

## B-3: RECOMMENDED ACTION

### Establish a formal farmers' market management collaborative serving the City of Columbus and Franklin County.

Establishing a formal farmers' market management collaborative builds on existing formal and informal networks to make them more accessible to all residents, especially those living in communities that lack access to healthy and affordable food. As a collaborative, it engages all appropriate stakeholders to work together for strategic planning, joint funding and programming to increase the number of farmers' markets and markets participating in nutrition incentive programs. This work will build capacity for local producers and producer direct-to-consumer sales operations, particularly with the expansion of existing markets or growth in new markets.

## B-3: GETTING STARTED

### CURRENT STATUS

In process but will require addition of new elements

### WHO

Columbus Public Health, Franklin County Farm Bureau, Healthy Food for Ohio (HFFO)- Ohio Department of Job & Family Services, Finance Fund Capital Corporation, The Food Trust, Ohio Department of Health's (ODH) Creating Healthy Communities Network, Ohio Farmers' Market Management Network (FMMN), and OSU Extension

### OBJECTIVE

1. A community-wide plan for farmer's markets/stands
2. Increased number of producers and producer direct-to consumer sales
3. Coordinated funding, training and tools that support farmers' market creation and expansion
4. Collective resources to aid farmers' markets and stands in SNAP payment acceptance via Electronic Benefit Transfer (EBT) and federal and state nutrition incentive program participation
5. Policy education for federal, state and local incentives and policies that increase access to healthy food, affordable food and local food for SNAP and WIC recipients

### STARTING STEPS

- Collaborate with Ohio FMMN regional chapter to convene meetings with farmers' market and farm stand managers and stakeholders to assess community needs, collaboration opportunities and develop a structure for governance
- Identify relevant best practices, collaborative models, training and tools

### POTENTIAL MEASURES

- Creation of a local formal farmers' market management collaborative
- Number of farmers' market/stand managers participating in the collaborative
- Number of farmers' market/stands participating in training program
- Number of farmers' markets per 100,000 residents
- Percentage of farmers' markets/stands accepting SNAP (EBT) and/or participating in nutrition incentive programs
- Number of shoppers at farmers' markets/stands
- Total sales at participating farmers' markets/stands
- Total EBT sales at farmers' markets/stands
- Number of producers served by the collaborative

### RESOURCES

Existing resources leveraged in new ways

- Existing resources and efforts include the Veggie SNAPS network and local Ohio FMMN chapter, but additional resources may be required to establish or formalize new programs with associated staff and operating costs. Farmers' market growth remains dependent on the growth of local specialty crop producers.