BRIDGING THE GAP

Connecting Vulnerable Michigan Families with Local Food and Farmers

2015 SNAP Bridge Card Use at Michigan Farmers Markets

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Since its inception a decade ago, the Michigan Farmers Market Association (MIFMA) has supported and promoted food assistance programs at farmers markets across the state.

Each year since 2009, MIFMA has surveyed the farmers markets that accept Supplemental Nutrition Assistance Program (SNAP) benefits. These annual surveys highlight ways in which farmers markets contribute to their communities, making fresh, local, nutritious food more available to all residents, including those with limited resources.

SNAP Sales, Transactions and Customers at Michigan Farmers Markets

Based on reports from 100 markets, Michigan farmers markets had SNAP sales of $869,778 during 2015. Average SNAP sales per market were $8,698, and median SNAP sales per market were $1,657. In comparison, the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) reports that retailers categorized as farmers markets had SNAP sales of $1,467,768 during the 2015 federal fiscal year.

Eighty-three markets reported to MIFMA the number of SNAP transactions they processed during 2015. The range was 0 to 8,859 transactions, with an average of 436 transactions per market and a median of 103 transactions per market.

Seventy-five markets reported the number of SNAP Bridge Card customers who visited their market for the first time during 2015. These first-time visits totaled 6,781, with a minimum of 0 new SNAP customers and a maximum of 1,093 new SNAP customers per market. The average was 90 new SNAP customers per market, and the mean was 45.

When asked how they would rate their SNAP Bridge Card experience during 2015, 92 markets responded. On a scale of 1 to 5 with 5 being the most positive, 90% rated their experience a 4 or 5.
Comparing First-Year SNAP Markets with Continuing SNAP Markets

SNAP sales typically start slowly at a farmers market and then increase over months and years, so it is important to compare markets that are just beginning to accept SNAP with more experienced markets. Eleven markets reported that 2015 was the first year in which they had accepted SNAP benefits, while 81 markets had previously accepted SNAP benefits in the past. The typical pattern when SNAP is first accepted at a market is for sales to begin slowly, but over a period of months and years, ramp up as SNAP customers become aware of the opportunity. The following table displays average number of SNAP transactions, first-time SNAP customers, SNAP sales, and number of vendors for first-year and continuing SNAP markets, as well as for all farmers markets accepting SNAP.

<table>
<thead>
<tr>
<th></th>
<th>First Year Markets</th>
<th>Continuing Markets</th>
<th>All Reporting Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of SNAP transactions per market</td>
<td>59</td>
<td>488</td>
<td>436</td>
</tr>
<tr>
<td>Average number of SNAP first-time customers per market</td>
<td>41</td>
<td>96</td>
<td>93</td>
</tr>
<tr>
<td>Average SNAP sales per market</td>
<td>$914</td>
<td>$10,271</td>
<td>$8,967</td>
</tr>
<tr>
<td>Average number of vendors accepting SNAP per market</td>
<td>13</td>
<td>24</td>
<td>23</td>
</tr>
</tbody>
</table>

Equipment and Technology to Facilitate SNAP Sales

When asked how their market facilitates SNAP sales, about 60% of markets use a central, wireless point-of-sale device and token or scrip system, while 35% use a central, hard-wired point-of-sale device and token or scrip system, and 5% have each farmer/vendor equipped with their own point-of-sale device.

Staff and Volunteers who Administer SNAP at Farmers Markets

For a farmers market to accept SNAP benefits, it must develop systems for publicizing the acceptance, maintaining required records, educating farmers/vendors, conducting transactions, reimbursing vendors, and other related activities. In some markets, these systems are managed by paid staff, in some by volunteers, and in some markets by both.

Respondents were asked whether the primary person responsible for accepting food assistance benefits at their farmers market(s) was a paid staff person or a volunteer. Of the 103 markets that responded to this question, 75% reported paying the individual, and 25% reported utilizing volunteers in this role.

Overall, 101 markets reported on the number of paid and volunteer staff members typically involved each month in SNAP program administration. Fifty-two of these markets used only paid staff, 19 markets reported using only volunteers, and 30 markets reported using both paid and volunteer staff. These markets reported a total of 187.5 paid staff members typically spending a total of 4,871 hours/month with an average of 2.3 persons spending 58.7 hours per month at each market. They reported a total of 193 volunteer staff members typically spending a total of 1,502 hours/month with an average of 3.9 persons spending 30 hours per month at each market. Overall, these markets reported spending a total of 6,565 hours per month facilitating SNAP with an average of 63 hours per market per month.

Respondents with paid staff were asked how and how much they were paid. Of the 57 markets that responded to this question, 33% reported paying a flat rate such as a contract or stipend to the person or persons who administered SNAP. The range of payment was reported to be $10 to $53,000, with an average of $10,487 and a median of $2,800. For the 67% markets that reported compensating on an hourly basis, the range was $9.50 to $30.00 per hour, with an average of $13.65 and a median of $12.00.
Offsetting SNAP Administrative Costs

Providing the opportunity for market customers to use SNAP benefits adds to a farmers market’s administrative costs. When customers use SNAP benefits to purchase food at the market, the revenue goes to the farmer/vendor selling the food, not to the market. Each market must find a way to cover these administrative costs. In order to make SNAP acceptance more sustainable, some markets have begun charging vendors a fee in exchange for facilitating SNAP sales at the market. Of the 92 markets that responded to a question about this, 22% reported that vendors at their market pay a fee to offset the SNAP administrative costs. The amount of the fees ranged from two percent to five percent, with an average of four percent, a median of five percent, and a mode of five percent. This trend is likely to increase, especially in markets with significant SNAP sales. The vendors benefit from increased sales and are therefore asked to share a small percentage of those increased sales with the market to offset the costs of facilitating those sales.

Additional Forms of Payment Accepted at Farmers Markets

In addition to cash, checks and SNAP Bridge Cards, many markets accept additional forms of payment. The 82 markets that provided information about the forms of payment that they accept reported accepting from one to eight different forms of payment. The percent of respondents who reported accepting each form is shown in the following table.

<table>
<thead>
<tr>
<th>Form of payment</th>
<th>Percent of markets that accept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Up Food Bucks</td>
<td>89%</td>
</tr>
<tr>
<td>Senior Project FRESH/Market FRESH</td>
<td>85%</td>
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<tr>
<td>WIC Project FRESH</td>
<td>82%</td>
</tr>
<tr>
<td>Credit Cards</td>
<td>45%</td>
</tr>
<tr>
<td>Debit Cards</td>
<td>44%</td>
</tr>
<tr>
<td>Market Gift Certificates or Market Bucks</td>
<td>24%</td>
</tr>
<tr>
<td>Hoophouses for Health</td>
<td>12%</td>
</tr>
<tr>
<td>Produce Prescription Program</td>
<td>11%</td>
</tr>
<tr>
<td>Power of Produce</td>
<td>5%</td>
</tr>
</tbody>
</table>

Growth in the Number of Farmers Markets Accepting SNAP in Michigan

![Growth in the Number of Farmers Markets Accepting SNAP in Michigan](chart.png)
Effective Outreach Strategies

When asked to describe the most effective strategies for increasing use of food assistance benefits at their market, 81 markets responded with a wide range of strategies. Those mentioned most frequently were:

- Signs and banners
- News releases and articles
- Flyers
- Facebook and other social media
- Collaborating with agencies and organizations including schools, churches, Department of Health and Human Services/WIC offices, and senior centers

Word of mouth was also mentioned frequently, but that is at least in part a result of other outreach strategies that get people talking about the market and its ability to accept food assistance benefits.

No single outreach strategy is likely to work for any market. A combination of strategies is needed. It is also important to remember that many strategies will take some time to produce results. A strategy first implemented this year may not prove to be highly effective until next year.

A key factor when considering outreach strategies is timeliness. As noted in several places, late delivery of outreach materials delayed planned outreach efforts of some markets.

Factors Believed to Influence Farmers Market SNAP Sales

Survey respondents were asked what factors they believed contributed to either an increase or a decrease in SNAP Bridge Card sales in 2015 compared to previous years. A number of those who indicated that there had been an increase cited a steady growth of people becoming aware that farmers markets accept SNAP and/or Double Up Food Bucks, a incentive program that matches SNAP purchases at participating farmers markets up to $20 per market day with funds that can be used to purchase additional fruits and vegetables. Double Up is a program of the national non-profit Fair Food Network.

Many of those whose SNAP sales had decreased mentioned issues with their point of sale device, cutbacks in SNAP benefit distribution, or increased competition from other venues accepting SNAP.
How MIFMA Supports Farmers Markets that Accept SNAP

MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to nutritious, locally grown food and that Michigan farmers markets receive policy support. In order to increase access to farmers markets for vulnerable families in Michigan, MIFMA supports farmers markets that accept food assistance benefits by providing training and technical assistance, facilitating networking among market managers and community partners and performing outreach to food assistance recipients that their benefits can be used at Michigan farmers markets. MIFMA also advocates at the local, state and federal level for policies that support and enhance the ability of farmers markets to increase food access.

In 2015, the following tools and resources were provided by MIFMA to farmers markets that accept SNAP. Survey respondents were asked which of these tools and resources they accessed during the year and the percentages show their utilization rate among survey respondents.

- 88% used MIFMA’s telephone and/or email technical assistance
- 52% used MIFMA templates for SNAP Bridge Card outreach (press release, poster, banner)
- 49% participated in the annual Accepting SNAP Bridge Cards at Michigan Farmers Markets webinar MIFMA hosted on February 25, 2015
- 41% referenced MIFMA’s Accepting SNAP Bridge Cards at Michigan Farmers Markets Resource Manual
- 31% participated in the SNAP training and Onsite Authorization workshop at the Michigan Farmers Market Conference hosted by MIFMA on March 10, 2015
- 24% participated in MIFMA’s Market Manager Mentorship Program
- 22% attended the webinar that provided an Overview of Food Assistance Programs during MIFMA’s Market Manager Certificate Program on February 16, 2015
- 19% had a MIFMA staff person visit their market
- 13% attended a MIFMA webinar on Supporting Food Assistance at Farmers Markets: Costs, Barriers, Needs and Opportunities hosted on April 30, 2015

Ninety three percent of respondents reported utilizing one or more of the tools and resources MIFMA provides. Of those that utilized the tools and resources, 96% utilized more than one. Half utilized 3 or 4 different tools or resources, and 18% utilized 6 or more.

“MIFMA helps market managers with best practices of managing a farmers market by mentoring, providing information such as flyers to inform customers about farmers market and also giving you the resources to stay organized when reporting.”

- Market Manager who accepts SNAP
Survey Methodology

Any research about farmers markets comes with a set of special challenges. MIFMA considers a farmers market as a public and recurring assembly of farmers, or their representatives, selling direct-to-consumer food and products that they produced themselves, plus a variety of other vendors as determined by market management. This definition provides a big umbrella for markets that range from tiny to huge, from all-volunteer to professionally managed, from a few weeks to year-round, and associated with many different types of sponsor organizations. Add to this astounding variety the fact that there is no mandatory registry for farmers markets in Michigan, and the first challenge becomes clear – how can one determine where all the farmers markets exist across the state, and how can one contact them?

MIFMA strives annually to gather basic information from all Michigan farmers markets for its online “Find a Farmers Market” feature. In 2015, this resulted in posted information on more than 300 markets. When MIFMA collects the information, they ask each market in which, if any, food assistance programs they participate. That process led MIFMA to identify 149 Michigan farmers markets that planned to accept SNAP benefits as payment during 2015. In order to accept SNAP payments, each market or other retailer must apply to the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) for authorization to accept the benefits. The USDA FNS provided MIFMA their list of Michigan farmers markets authorized to accept SNAP. The MIFMA and USDA lists were similar, but not identical. There are several reasons for the differences. First, the USDA FNS definition of a farmers market differs from MIFMA’s in that it states that a farmers market consists of “Two or more farmer-producers that sell their own agricultural products directly to the general public at a fixed location, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains.” Other reasons that the lists differ include that some markets initially plan to provide for SNAP purchases but encounter challenges that prevent them from getting started. Also, some markets that become authorized to accept SNAP fail to attract customers who wish to use SNAP benefits at the market.

The survey was distributed to all markets MIFMA could reach from either the USDA FNS list and/or the information that MIFMA collects directly from markets. The survey was developed and conducted using an electronic survey software. In early November 2015, MIFMA emailed the 149 markets that they believed to have accepted SNAP benefits during 2015. This timing was chosen because many of Michigan’s seasonal farmers markets end their operation in late October. The email message was sent to the market manager or others who had been identified as facilitating SNAP transactions at a market and requested completion of a web-based survey about SNAP acceptance. If the market season had not yet ended, the message asked that the survey be completed at the season’s end. A reminder was sent in January. During February 2016, non-responding markets were individually contacted by telephone or email, requesting that they complete the survey or trying to secure at least their 2015 SNAP sales total.

This process yielded 109 complete and partial responses. In some cases, one response represented two or more markets all managed by one entity. The responses represented 46 Michigan counties, with Wayne, Ingham and Washtenaw counties providing the most responses.

Thanks to the following farmers markets for responding to the MIFMA survey!

Without their cooperation and support, this report would not have been possible.

100-Mile Market
Ada Farmers Market
Adrian Farmers Market
Albion Farmers Market
Allegan Farmers Market
Allen Street Farmers Market
Ann Arbor Farmers Market
ARA Farm Market
Bath Farmers Market
Battle Creek Farmers Market
Bellevue Farmers Market
Benton Harbor Farmers Market
Bushel Basket Market
Byron Farmers Market
Cadillac Area Farmers Market
Canton Farmers Market
Caro Farmers Market
Charlevoix Farmer’s Market
Chelsea Farmers Market
Dansville Farmers’ Market
Dearborn Farmers & Artisans Market
DeWitt Farmers Market
Dexter Farmers Market
Dimondale Farmers Market
Dixboro Farmers Market
Dodge Park Farmers Market
Downtown Bay City Farmers Market
Downtown Big Rapids Farmers Market
Downtown Marquette Farmers Market
Downtown Rochester Farmers’ Market
Downtown Saginaw Farmers’ Market Inc.
Downtown Sparta Farmers Market
Downtown Ypsilanti Farmers Market
Dundee Farmers Market
East Lansing Farmer’s Market
Eastern Market
Eaton Rapids Medical Center Farmers Market
Edmore Farmers Market
Elberta Farmers Market
Elk Rapids Area Chamber of Commerce Farmer’s Market
Empire Farmers Market
Escanaba Farmer’s Market
Evart DDA Farmers’ Market
Farmers Markets at the Capitol
Farwell’s Arts & Crafts Farm Market
Fenton Farmers Market
Flint Farmers’ Market
Fremont Farmers Market
Fulton Street Farmers Market
Gladwin Farmers Market
Glen Arbor Farmers Market
Grand Blanc Farmers Market, City of
Grand Haven Farmers Market
Grand River Farmers Market-Downtown Jackson
Greenville Farmer’s Market
Grow Benzie Farmers Market
Hannahville Farmers Market
Hemlock Farmers Market
Historic Farmers Market of Lapeer
Holland Farmers Market
Holt Farmers Market
Howard City Farmers Market
Hudsonville Farmers Market
Imlay City Farmers Market
Islandview Farmers Market
Jackson Mine Farmers and Crafters Market
Kalamazoo Farmers Market
Kentwood Farmers Market
Lake Leelanau Farmers Market
Lansing City Market
Lathrup Village Farmers Market
Lawrence Farmers Market
Leland Farmers Market
Lincoln Park Farmers Market
Linden Farmers Market
Manistee Community Farmers and Artisans Market
Menominee Historic Downtown Farmers Market Association
Meridian Township Farmers Market
Midland Area Farmers Market
Monroe Farmer’s Market
Mount Clemens Farmers Market
Mt. Pleasant Farmers Market at Downtown City Hall
Mt. Pleasant Farmers Market at Island Park
Munising Farmers’ & Artisans’ Market
Muskegon Farmer’s Market
New Baltimore Farmers Market
North East Michigan Regional Farm Market
Oxford Count Farm
Oakland County Market
Oxford Farmers Market
Pittsfield Township Farmers Market
Plainfield Farmer’s Market
Porter School Farmers’ Market
Rockford Farmer’s Market
Roscommon Village Market
Saline Farmers Market
Sara Hardy Downtown Farmers Market
Shelby Farmers Market
South East Area Farmers’ Market
South Lansing Farmers Market
Sowing Seeds Growing Futures Farmers Market
Spring Lake Farm & Garden Market
Springfield Farmers Market
Springfield Farmers’ Market
Suttons Bay Farmers Market
Texas Township Farmers’ Market
The Green Market at Allegiance Health
Three Rivers Farmers Market
Vantage Point Farmers Market
Warren Farmers Market
Wayne Farmers Market
Wayne State University Farmers Market
Westland Farmers and Artisans Market
Westside Farmers’ Market
Ann Arbor
Williamston Farmers Market
Wyandotte Farmers Market
Table 1: SNAP at Farmers Markets by the Numbers

This Appendix, SNAP at Farmers Markets by the Numbers, displays many quantitative indicators that describe and measure progress over several years.

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Markets thought to accept SNAP Bridge Cards</td>
<td>26</td>
<td>49</td>
<td>77</td>
<td>95</td>
<td>128</td>
<td>143</td>
<td>149</td>
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<tr>
<td>Survey responses (complete and partial)</td>
<td>26</td>
<td>48</td>
<td>55</td>
<td>90</td>
<td>111</td>
<td>122</td>
<td>109</td>
</tr>
<tr>
<td>Number of counties represented by responding markets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Markets in First year for SNAP</td>
<td>6</td>
<td>21</td>
<td>31</td>
<td>27</td>
<td>26</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Year round markets</td>
<td>6</td>
<td>6</td>
<td>10</td>
<td>10</td>
<td>9</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>SNAP sales reported by respondents</td>
<td>$297,078</td>
<td>$705,969</td>
<td>$898,194</td>
<td>$1,096,590</td>
<td>$1,207,522</td>
<td>$1,099,561</td>
<td>$869,778</td>
</tr>
<tr>
<td>SNAP sales at first year markets</td>
<td>$32,488</td>
<td>$35,645</td>
<td>$50,030</td>
<td>$59,477</td>
<td>$58,534</td>
<td>$8,801</td>
<td>$10,052</td>
</tr>
<tr>
<td>Percent of SNAP sales at first year markets</td>
<td>11%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Range of SNAP sales per market</td>
<td>$50 - $100,000</td>
<td>$50 - $246,791</td>
<td>$17 - $327,674</td>
<td>0 - $323,682</td>
<td>0 - $296,404</td>
<td>0 - $225,038</td>
<td>0 - $177,352</td>
</tr>
<tr>
<td>Average SNAP sales per market</td>
<td>$12,378</td>
<td>$17,219</td>
<td>$11,665</td>
<td>$12,593</td>
<td>$10,977</td>
<td>$9,996</td>
<td>$8,698</td>
</tr>
<tr>
<td>Median SNAP sales per market</td>
<td>$3,334</td>
<td>$1,146</td>
<td>$1,713</td>
<td>$1,815</td>
<td>$2,102</td>
<td>$2,274</td>
<td>$1,657</td>
</tr>
<tr>
<td>Average SNAP sales at first year markets</td>
<td>$5,4145</td>
<td>$2,228</td>
<td>$1,614</td>
<td>$2,203</td>
<td>$2,251</td>
<td>$1,257</td>
<td>$914</td>
</tr>
<tr>
<td>Average SNAP sales at experienced markets</td>
<td>$13,229</td>
<td>$23,940</td>
<td>$21,632</td>
<td>$16,462</td>
<td>$13,678</td>
<td>$7,266</td>
<td>$10,271</td>
</tr>
<tr>
<td>Total SNAP transactions reported</td>
<td>7,335</td>
<td>22,560</td>
<td>51,816</td>
<td>51,399</td>
<td>42,540</td>
<td>32,701</td>
<td>36,192</td>
</tr>
<tr>
<td>Range of transactions per market</td>
<td>33 – 4,175</td>
<td>2 – 11,816</td>
<td>3 – 16,160</td>
<td>0 – 15,953</td>
<td>0 - 14,496</td>
<td>0 - 10,834</td>
<td>0 – 8,859</td>
</tr>
<tr>
<td>Average number of transactions per market</td>
<td>489</td>
<td>683</td>
<td>1,080</td>
<td>734</td>
<td>544</td>
<td>430</td>
<td>436</td>
</tr>
<tr>
<td>Average number of SNAP transactions for first-year markets</td>
<td>136</td>
<td>134</td>
<td>160</td>
<td>136</td>
<td>151</td>
<td>81</td>
<td>59</td>
</tr>
<tr>
<td>Average number of SNAP transactions for experienced markets</td>
<td>617</td>
<td>1,149</td>
<td>1,631</td>
<td>762</td>
<td>698</td>
<td>449</td>
<td>488</td>
</tr>
<tr>
<td>Average SNAP consumer transaction</td>
<td>$18</td>
<td>$16</td>
<td>$16</td>
<td>$21</td>
<td>$16</td>
<td>$17</td>
<td>$16</td>
</tr>
<tr>
<td>Average SNAP consumer transaction for first year markets</td>
<td>$16</td>
<td>$20</td>
<td>$17</td>
<td>$18</td>
<td>$15</td>
<td>$18</td>
<td>$16</td>
</tr>
<tr>
<td>Average SNAP consumer transaction for experienced markets</td>
<td>$18</td>
<td>$14</td>
<td>$16</td>
<td>$22</td>
<td>$16</td>
<td>$17</td>
<td>$17</td>
</tr>
<tr>
<td>Average SNAP consumer transaction for markets participating in DUFB</td>
<td>$15</td>
<td>$16</td>
<td>$16</td>
<td>$16</td>
<td>$17</td>
<td>$16</td>
<td>$16</td>
</tr>
<tr>
<td>Average SNAP consumer transaction for markets not participating in DUFB</td>
<td>$17</td>
<td>$18</td>
<td>$20</td>
<td>$15</td>
<td>$9</td>
<td>$12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>31</td>
<td>22</td>
<td>27</td>
<td>24</td>
<td>26</td>
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</tr>
<tr>
<td>Average number of eligible SNAP vendors/market</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total number of eligible SNAP vendors in Michigan at responding markets</td>
<td>517</td>
<td>913</td>
<td>1,405</td>
<td>1,792</td>
<td>2,584</td>
<td>2,094</td>
<td>2,107</td>
</tr>
<tr>
<td>Range of number of eligible SNAP vendors/market</td>
<td>10 - 100</td>
<td>2 - 125</td>
<td>5 - 120</td>
<td>2 - 132</td>
<td>2 - 100</td>
<td>1-100</td>
<td>1 - 137</td>
</tr>
<tr>
<td>Markets that accept debit and credit in addition to SNAP</td>
<td>58% credit</td>
<td>53% credit</td>
<td>43% credit</td>
<td>45% credit</td>
<td>46% credit</td>
<td>44% credit</td>
<td>45% credit</td>
</tr>
<tr>
<td>Markets using wireless point-of-sale devices</td>
<td>47%</td>
<td>51%</td>
<td>53%</td>
<td>36%</td>
<td>42%</td>
<td>45%</td>
<td>60%</td>
</tr>
<tr>
<td>Total time per month reported for accepting SNAP at MI farmers markets</td>
<td>1,715 hours per month</td>
<td>2,947 hours per month</td>
<td>4,065 hours per month</td>
<td>5,635 hours per month</td>
<td>4,479 hours per month</td>
<td>6,565 hours per month</td>
<td></td>
</tr>
<tr>
<td>Average hours/market spent facilitating SNAP Bridge Card acceptance each month</td>
<td>43 hours per month</td>
<td>61 hours per month</td>
<td>50 hours per month</td>
<td>48 hours per month</td>
<td>41 hours per month</td>
<td>63 hours per month</td>
<td></td>
</tr>
<tr>
<td>Range of time/market spent facilitating SNAP Bridge Card acceptance each month (hours per month)</td>
<td>3 – 280 hours</td>
<td>2 – 500 hours</td>
<td>2 – 217 hours</td>
<td>0 – 420 hours</td>
<td>1 – 599 hours</td>
<td>2 – 500 hours</td>
<td></td>
</tr>
<tr>
<td>Percent of people who have primary responsibility for managing SNAP Bridge Card sales who are paid</td>
<td>81%</td>
<td>83%</td>
<td>77%</td>
<td>71%</td>
<td>69%</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Average number paid staff/market who help facilitate SNAP Bridge Card sales each month</td>
<td>1.7</td>
<td>1.9</td>
<td>1.7</td>
<td>1.6</td>
<td>1.8</td>
<td>2.3</td>
<td></td>
</tr>
<tr>
<td>Average number of volunteers/market who help facilitate SNAP Bridge Card sales each month</td>
<td>1.4</td>
<td>1.5</td>
<td>1.5</td>
<td>1.5</td>
<td>2.0</td>
<td>3.9</td>
<td></td>
</tr>
<tr>
<td>Range of paid staff/market who help facilitate SNAP Bridge Card sales each month</td>
<td>0 - 5</td>
<td>0 - 6</td>
<td>0 - 7</td>
<td>0 - 6</td>
<td>0 - 13</td>
<td>0 - 7</td>
<td></td>
</tr>
<tr>
<td>Range of volunteer staff/market who help facilitate SNAP Bridge Card sales each month</td>
<td>0 - 25</td>
<td>0 - 6</td>
<td>0 - 20</td>
<td>0 - 32</td>
<td>0 - 48</td>
<td>0 - 50</td>
<td></td>
</tr>
<tr>
<td>Average time/market spent by paid staff to facilitate SNAP Bridge Card sales each month</td>
<td>17 hours per month</td>
<td>24 hours per month</td>
<td>35 hours per month</td>
<td>36 hours per month</td>
<td>31 hours per month</td>
<td>58.7 hours per month</td>
<td></td>
</tr>
<tr>
<td>Range of time/market spent by paid staff to facilitate SNAP Bridge Card sales each month (hours per month)</td>
<td>1 – 80 hours per month</td>
<td>1 – 105 hours per month</td>
<td>1 – 175 hours per month</td>
<td>0 – 400 hours per month</td>
<td>0 – 391 hours per month</td>
<td>0 – 52 hours per month</td>
<td></td>
</tr>
<tr>
<td>Average time/market spent by volunteers to facilitate SNAP Bridge Card sales each month</td>
<td>9 hours per month</td>
<td>14 hours per month</td>
<td>15 hours per month</td>
<td>13 hours per month</td>
<td>10 hours per month</td>
<td>30 hours per month</td>
<td></td>
</tr>
<tr>
<td>Range of time per market spent by volunteers to facilitate SNAP Bridge Card sales each month</td>
<td>1 – 60 hours per month</td>
<td>2 – 96 hours per month</td>
<td>1 – 80 hours per month</td>
<td>0 – 200 hours per month</td>
<td>0 – 208 hours per month</td>
<td>0 – 220 hours per month</td>
<td></td>
</tr>
<tr>
<td>Annual value of volunteer hours spent accepting SNAP Bridge Cards at Michigan farmers markets (based on</td>
<td>$49,649</td>
<td>$156,577</td>
<td>$155,952</td>
<td>$155,533</td>
<td>$150,600</td>
<td>$212,232</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(based on $22.14 * 50 hrs/month * 6 months)</td>
<td>(based on $22.14 * 1405 hrs * 5 months)</td>
<td>(based on $23.07 *1088 hrs * 6 months)</td>
<td>(based on $23.56 * 1502 hrs * 6 months)</td>
<td></td>
</tr>
</tbody>
</table>
About the Michigan Farmers Market Association

The Michigan Farmers Market Association (MIFMA) was started in 2006 as a statewide association to promote local food consumption in Michigan by connecting more farmers to consumers through farmers markets. Today, MIFMA works with its membership to maintain its mission and attain its vision.

**Mission:** MIFMA advances farmers markets to create a thriving marketplace for local food and farm products.

**Vision:** MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.

MIFMA defines a farmers market as a public and recurring assembly of farmers or their representatives selling direct-to-consumer food and products which they have produced themselves. In addition, the market may include a variety of vendors as determined by market management. A farmers market is organized for the purpose of facilitating personal connections that create mutual benefits for local farmers, vendors, shoppers and communities.

MIFMA focuses its efforts in five areas: organizational development, policy advocacy, professional development, marketing and increasing food access.

**Suggested Citation:**