

UTILIZING FMNP AND BUILDING POP-UP MARKETS

A Guide for Market Managers

First Edition





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Purpose

This guide, *UTILIZING FMNP AND BUILDING POP-UP MARKETS*, was created to help farmers' market organizers, local public health professionals, and community health advocates create accessible food purchasing opportunities for North Carolina FMNP recipients. This guide includes two sections: (1) How to accept FMNP at North Carolina Farmers' Markets and (2) How to create community "pop-up markets" to encourage use of FMNP benefits. Case studies featuring the Carrboro Farmers' Market in Carrboro, NC are showcased throughout the manual.

Common Abbreviations

- **WIC:** (Supplemental Nutrition Program for) Women, Infant, and Children
- **FMNP:** Farmers' Market Nutrition Program
- **SNAP/EBT:** Supplemental Nutrition Assistance Program / Electronic Benefit Transfer
- **CFM:** Carrboro Farmers' Market
- **PHS:** Piedmont Health Services

Acknowledgements

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Written by Nandini Singh

MPH Student at UNC Gillings School of Global Public Health (Class of '23)

All photos are credited to Bannie Pan unless stated otherwise.





Access to fresh produce continues to be a challenge for many people in the United States. Barriers to purchasing and consuming fresh produce include, but are not limited to, cost, transportation, lack of quality and variety, and unfamiliarity with food environments [1]. “Eating local” - consuming locally-sourced food to promote sustainable nutrition practices - may be challenging for individuals facing these barriers. By participating in programs such as the Farmers' Market Nutrition Program, local farmers' markets have a unique opportunity to make “eating local” more affordable and accessible.

The benefits of consuming fresh fruits and vegetables are numerous. A diet rich in fresh produce can lower blood pressure, reduce the risk of heart disease and stroke, prevent some types of cancer, lower risk of eye and digestive problems, and have a positive effect upon blood sugar [2]. Government programs, such as SNAP/EBT (Supplemental Nutrition Assistance Program / Electronic Benefit Transfer) and WIC (Women, Infant, and Children) assist individuals and families in purchasing foods and fresh produce. In 1992, Congress established the Farmers' Market Nutrition Program to (1) encourage direct spending on locally grown fruits and vegetables and (2) expand the awareness and use of farmers' markets.

However, the creation of FMNP did not necessarily translate to direct purchasing of fresh produce at farmers' markets. In 2020, a mixed methods study conducted at Piedmont Health Services in Carrboro, NC found that the following factors presented barriers to FMNP use: unfamiliarity with coupon redemption process and market shopping experience, unawareness of market location and hours of operation, and lack of transportation [3]. The Carrboro Farmers' Market joined forces with Piedmont Health Services to (1) better connect FMNP shoppers with local farmers' markets and (2) create specialized markets with the specific goal of providing a comfortable shopping experience for shoppers receiving FMNP coupons.

Created in conjunction with the Carrboro Farmers' Market and Piedmont Health Services, *UTILIZING FMNP AND BUILDING POP-UP MARKETS* shares the story of these markets and the steps necessary for replication. It is our hope that markets across North Carolina and the country will utilize this manual to create more accessible market experiences for all market goers.

[1] Haynes-Maslow L, Parsons SE, Wheeler SB, Leone LA. A Qualitative Study of Perceived Barriers to Fruit and Vegetable Consumption Among Low-Income Populations, North Carolina, 2011. *Prev Chronic Dis* 2013;10:120206. DOI: <http://dx.doi.org/10.5888/pcd10.120206>

[2] Vegetables and Fruits. (2021, March 3). Harvard T.H. Chan School of Public Health. Retrieved July 28, 2022, from <https://www.hsph.harvard.edu/nutritionsource/what-should-you-eat/vegetables-and-fruits/#:%7E:text=A%20diet%20rich%20in%20vegetables,help%20keep%20appetite%20in%20coupon>

[3] Igudesman, D. (2020, December). WIC FMNP Voucher Redemption: Survey and Interview Methods, Results, & Recommendations. UNC Gillings School of Global Public Health.



Part 1: Using FMNP in a Market Setting



Photo provided by the Carrboro Farmers' Market



What is FMNP?

FMNP (Farmers' Market Nutrition Program) services provide eligible recipients with coupons that can be used to buy fresh fruits and vegetables from farmers, farmers' markets or roadside stands. All vendors must be approved by the state agency to accept FMNP coupons.

Who receives FMNP?

There are two FMNP services:

1. The **WIC FMNP** (Women, Infant, and Children Farmers' Market Nutrition Program) is associated with the Special Supplemental Nutrition Program for Women, Infants and Children. Women, infants over 4 months old, and children who are certified to receive WIC Program benefits, or who are on a waiting list for WIC certification, are eligible to participate in the FMNP. Eligible WIC participants are issued FMNP coupons in addition to their regular WIC benefits.
2. The **SFMNP** (Seniors Farmers' Market Nutrition Program) provides similar benefits for low-income seniors, generally defined as individuals who are at least 60 years old and who have household incomes of not more than 185% of the federal poverty income guidelines.

FMNP coupons are distributed by community health centers in 49 states. ([Check to see which states distribute FMNP coupons here.](#))





How does FMNP work?

Local community agencies work as intermediary partners by distributing government-allocated FMNP benefits to recipients. These agencies, such as community health centers, may mail FMNP coupons or encourage in-person pick up. Recipients receive coupons in increments of a certain amount of dollars. In 2022, North Carolina WIC FMNP coupons were \$5 each and SFMNP coupons were \$3 each.

Recipients then use the coupons to purchase fresh, whole fruits and vegetables with qualified farmers' market vendors. FMNP recipients should keep the following in mind:

- Coupons may only be spent in the stated increments. For example, a WIC FMNP coupon may be redeemed for exactly \$5 worth of produce. Market vendors can simplify shoppers' experience by bundling fresh produce in \$5 increments.
- Coupons must be redeemed and spent before their expiration date (found on the top right).

THIS DOCUMENT HAS VOID FEATURES AND VISIBLE SECURITY WATERMARKS

NORTH CAROLINA FARMERS MARKET NUTRITION PROGRAM

Family Name/ID: Momma Farmer F18200013698 FMNP Number: 2332

Program/Clinic: 065/02 First Date to Spend: 5/1/2021 Last Date to Spend: 5/30/2021

VALID ONLY WITH AUTHORIZED FARMERS FOR NC GROWN FRESH FRUITS AND VEGETABLES

FIVE DOLLARS AND NO/100

Authorized NC Market Manager: [Signature Line]

FARMER MUST DEPOSIT BY 6/30/2021

Authorized NC Farmer: [Signature Line]

Pay Exactly \$5.00

NO CHANGE GIVEN

NOT GOOD AT GROCERY STORES

SOLUTRAN CITIZENS ALLIANCE BANK HOWARD LAKE BRANCH CLARA CITY, MN 56222 ACCOUNT#: 801841 75-1248 919

Redeemable only by an authorized FMNP vendor

Signature of participant, parent, guardian, or proxy obtained at time of transaction

2332 0919124821 801841

Accepting FMNP at Markets

To accept FMNP coupons, a farmers' market must first be verified. Visit the [USDA's State Agency Food and Nutrition Service Contacts](#) page to find a local representative to assist with the filing process.

Once the market is verified, authorized market representatives (such as employees or Board members) must train vendors to accept WIC and Seniors FMNP coupons. Individual vendors must complete the 'Farmers' Market Nutrition Programs Training for Farmer Certification.' This short training can be accessed once the market is certified in FMNP redemption. Topics covered in the training include the purpose of FMNP, accepting FMNP coupons, and depositing FMNP coupons to receive money.



After individual vendors are verified by local state agencies, recipients of FMNP coupons can begin redeeming their benefits at the market. In order to provide the best experience for shoppers using FMNP coupons:

- Coordinate with local distribution agencies to offer coupon pick up directly at the farmers' market. This collaboration encourages shoppers to redeem their benefits before the expiration date.
- Offer guided market tours for shoppers that are using FMNP coupons. Guided tours are a great way for shoppers to build connections and become more familiar with the market setting while shopping for produce in new ways. Tours are elaborated on in Part 2 (see page 22).
- Ensure that vendors display signs stating that they accept FMNP coupons.
- Consider what the market can do to mitigate language barriers. Having language interpreters on site can help shoppers navigate the market and the FMNP redemption process.

Offering More Incentives

Certain markets are able to offer dollar for dollar "matching" for food assistance benefits such as SNAP/EBT and FMNP.

This matching is sometimes known as "Double Up Food Bucks," "Double Bucks," "Fresh Bucks," or other names. Many markets around the country are now offering this added incentive to make market shopping even more accessible for shoppers receiving food assistance benefits. (The term "Double Bucks" will be used in this manual moving forward.)

See page 17 for more information on grant writing and applying for Double Bucks funding. RAFI-USA's guide ([A Guide to SNAP/EBT at Farmers' Markets in North Carolina](#)) is a great resource for learning about how to process SNAP/EBT and Double Bucks at markets.



Excerpts from Carrboro Farmers' Market website page for their Double Bucks program

WE ACCEPT SNAP/EBT AND OFFER DOUBLE BUCKS!



YOU CAN USE YOUR SNAP/EBT CARD AT THE FARMERS MARKET!

Just stop by the Welcome Booth and use your card to purchase tokens that can be used at vendors' booths. We offer Double Bucks when you use your EBT card, that means we match EBT purchases dollar-for-dollar, up to \$50! \$20 from your EBT card = \$40 to spend at Market!

Out of benefits on your EBT card? Show us your card at the Welcome Booth and we'll match cash up to \$50. \$20 in cash = \$40 to spend at Market!

Bring a friend that also uses EBT, WIC, or Seniors FMNP and get an extra \$5 in tokens!

WE ALSO ACCEPT WIC AND SENIORS FARMERS MARKET NUTRITION PROGRAM (FMNP) VOUCHERS!

These vouchers can be redeemed directly at most vendors' stalls. WIC and Seniors FMNP participants can also receive Double Bucks! Come to the Welcome Booth before using your vouchers, and we'll provide Double Bucks in tokens. **So, if you bring \$15 in WIC vouchers you'll get an extra \$15 in tokens to spend at the Market!** WIC and Seniors FMNP can be spent at any FMNP-approved vendor for fresh fruits and vegetables only; tokens can be spent on any SNAP-eligible item!



Part 2: Building FMNP Pop-Up Markets

"Pop-up markets" cater specifically to shoppers receiving FMNP (Farmers' Market Nutrition Program) benefits in order to increase program utilization. This section of the manual will delve into the "why" (why were the coupons not being redeemed?) and the "how" (how did the idea of a pop-up market turn into reality?) before sharing the success of pop-up markets so far. Then, the "Growing Locally" section (page 13) will detail how markets and community agencies can implement their own pop-up markets.

The following case study discusses the history, purpose, and outcomes of the first WIC FMNP pop-up market with Piedmont Health Services and the Carrboro Farmers' Market.



CASE STUDY: The Carrboro Farmers' Market and Piedmont Health Clinic's 'Farm to Clinic' Market

[The Carrboro Farmers' Market](#), located at the Town Commons in Carrboro, NC aims to create and sustain a vibrant and innovative market that supports local farmers and artisans while extending the benefits of local food to the greater community. This market has run two WIC FMNP pop-up markets in 2021 and 2022, dubbed 'Farm to Clinic' Markets.

History of Farm to Clinic

The Issue: In 2020, the Carrboro Farmers' Market (CFM) team noticed that not many shoppers receiving WIC FMNP coupons were visiting the market despite the "doubling" program offered (\$15 in WIC FMNP coupons matched for an additional \$15 to spend at the market). The CFM team wanted to explore why shoppers were not redeeming the coupons and what could be done to address these barriers. In order to do so, the CFM team reached out to Piedmont Health Services (PHS) in Carrboro. PHS, a community health center that offers a variety of medical services, distributes the WIC FMNP coupons in the Carrboro area.

The Barriers: The PHS team, in conjunction with a UNC-Chapel Hill PhD student, had been conducting a study to better understand low WIC FMNP redemption rates. They identified a series of barriers, such as transportation, language, and lack of knowledge about farmers' markets and FMNP benefits. PHS shared these findings with the CFM team. Together, they discussed ways to reduce these barriers and increase WIC FMNP redemption.

The Idea: This led to the idea of "Pop-Up Markets" - mini farmers' markets held at the site where recipients pick up their WIC FMNP coupons. This new idea combined FMNP pick up and farmers' market shopping into one streamlined experience:

1. The shopper picks up WIC FMNP coupons at the PHS clinic.
2. The shopper then visits the market at the PHS parking lot and receives shopping assistance from the Carrboro Farmers' Market team.
3. The shopper redeems their benefits by purchasing fresh food at the pop-up market stalls.



This community-based pop-up market model - dubbed "Farm to Clinic" (as CFM "brought" the farm to the PHS clinic) - would help alleviate these identified barriers:

- **Transportation:** Shoppers would already know the location of their community health center (the PHS clinic). This familiarity would ensure that shoppers could more easily navigate there rather than the farmers' market, a space that many had never visited. Additionally, shoppers could be scheduled for child wellness visits on the same date.
- **Language:** The PHS and CFM team had identified needs for Spanish, Karen and Burmese interpretation. PHS and CFM team members would provide Spanish and Chinese interpretation on site and offer other language interpreters via volunteers over the phone.
- **Familiarity with farmers' markets:** The CFM team would increase shoppers' familiarity with farmers' markets by giving guided tours, providing information about regular market times, and answering questions about the Double Bucks matching program.

The Planning

Once Board approval was given, planning for the first Farm to Clinic market began in early 2021. The "To Do List" for the Carrboro Farmers' Market team is included below:

- Choose date and time for pilot pop-up market
- Choose a place to hold the market
- Train farmers in WIC FMNP procedures and submit necessary forms
- Create and print materials on how to use WIC FMNP at the CFM
- Set goals for pop-up market 'success'
- Brainstorm survey questions and send to PHS
- Choose farmers and vendors. The following factors were considered:
 - Did the vendor accept both Double Bucks and FMNP coupons?
 - Were they regular vendors at both Wednesday and Saturday Carrboro Farmers' Markets? If so, they would be more easily recognized by pop-up market shoppers who come to the traditional market.
 - Were the vendors excited about participating in a pop-up market?
 - Did the vendors offer produce at prices that seemed affordable for shoppers utilizing FMNP coupons?

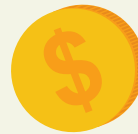


The First 'Farm to Clinic' Market

The first Farm to Clinic pop-up market took place on June 14th, 2021 from 2pm to 4pm. The market was on site at the PHS parking lot. CFM recruited three vendors (Lyon Farms, Eco Farm, and Mu Tar K’Paw Gardens) to set up market stalls on site.



**128 WIC FMNP
coupons
distributed**



**\$835 in Double
Bucks matching
provided**



\$801 spent



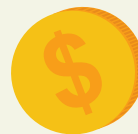
**Over 85
shoppers**

The Second 'Farm to Clinic' Market

The second Farm to Clinic pop-up market took place on June 6th, 2022 from 9am to 12pm. This market was also on site at the PHS parking lot. CFM recruited four vendors (Lyon Farms, Huanong Eco Organic Farm, Rocky Run Farm, and Mu Tar K’Paw Gardens).



**378 WIC FMNP
coupons
distributed**



**\$1,320 in Double
Bucks matching
provided**



\$2,215 spent



**Over 48
families**



Growing Locally: Maximizing Community Resources to Build the pop-up Markets



The goal of a FMNP pop-up market is to increase FMNP coupon redemption by addressing the barriers of transportation and unfamiliarity with FMNP and farmers' markets. When planning and implementing pop-up markets, the market team must be cognizant of specific needs and customs within the community. In order to accomplish this, the market team must build strong partnerships with local agencies that work directly with shoppers receiving FMNP coupons. Through collaboration, the market and the community agencies can combine their existing resources to create familiar environments for shoppers receiving FMNP coupons.

In the case study detailed above (page 10), the PHS clinic partnered with the CFM to provide a space for the pop-up market, advertising for the market, a booth for coupon distribution, surveys, language translation and interpretation, and most importantly, familiar faces for market shoppers. That specific market would not have been possible without the support of PHS.

Prior to planning a pop-up market, ensure that the market has built a strong, community-based relationship with relevant community-based agencies. This next section, *Growing Locally*, will detail how to build such partnerships and implement pop-up markets.



Step 1: Build the Partnership

Before planning a pop-up market, the designated market manager, coordinator, or Board member must work to cultivate a strong relationship with local agencies that distribute FMNP coupons. The market and agency should work together to distribute coupons at traditional markets prior to planning pop-up markets. Instructions for how to do so can be found in Part 1 of this manual and are expanded upon below.



Ensure that the market is a certified FMNP site. Complete the necessary training detailed on page 7 of this manual. Confirm that all trained vendors have received their market-specific FMNP vendor stamp.

Make contact with local agencies that distribute FMNP coupons. During the FMNP market certification process, the market coordinator should learn where the local distribution centers for WIC FMNP and Seniors FMNP are. Research these agencies to determine the contact person (or people) for FMNP distribution. Market representatives may have to call the agency and complete additional research to find the best person to speak with regarding FMNP distribution.



Once a FMNP point person has been identified, set up a meeting to learn more about FMNP distribution, redemption, and opportunities for collaboration. The local agency representative(s) should be able to provide invaluable insight regarding the FMNP distribution among their local clientele.

The CFM manager Maggie Funkhouser reached out to the PHS clinic in order to build a relationship with the agency. By calling and speaking with representatives, Maggie learned that the WIC FMNP distribution manager was PHS WIC Nutritionist Kate Chou. After meeting with Kate, the market team was able to learn about an ongoing study on what barriers prevented clients from redeeming their WIC FMNP coupons. (See the Case Study on Page 10 for more information.)

Invite the local agency to distribute FMNP coupons on-site at the farmers' market. Having FMNP distribution agencies at the farmers' market can help build shoppers' familiarity with farmers' markets. Agency staff can offer coupon pick-up while the farmers' market staff or volunteers offer guided market tours and answer questions about FMNP benefits.

The collaboration offers FMNP shoppers a streamlined market experience while the organizations learn each other's strengths, weaknesses, and opportunities for growth. If possible, continue this collaboration throughout the FMNP distribution season. Continued agency presence at the market will help build reliability and trust among the market-goers utilizing the FMNP benefits program.





Step 2: Plan the Pop-Up Market

After establishing a relationship between the farmers' market and the local agency, the planning process for a pop-up market can start. Allow at least two to three months for planning as the process requires coordination between many stakeholders such as local community organizations, vendors, and FMNP distributors. Throughout preparation for the event, be sure to maximize the team's existing community resources such as trained staff members, space for the pop-up market, and local stakeholder connections.

Use these sample discussion topics to start planning the pop-up market. These topics are meant to serve as a guide - other logistics and ideas will arise as preparation for the market is under way. Visit the Appendix at the end of this manual for additional planning tools.

SAMPLE MEETING DISCUSSION TOPICS: First Pop-Up Market Meeting

- Discuss the purpose of the pop-up market.
- Talk about the barriers that FMNP shoppers may face. How will the team prepare to overcome these barriers?
- Set goals. What does success look like for the first pop-up market? Example goals:
 - Have at least 30 families pick up their FMNP coupons at the pop-up market.
 - Conduct a pop-up market tour for each family.
 - Ensure the market team creates a positive, welcoming, accessible environment for folks.
 - Have at least 75 percent of shoppers fill out the provided market experience survey.
 - Shoppers spend a total of (\$1,000) on fresh produce through their FMNP coupons.
 - Conduct follow up conversations with each of the farmers / vendors.
- Discuss the logistics of the pop-up market.
 - Where and when will this market take place?
 - How will the team choose farmers to participate in this market?
 - What tasks need to be done? And which team members will be in charge of what tasks?
 - What supplies will be necessary to run this event?
- Create an advertising plan. How will the team market this event to people who receive FMNP coupons?
 - The community health center that distributes FMNP coupons should have direct contact with clients. Utilize this relationship to inform clients about the opportunity to both pick up their coupons and buy fresh produce at the pop-up market.
 - Are there any additional marketing items to purchase? (Ex: In 2022, The CFM and the PHS team purchased branded reusable tote bags for WIC FMNP recipients.)



Step 3: Secure Funding

After completing initial planning for the pop-up market, the team may realize that additional funding is needed. While not necessary, funding can be extremely helpful when preparing for, advertising, and implementing the market.

Many markets offer "Double Bucks" funding for SNAP/EBT and FMNP benefits. For example, a market team could apply for funding to "match" shoppers' FMNP coupons; if a shopper has \$30 in FMNP coupons, matching would enable them to spend \$60 at the pop-up market. Consider applying for funding to implement a similar program at the pop-up market or markets in general. Having a detailed plan for the pop-up markets' vision will allow the market and agency team to put together detailed funding proposals.

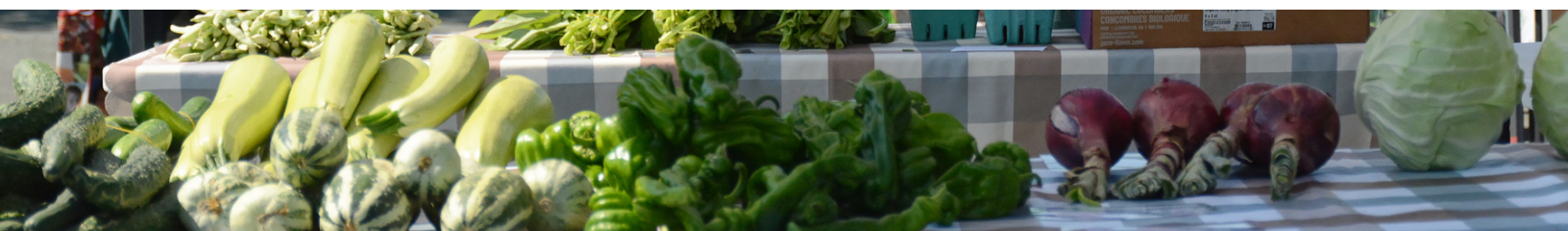
Identify one or two team members to take the lead on securing funding. They must identify grants, write applications, create budgets, and complete any due diligence upon grantee acceptance. These USDA grants are good places to begin researching and applying to: the Farmers' Market Promotion Program and the GusNIP Nutrition Incentive Program.

Some tips for beginner grant writers can be found at the following sites:

[A Guide to Grant Writing for Nonprofits](#)
[How To Write An Effective Grant Proposal](#)

Additionally, markets can fundraise by collecting community donations, selling merchandise, and collaborating with community organizations to receive in-kind donations.

Important Note: The local agency should have separate funding to issue FMNP coupons. For example, Piedmont Health Services' WIC Clinic receives funding to issue FMNP coupons. Prior to planning the rest of the market, ensure that the partnering agency has secured funding to distribute FMNP coupons.





Step 4: Conduct Outreach

Once the logistics for the pop-up market are set, start spreading the word! Most importantly, begin reaching out to shoppers receiving FMNP coupons. The partnering local agency that distributes FMNP coupons should lead on this task due to confidentiality restrictions.



How to spread the word about the pop-up market:

Contact individuals and/or families receiving FMNP coupons to inform them of the market event.

- It may be beneficial to set an unofficial “appointment time” for each shopper so that the pop-up market team is not overwhelmed.
- Additionally, consider making more resources available on site. During their 2022 Farm to Clinic events, PHS offered medical and dental patient screening for their FMNP-eligible clients to encourage preventative health practices while also attending the market.
- Keep in mind that it may be difficult to reach all potential shoppers over the phone; with the agency team, brainstorm how to best inform all FMNP recipients of the pop-up market.

Create a flier for the pop-up market. See the appendix (page 30) for the flier created by PHS to advertise their ‘Farm to Clinic’ markets with the CFM and the Chapel Hill Farmers’ Market. Fliers can be printed out to hand out to shoppers, posted at the agency’s building, and shared at the farmers’ market leading up to the event.



Step 5: Prepare to Evaluate

There are many ways to evaluate the effectiveness of the pop-up market. Quantitative measurements – the hard numbers associated with the market – can include, but do not have to be limited to, the following:

- How many shoppers attended the pop-up market?
- How many FMNP coupon coupons were distributed?
- How many dollars in FMNP coupons were spent at the pop-up market?
- How many Double Bucks were distributed? Spent?
- What was the total amount of money spent at the pop-up market?
- How many pounds of food were bought?

The team can also create a survey to measure more qualitative data – information that corresponds to individual shoppers' experience with the pop-up market. An example FMNP market survey is included in the appendix (page 31). If funding permits, offer incentives to take the survey (such as a \$5 market coupon or \$5 in Double Bucks).

Gathering both quantitative and qualitative data will help the team evaluate the pop-up market's effectiveness and plan for an even better second market. For example, if shoppers share that they had hoped to find specific food items (such as certain types of fruit), the market team can ensure that more fruit is provided at the next pop-up event.





Step 6: Implement the Market

After all the preparation, fundraising, and advertising, the day of the pop-up market arrives! Included are some tools to ensure a successful and smooth market set up, implementation, and break down.

Day of Checklist

Farmers' Market Supplies

- Tents
- Tables
- Tracking sheets for FMNP and Double Bucks
- Printed out information about local farmers' markets
- Cash boxes
- Receipt books
- Double Bucks tokens (if utilizing)
- FMNP stamp for the farmers' market
- Clipboards and pens for survey
- Surveys
- Any signs, banners, and posters
- Reusable bags or other giveaways
- Extra SNAP/EBT and FMNP signs for farmers

Community Organization Supplies

- Tents
- Tables
- FMNP coupons and distribution materials
- Any signs, banners, and posters
- Traffic cones

Farmer/Vendor Supplies

- Produce (provided by farmers - it would be helpful to have produce set up in bundles that equal each coupon)
- FMNP stamps for farmers





Day of Timeline (for a 9am to 12pm pop-up event)

Time	Description	Notes
7:30am	Market Team Members and Local Agency Team Members arrive	
7:30am to 8:30am	Team sets up market	Set up welcome booths and FMNP redemption stations. Set up survey stations, supplies, and appropriate signage. Ensure necessities such as cups for water are accessible to customers.
8:00am to 8:30am	Farmers and vendors arrive	Farmers set up their individual market stalls with fresh foods and produce, ideally in increments equivalent to the FMNP coupon value. Farmers should ensure their FMNP and Double Bucks signage is visible.
9am to 12pm	Pop-up market runs	Team members dispense FMNP coupons, lead guided tours to assist shoppers, encourage survey taking, and answer questions as needed.
12pm to 1pm	Market break down	Ensure all forms and data are properly collected and stored. The market team can tally the amount of vouchers redeemed and the total amount of money spent. Don't forget to take a team picture!





Pop-Up Markets: A Shopper's Point of View

In order to make the “flow” of the pop-up market as seamless as possible, imagine how a shopper picking up their FMNP benefits would go through the market. The flow may look something like this:

The shopper arrives on site at the pop-up market and is greeted by a welcome booth. At this booth, they check in with the community agency and receive their FMNP coupons.

Team members then direct the shopper to the farmers’ market welcome booth. Market staff explain how coupons can be utilized to purchase fresh fruits and vegetables directly from vendors. The shopper signs their coupons to “activate” them. If the market is “matching” the amount of FMNP coupon money received (page 8), the market team dispenses the corresponding matching tokens.

Next, a team member can lead the shopper on a guided shopping experience at the pop-up market. While pointing out the different vendors, the team member can further explain how to redeem the FMNP coupons (and Double Bucks tokens, if applicable) and help carry groceries. Once the shopper wishes to purchase food, the team member can answer any questions the shopper may have.

- Have team-members that are comfortable speaking different languages (such as Spanish) prepared to give information sessions and tours. It may be useful to recruit volunteers that can speak a variety of languages prior to the pop-up market event.

Once the shopper has finished purchasing food, the team member can lead them back to the information booth. If a market survey was created, the shopper can opt to fill it out there.

- While giving a tour, be sure to emphasize that FMNP coupons can also be used at the traditional farmers' market. Guided tours can be a great opportunity to share information about the traditional market's hours and location.





Things to Keep in Mind:

- If there is no easily accessible water source on site, think about providing water or a water source. (For example, the local utility company Orange Water and Sewer Authority, which supplies Chapel Hill and Carrboro's water, has a "[water wagon](#)" as part of their outreach.)



- Volunteers can be helpful with setting up, breaking down, interpreting, and restocking supplies.
- Ensure that ample parking is available within walking distance of the market.
- Make it fun! The market can feature music, sidewalk chalk, photo booths, stickers or other 'prizes' for kids; get creative!



- Set up this market to look similar to the 'regular' farmers' market; all appropriate SNAP/EBT and FMNP signage should be displayed. This setup can further shoppers' understanding of how to redeem their benefits at the regular market.

***After the Market:***

- Speak with team members (both from the market and the community organization) to see how they thought the market went.
 - What do they think went well?
 - What were some areas of improvements that they noticed?
 - Was the team able to build relationships with the shoppers?
 - What specifically can be improved for next time?
 - Were we able to meet the goals that we previously created?
- Meet with vendors to ask any follow up questions.
 - Did they feel adequately prepared for the pop-up market?
 - Were shoppers interested or disinterested in certain types of produce?
 - Which items sold the most?
 - What suggestions and improvements do the vendors have for next time?
- Log all relevant data and analyze results from the surveys.
 - Create a spreadsheet to track both qualitative and quantitative data discussed in Step 5 (page 19). This data can be used to measure pop-up market growth and provide statistics and shopper feedback for future grant applications.
- Write a thank you card for all relevant stakeholders who put in the work to make this market a success!





Step 7: Share the Market's Success

After the event, spread the word that a local farmers' market and community agency collaborated to increase access to fresh, local produce for FMNP recipients. Many community members will be excited to hear about the innovative ways that markets strive to be more accessible.

Before reaching out to media sources or creating new content, be sure to discuss the following with the team:

- *How will we convey the purpose of the pop-up market?*
- *What specific statistics or measures of success do we want to highlight based on our qualitative and quantitative feedback?*
- *Were there areas of growth that would be helpful to share with the community?*
- *Are we only featuring media of shoppers that have given consent to having their photos shared?*
- *How will we ensure we are talking about the community we are working alongside in a responsible, ethical manner?*

It may be useful to make a quick 'one-pager' to summarize the pop-up market highlights. On the next page, view the example one-pager that includes the purpose of the market, qualitative findings (i.e. what the shoppers thought of the market), quantitative results (i.e. how many families were served), and acknowledgements to those that supported the endeavor.

The market team can now begin reaching out to share the news using a one-pager or a short written summary of the market. Think about places within the market's community that would be excited to learn more about and share news of the pop-up market. Consider reaching out to local newspapers, government organizations or officials, community groups, and radio shows.



Search...

INDY week

Best Of The Triangle News Arts & Culture Music Food & Drink Guides Calenda

Orange County Farmers' Markets Aim to Make Fresh Food More Accessible

The Carrboro Farmers' Market is collaborating with Piedmont Health Services to present the second annual Farm to Clinic pop-up market on Monday, June 6 and Chapel Hill Farmers' Market is introducing its first ever pop-up market on Monday, June 13.

BY HANNASH KAUFMAN MAY 26, 2022 9:28 A.M.

L to R: Christina Chauvenet, Laura Perez, Maggie Funkhouser, Perla Flores-Coleman, Kate Chou. WIC FMNP shoppers were offered the opportunity to pick up their coupons at the farmers market and get a tour or shopping help if needed. Photo credit Carrboro Farmers Market.

On an early morning summertime walk, there's nothing better than stopping by the farmers' market for some fresh fruit and produce. A small breeze is blowing, the smell of strawberries is in the air, the hustle and bustle of vendors creates a chorus of voices and laughter.

But not everyone who lives in Orange County has access to nutritious, fresh food.

The Farmers' Market Nutrition Program (FMNP) is a nationally-funded program to improve nutrition for and provide food vouchers to women, infants, and children (WIC), as well as low-income older adults through the senior program (SEFMNP).

2022 Farm to Clinic Pop-Up Market

A community collaboration to make local produce more accessible

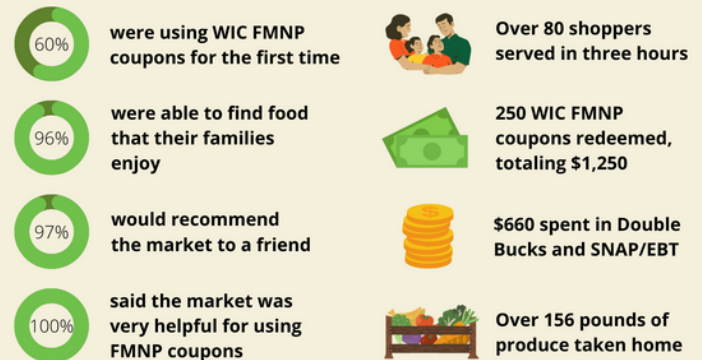
On June 6th, 2022, the Carrboro Farmers' Market and the Piedmont Health Services WIC Clinic ran their second "Farm to Clinic" pop-up market. WIC FMNP-eligible shoppers attended the three hour market to receive their coupons and shop for fresh produce. WIC FMNP coupons are distributed in \$5 increments and can be used to purchase fresh fruits and vegetables.



Growing Locally: Connecting Farmers and WIC Shoppers

ROCKY RUN FARM Mebane, NC	MU TAR K'PAW GARDENS Chapel Hill, NC	LYON FARMS Creedmoor, NC	HUANONG ECO-ORGANIC FARM Hurdle Mills, NC
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These farms were chosen to participate in the farm to clinic market based on the following criteria: accepting both WIC FMNP coupons and Double Bucks tokens; having a weekly presence at the CFM; showing interest in the goals of the pop-up market; and selling culturally relevant and affordable produce. CFM and PHS team members led guided market tours for all shoppers. Additionally, a shopper experience survey was made available in English, Spanish, and Karen. Some survey results are featured below:



The Carrboro Farmers' Market and Piedmont Health Services are committed to providing continued support for FMNP shoppers at CFM markets. Visit our Information Tent for guided market tours and assistance regarding the SNAP/EBT, WIC FMNP, and Double Bucks programs. Created by Nandini Singh, MPH Student at Gillings School of Global Public Health.



An INDY article discussing the Carrboro Farmers' Market and Piedmont Health Clinic's second 'Farm to Clinic' event.

(Read the full INDY article [here](#).)

An example one-pager from the 2022 CFM/PHS Farm to Clinic event. The 2021 one-pager is Included the appendix on page 32.



Moving Forward

By planning, implementing, and evaluating an FMNP pop-up market, the market team can more deeply understand the barriers that prevent shoppers from utilizing FMNP coupons. This manual was created in the hopes that more farmers' markets across the country will implement their first FMNP-focused pop-up markets and expand food accessibility efforts.

Pop-up markets bring the the community and resources available at a traditional farmers' market to people in accessible and familiar environments. A market complete with FMNP redemption stations, community health workers, and guided tours provides shoppers with the opportunity to:

- Familiarize themselves with the market set up in a lower stress environment;
- Ask any questions they have with staff readily available;
- Purchase fresh produce using their FMNP coupons;
- And explore how to utilize fresh produce in different ways.

Importantly, pop-up markets promote confidence in a shopper's ability to navigate farmers' markets. While traditional markets should also provide resources to promote this confidence, pop-up markets offer a unique opportunity to build direct relationships between staff members, farmers, and shoppers using FMNP coupons. Survey results from the 2022 Carrboro Farmers' Market "Farm to Clinic" event indicated that while many shoppers had never attended the traditional market, they planned to do so after shopping at the pop-up market.

Over time, pop-up markets have the potential to expand the reach that food assistance programs (such as WIC and Seniors FMNP) have in this country. Building a bridge between community resources like as local agencies and farmers' markets can promote utilization of FMNP and, in turn, ensure the continued funding of such programs. Farmers' markets have the ability to play a powerful, community-level role in addressing barriers to fresh food access for all. Thoughtful and sustained collaboration between markets and community organizations can empower shoppers to access fresh local foods at farmers' markets with comfort and confidence.





TO DO LIST

Status	Priority	Due Date	Assignee	Description	Notes
<i>Example: Completed</i>	<i>High</i>	<i>06/02/2022</i>	<i>Market Manager</i>	<i>Solidify three vendors to sell at the pop up market.</i>	<i>Vendors to consider: ...</i>

LOGISTICS CHECKLIST

The Market team will supply:	The Community Health team will supply:	The Farmers / Vendors will supply:
<i>Ex: welcome booth, surveys, tables, FMNP staff</i>	<i>Ex: Location of event, booth for handing out FMNP coupons</i>	<i>Ex: Produce and supplies for their own stand</i>

**SWOT (Strengths, Weaknesses, Opportunities, and Threats) ANALYSIS****Strengths**

(i.e. We have a team of four members dedicated to this pop-up markets' success.)

Weaknesses

(i.e. We currently lack funding to advertise the market.)

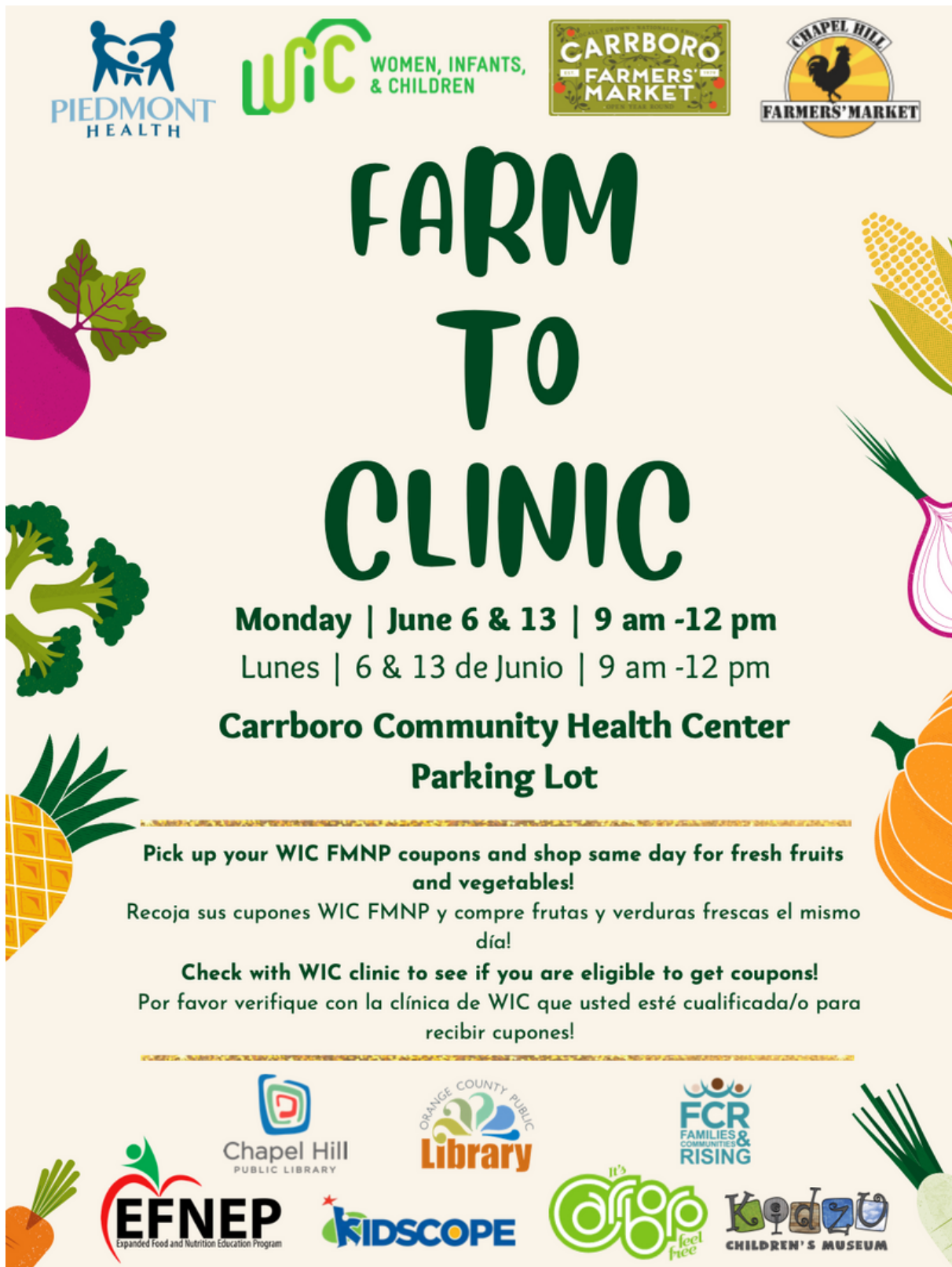
Opportunities

(i.e. Other local organizations may be interested in helping us advertise or donating some marketing supplies.)

Threats

(i.e. Barriers such as transportation and lack of event marketing may prevent intended customers from coming to the event.)

Example Advertising Flyer



The flyer is titled "FARM TO CLINIC" in large, bold, green letters. It features a light beige background decorated with various vegetable illustrations: a purple beet, green broccoli, a pineapple, a corn cob, a purple onion, a pumpkin, and a carrot. At the top, there are four logos: Piedmont Health (blue stylized figures), WIC (green stylized letters with "WOMEN, INFANTS, & CHILDREN" text), Carrboro Farmers' Market (green box with "CARRBORO FARMERS' MARKET" text), and Chapel Hill Farmers' Market (yellow circle with a rooster and "CHapel Hill FARMERS' MARKET" text).

**FARM
TO
CLINIC**

Monday | June 6 & 13 | 9 am -12 pm
Lunes | 6 & 13 de Junio | 9 am -12 pm

Carrboro Community Health Center
Parking Lot

Pick up your WIC FMNP coupons and shop same day for fresh fruits and vegetables!
 Recoja sus cupones WIC FMNP y compre frutas y verduras frescas el mismo día!

Check with WIC clinic to see if you are eligible to get coupons!
 Por favor verifique con la clínica de WIC que usted esté cualificada/o para recibir cupones!

At the bottom, there are six logos: EFNEP (Expanded Food and Nutrition Education Program, red and green), Chapel Hill Public Library (blue and red), Orange County Public Library (orange and blue), FCR Families & Communities Rising (blue and red), It's All About Feel Free (green), and Koduto Children's Museum (blue and red).



Example Shopper Survey

Have you ever visited a local Farmers' Market before?	Yes / No
Which one?	[Provide options based on local farmers' markets.]
Will you visit in the future?	Yes / No
How did you purchase food at the pop up market? [Select all that apply]	FMNP Coupons Cash Double Bucks Tokens
Is this your first time using FMNP coupons?	Yes / No
Did this pop up market help you use your FMNP coupons?	Yes / No
How helpful were the FMNP coupons for you to buy healthy fruits and vegetables?	Very helpful Somewhat helpful Slightly helpful Not at all helpful
How helpful was it to have fruits and vegetables pre-packaged in \$5 bundles?	Very helpful Somewhat helpful Slightly helpful Not at all helpful
How did you feel about the price of the food items here today?	Very satisfied Somewhat satisfied Slightly satisfied Not at all satisfied
How did you feel about the quality of the food items here today?	Very satisfied Somewhat satisfied Slightly satisfied Not at all satisfied
Were you able to find foods that you and your family enjoy?	Yes / No
What other food items would you like to see at future pop up markets?	[Customer can write in their answer]
How much did you spend today?	[Customer can write in their answer]
If you did not finish all of the coupons or tokens today, what are the reasons? (check all that apply)	I could not find the food items that I need I received too many dollars today and I can't finish I want to save them for future use Other reasons
Any other comments?	[Customer can write in their answer]



2021 Farm to Clinic One-Pager

FARM TO CLINIC POP-UP MARKET JUNE 14, 2021



The Farm to Clinic Pop-Up Market was a 2-hour event formed in conjunction with the Carrboro Farmers' Market, Piedmont Health Services (PHS) WIC Clinic, and three local farms in order to create a more accessible environment for WIC FMNP recipients to redeem their 2021 coupons. WIC checks are given to eligible recipients in \$5 increments and can be used on all WIC eligible items.

CONNECTING LOCAL FARMS WITH WIC CUSTOMERS

ECO FARM
Chapel Hill, NC

MU TAR K'PAW GARDENS
Chapel Hill, NC

LYON FARMS
Creedmoor, NC

These farms were selected due to their shown commitment to improving food accessibility. All three accept WIC FMNP checks and Double Bucks tokens and are present at both the Wednesday and Saturday markets. On site Spanish and Karen interpretation was provided. At the end of the 2-hour market, participants were asked to complete a survey to review their experience, the results are shown below.

75%
WERE ABLE TO FIND FOOD
THEIR FAMILY WOULD ENJOY



**28 WIC FAMILIES SERVED
AT THE FARM TO CLINIC
POP-UP MARKET**

61%
WERE USING WIC FMNP
CHECKS FOR THE FIRST TIME



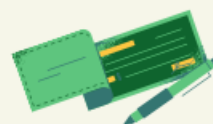
**DOUBLE BUCKS OFFERED TO
WIC FMNP AND E-WIC USERS**

100%
SAID FARM TO CLINIC
WAS HELPFUL FOR USING
WIC FMNP CHECKS



**PRODUCE PACKAGED IN
\$5 BUNDLES**

85%
WOULD RECOMMEND THE
FARM TO CLINIC TO A FRIEND



**128 WIC FMNP CHECKS
REDEEMED, TOTALLING \$640**

CFM and PHS continue to support WIC FMNP users at the Carrboro Farmers Market every Wednesday and Saturday. Throughout the summer, a PHS employee is available to give "Farmers Market Tours" to help guide first time visitors through the market.