### EC FM MMP Survey Data (2019) Continued

6. From OCTOBER 2018 to MAY 2019 when the farmers’ market SNAP EBT Market Match Program WAS NOT OPEN, our household worried whether our food would run out before we got money to buy more. *Worry No MM*
   - Never true
   - Sometimes true
   - Often true

7. From JUNE 2019 to SEPTEMBER 2019 when the farmers’ market SNAP EBT Market Match Program IS OPEN, our household worries whether our food would run out before we got money to buy more. *Worry MM*
   - Never true
   - Sometimes true
   - Often true

8. From OCTOBER 2018 to MAY 2019 when the farmers’ market SNAP EBT Market Match Program WAS NOT OPEN, the food our household bought just didn’t last and we didn’t have money to buy more. *Run Out No MM*
   - Never true
   - Sometimes true
   - Often true

9. From JUNE 2019 to SEPTEMBER 2019 when the farmers’ market SNAP EBT Market Match Program IS OPEN, the food our household bought just didn’t last and we didn’t have money to buy more. *Run Out MM*
   - Never true
   - Sometimes true
   - Often true

### Wisconsin WIC Fruit & Vegetable Farmers’ Market Program (& Senior Citizen Program)

#### WIC FV Vouchers at the Farmers’ Market
- Began 1992 (June – October)
- FV Vouchers to qualifying households
- 2019 - $35 (seven $5 checks)
- No change given

#### EC/FM/WIC FV FMP (2019)
- Allocation, Issuance & Redemption
  - EC ($63,300) MM ($79,200) WIC ($2,232,195)
  - 60% 40% 0%

### Conclusion & Discussion

**EC Farmers’ Market – Supplemental Nutrition Assistance Program (SNAP) – Market Match Program**
Our results show that the EC FM MMP has significantly increased both the number of SNAP shoppers using the farmers market and the frequency of visits. Despite these benefits, program data indicate that the number of households using the EC FM MMP in 2019 represented less than 10% of the EC County SNAP caseload. Moreover, nearly half of the households using the EC FM MMP made only one visit to the market in 2019.

**WI Farmers’ Market – Women, Infants and Children Program (WIC) – Fruit and Vegetable Program**
Our results show that at the state-level just over 70% of the $2,332,855 allocated for this program in 2019 were issued with only 42.1% of these benefits being redeemed by WIC households. There is significant variation across WI counties in both the issuance rates (24.6% to 83.5%) and usage rates (21.0% to 66.3%).

**WI Farmers’ Market – Low-Income Senior – Fruit and Vegetable Program**
Our results show that at the state-level just over 99% of the $349,000 allocated for this program in 2019 were issued with nearly 78% of these benefits being redeemed by senior citizen households.

**Research Project Objectives**
- Work and share with community partners, researchers and policy makers and general public
- Improve eating habits and health/wellness of children/families by informing public discourse on this issue
- Model of excellence in student/faculty collaborative research that should be celebrated and shared

**Senior FV Vouchers at the Farmers’ Market**
- Began 2001 (June – October)
- FV Vouchers to qualifying senior
- 2019 - $25 (five $5 checks)
- No change given
- See graph below

**EC/FM/WIC FV FMP (2019)**
- Allocation, Issuance & Redemption
  - EC ($6,741) MM ($4,599) WIC ($349,000)
  - 29% 29% 40%

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