIC FMNP vouchers, families could visit the OSUE tent and opt to engage in a cooking demonstration, taste testing, or quick nutrition education activity. After completing the activity, families were provided with a WIC Perks coupon set valued at \$20 (in addition to their WIC FMNP coupons), recipe cards, and two culinary tools. While the Cuyahoga County WIC FMNP program provides \$20 coupon booklets to each family member visiting the market, OSUE was only able to provide one WIC Perks coupon set per family based on funding limitations. Participants were allowed to select two culinary tools of their choice (peelers, storage containers, measuring cups, vegetable scrub brush, cutting boards, etc.).



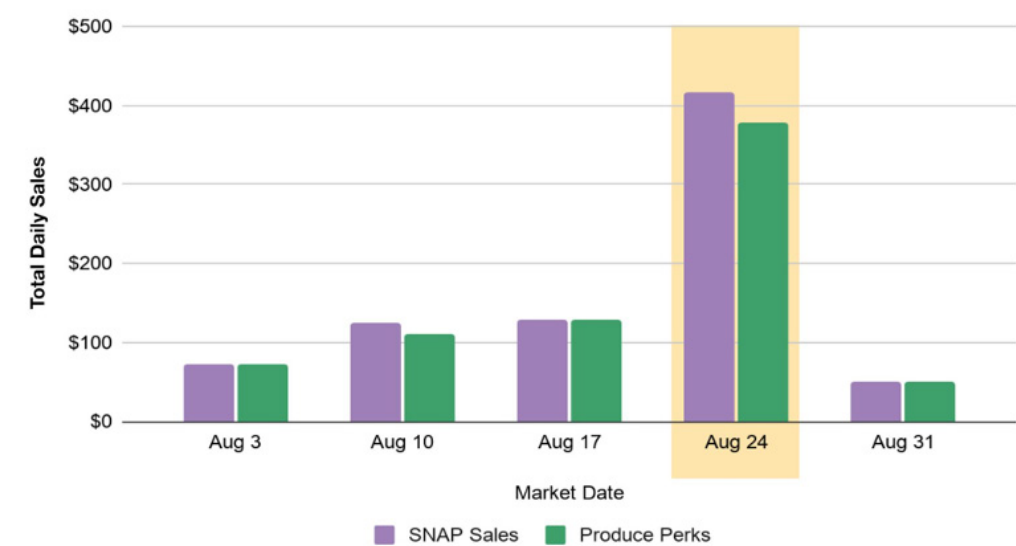
Families were also provided with a quick overview of the Produce Perks program and how to use an Ohio Direction Card at the market to receive free matching dollars, in case they were either SNAP eligible or already receiving SNAP benefits. To minimize any negative impacts on WIC FMNP redemption rates, OSUE took steps to ensure the expiration date for WIC Perks coupons was set one month after WIC FMNP expired and encouraged participants to spend all of their WIC FMNP coupons before spending any WIC Perks coupons.

OSUE’s well established relationship with the Cuyahoga County WIC program helped WIC staff invest time and energy into the program for their clients’ benefit. Cuyahoga County WIC led the promotional efforts for this pilot program entirely. WIC clients learned about the pilot during their clinical visits, where WIC staff agreed to promote the pilot program to their clients without any compensation. Also, WIC promoted the eight WIC FMNP events where WIC Perks would occur by highlighting those dates on the small paper schedule in green font and provided information about receiving bonus coupons and culinary tools on those dates. Quickly after the pilot began, clients were referring to these pilot dates as “green days” because of the green font used on the schedule. No other pilot program promotion was conducted.

Demand for the pilot exceeded the partners’ expectations; after the third event, the partners knew WIC Perks would exceed the initial goal of serving 500 families. By the end of the pilot, markets had served 683 families and distributed \$13,660 worth of WIC Perks coupons. The coupon redemption rate for the pilot year was approximately 50%, which the pilot partners considered a fairly strong redemption rate for a new nutrition incentive program. Local farmers redeemed over \$6,800 in WIC Perks coupons.

During the pilot, families were provided with an overview of the Produce Perks program, and many families were excited to learn about Produce Perks for the first time at WIC Perks events. During WIC Perks events, it was not uncommon for someone learning about Produce Perks for the first time to visit the customer service booth after leaving the OSUE tent to use their Ohio Direction Card and receive Produce Perks. When examining SNAP sales data for all of the farmers markets across Cuyahoga County participating in Produce Perks in 2019, the highest daily SNAP sales occurred at markets on dates when WIC Perks events were held, as shown in Figure 3. The pilot program results support research which suggests that offering a second nutrition incentive program increases SNAP sales (Freedman et. al, 2019).

**Figure 3.** SNAP sales and Produce Perks at Lakewood Farmers Market in 2019\*



\*Sales occurring on a WIC Perks date are highlighted.



When comparing WIC FMNP distribution at farmers' markets during 2018 and 2019, it appears as though the opportunity to receive WIC Perks may have influenced which market dates families chose to attend. Increases in WIC FMNP distribution in 2019 were seen only at sites that offered WIC Perks. All other farmers markets participating in WIC FMNP

distribution saw declines in distribution, as shown in Figure 4. WIC Perks appeared to be beneficial to the Cuyahoga WIC FMNP program as they distributed coupons much faster than previous years and ended up running out before their season was scheduled to end.

**Figure 4.** WIC Perks motivated WIC FMNP users to change their shopping habits

Farmers Market	2018	2019	Percent Change	
Lakewood Farmers' Market	\$5,080	\$7,620	+50%	↑
Old Brooklyn Farmers' Market	\$3,920	\$6,220	+59%	↑
North Union Farmers' Market at Shaker Square	\$4,240	\$5,260	+24%	↑
North Union Farmers' Market at Van Aken	NA	\$2,640	NA	
Coit Road Farmers' Market	\$1,000	\$720	-28%	↓
Kamm's Corners Farmers' Market	\$6,080	\$5,680	-7%	↓
North Union Farmers' Market at Cleveland Clinic	\$1,340	\$1,080	-19%	↓
North Union Farmers' Market at University Hospitals	\$2,300	\$1,480	-36%	↓
Tremont Farmers' Market	\$2,760	\$1,300	-53%	↓
<b>TOTAL:</b>	\$26,720	\$32,000		

Markets where WIC Perks was offered drew business away from the other markets.

Families participating in WIC Perks could opt to complete a follow-up survey that was pre-addressed for return mail service and included postage. The follow-up survey asked questions about the families' experiences at the market and their awareness of and interest in Produce Perks. Follow-up survey results showed positive trends for exposure to Produce Perks and interest in utilizing the program. Of the 141 families surveyed, 42% reported receiving SNAP benefits. Of the families receiving SNAP, only 48% reported knowing about Produce Perks before the WIC Perks event, and 92% reported they planned to use the Produce Perks program in the future.

Given the reported impact of WIC Perks events on Produce Perks redemptions, the WIC Perks program offered OSUE important lessons on the marketing value of at-market events. In-person connection to this community provided the opportunity to get direct feedback from SNAP recipients on the branding and messaging

used for the Produce Perks program. Through conversations with families at WIC Perks events, OSUE learned that the branding and messaging utilized by the Produce Perks program was not resonating with clients. Clients found the slogan "You SNAP, We Match," to be confusing, with one participant stating, "this means nothing to no one." Because of this valuable feedback, the branding and messaging for the Produce Perks program is now being revisited. In addition, OSUE learned that at-market events hosted in partnership with WIC are a highly effective outreach strategy for the Produce Perks program. This is a welcome lesson, as OSUE has invested significantly in printed materials, bus ads, billboards, and radio to promote Produce Perks, with little evidence of return on investment. At-market outreach events appear to be more effective than the more traditional marketing efforts, and OSUE plans to focus on them, in order to promote the Produce Perks program as well as WIC Perks moving forward.

## Conclusions and Recommendations

Nutrition incentive programs focusing on SNAP recipients have undoubtedly been successful over the last decade. As SNAP incentive programs have been developed across the country, these programs have enabled markets to more effectively invite low-income shoppers into the market community. As a tool for addressing food insecurity through farmers markets, however, SNAP-based nutrition incentives programs are limited. While eligibility for SNAP benefits is an indicator of food insecurity, it is likely that individuals and families who fall just outside of the income threshold for SNAP experience greater food insecurity, falling into a gap where benefits are unavailable and a nutritious, healthy diet may be out of reach (Ettinger de Cuba, et al., 2019). The authors of this paper therefore strongly encourage federal grant programs for nutrition incentives or other funders to consider the expansion of support for incentives beyond SNAP, including WIC FMNP.

The two pilot programs described in this paper show that demand for nutrition incentives extends beyond individuals and families receiving SNAP benefits. Indeed, by expanding support for nutrition incentives that encourage shoppers who use WIC, farmers markets in Summit and Cuyahoga Counties were able to increase the food security and access to fruits and vegetables for a greater number of people even beyond the infants, young children, and mothers that the WIC program directly supports. Research suggests that the greater access to ample and nutritious food that WIC enables for new mothers provides benefits throughout the household, including to older, non-eligible children (Steeves et al., 2020). Moreover, these incentives support the vision of farmers markets as a network of mutual exchanges in the local economy. This experience for both pilot programs, supported by research, suggests that having multiple incentive programs available at a single market is an indicator of higher rates of use for all programs (Freedman et al., 2019), leading to greater redemptions, and more money in the pockets of local farmers. Ultimately, the connections that expanded WIC FMNP allow would bring more than an influx of money to local economies. It would also encourage the stability, mutuality, and human interaction that create the fabric of our social safety net.

### Tool: Are WIC Incentives the Right Fit for my Market?

WIC incentive programs can easily be modified to fit local needs based on demand, capacity, and funding. For markets with several years of experience offering SNAP incentives, adding a complementary WIC incentive program could enhance the market and customer experience as long as capacity exists to implement the program.

Incentive program operators interested in adding a WIC incentive program should consider the following questions:

- What is your outreach strategy? Have the strategies you've used to bring shoppers who use SNAP into your market been effective, and if not, what other strategies will you implement in order to reach shoppers who use WIC?
- Both of the organizations in this paper relied on paid staff to administer their programs, whether these staff were part of the organization, or worked with a partner. Do you have the capacity to administer an additional incentive or is there a partnering organization who can provide the support needed?
- Does your farmers market have enough produce available each week to support a second nutrition incentive program?
- What program design will work best with your existing market infrastructure? What design would allow the integration of a second incentive program to be as seamless as possible for market vendors?
- Is there flexibility in your current budget? If not, you will need to seek grants or sponsorships from new or existing sources. What local organizations prioritize health and nutrition, particularly for women and children, as the target populations for WIC?
- Finally, data collection and evaluation efforts should be considered when developing a WIC incentive. A WIC incentive program could be designed to streamline data collection and evaluation with other existing incentive programs, can use technology or iOS-based applications, or can be done with simpler tools such as paper logs and Microsoft Excel. What is your capacity to collect and evaluate data, and what exactly are you hoping to learn?

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## About

### About the Authors

Amanda Osborne is the Community Development Educator for Ohio State University Extension in Cuyahoga County. She has worked within local food systems for almost a decade. Amanda has extensive experience in developing and administering nutrition incentive programs, including SNAP incentives and fruit and vegetable prescription programs. She serves on the Ohio Food Policy Network (OFPN) and the Ohio Nutrition Incentive Network (OHNIN). She is also a member of the Greater Cleveland Beekeepers Association (GCBA).

Erin Molnar is passionate about local agriculture, food production and food systems equity and equally passionate about data and analytics, and efficient and effective process creation and management—a perfect combination for her role as a Program Coordinator at Produce Perks Midwest, the statewide organization for Ohio’s SNAP-matching nutrition incentive program. She was previously the Director of Local Food Programs at Countryside, where she oversaw Countryside’s farmers’ markets and coordinated food access programs as a Produce Perks Midwest regional lead. She was the recipient of the 2019 Summit Food Coalition Local Food Hero award for her work on food access through farmers markets. She serves on the Board of the Ohio Farmers’ Market Network.

### Acknowledgments

Ohio State University Extension Cuyahoga County would like to thank Susan Conover and Barbara Riley of the Cuyahoga County WIC Program, The Mt. Sinai Health Care Foundation, and the Sears-Swetland Family Foundation, without whom WIC Perks would not have been possible. Countryside would like to thank Meghan Johnson, Nikki Maffei, Joseph Bruening, and the rest of Summit County WIC, Women’s Endowment Fund, Akron Community Foundation, and Tuscora Parks Health & Wellness Foundation for their partnership, support and making Carrot Cash a reality.

### About the Farmers Market Coalition

The Farmers Market Coalition is a nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers.

### Suggested Citation

Molnar, E. & Osborne, A. (2021, April). *Beyond SNAP: Incentives for WIC Farmers Market Nutrition Program*. GusNIP NTAE Center, Nutrition Incentive Hub. <https://www.nutritionincentivehub.org>

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### The Nutrition Incentive Hub

The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information (NTAE) Center is led by the Gretchen Swanson Center for Nutrition. In partnership with Fair Food Network, they created the Nutrition Incentive Hub, a coalition of partners to support this work, including the National Grocers Association Foundation, Farmers Market Coalition, Michigan Farmers Market Association, Ecology Center, Betty Irene Moore School of Nursing at UC Davis, Colorado School of Public Health, Ingredients Consulting, University of California San Francisco, and University of Michigan, among others. These partners are practitioners, retail experts, researchers, and evaluators from across the country bringing decades of experience and leadership in technical assistance, training, reporting, and evaluation. The Nutrition Incentive Hub is dedicated to building a community of practice to maximize program impact and ensure that all Americans have access to the healthy foods they need.

The GusNIP NTAE Center is supported by Gus Schumacher Nutrition Incentive Program grant no. 2019-70030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.