Research suggests that food insecurity is a significant issue facing many American families with nearly one in five children living in a food insecure household. Many Americans also suffer from poor nutrition and specifically fall short of eating the recommended amount of fruits and vegetables (FV). Additionally, as a country we are still facing high rates of obesity especially for children with both poor nutrition and obesity disproportionately affecting low-income households.

There is also evidence that participants in government assistance programs designed to provide food assistance such as the Supplemental Nutrition Assistance Program (SNAP) and the Women, Infants and Children Program (WIC) tend to purchase fewer healthy foods including FV compared to the overall population.

One way to address this issue is to connect these families to farmers’ markets in their area and encourage healthier shopping and eating behaviors. The Eau Claire Farmers’ Market – Market Match Program (EC FM MMP) doubles SNAP benefits up to $10/week at the EC FM to provide an incentive for SNAP households to shop at the market. Similarly, the WIC FV Farmers’ Market Program (WIC FV FMP) is designed to help improve access to FV for qualifying households during the summer.

This study reports on 2014-19 administrative data and 2019 survey data from for the EC FM MMP as well as 2019 administrative data for the WIC FV FMP in the state of Wisconsin. We also have data for a FV FM program helping low-income senior citizens access FV at FM and will present briefly on these data. Our complete work is presented over two posters.

**SNAP – EBT at the Farmers’ Market**
- Began 2012 (June – September)
- Swipe EBT card
- $1 token for $1 charged (2012-14)
- Market match introduced 2015
  - $1 bonus for each $1 (2015-19)
  - Max $10 weekly match ($40 monthly)
  - $5 = $10 $10 = $20 $15 = $25 $20 = $30

**WIC, NSLP, NSBP, FFVP**
- Serves 53% of all US born infants
- Food security/health education to women/children
- Founded 1972 (War on Poverty)

**Supplemental Nutrition Assistance Program (SNAP)**
- Benefits must be used in month allotted
- Targeted to healthy food items
- Eligibility means tested
- Benefits can be used over one year
- Largest program in the domestic hunger safety net
- Eligibility means tested (130% FPL)
- Benefits must be used in month allotted
- Electronic Benefits Transfer (EBT, nationwide 2004)

**Women, Infants, and Children Program (WIC)**
- Benefits must be used in month allotted
- Eligibility means tested
- Serves 53% of all US born infants
- Eligibility means tested (185% FPL)
- Targeted to healthy food items
- Benefits must be used in month allotted
- Electronic Benefits Transfer (EBT)
- Adopted in WI 2016 (not yet nationwide)

**Market Match Program – Administrative Data**

**Market Match Program – Survey Data (2019)**

**Our Research Continues on a Second Poster**

Please see our second poster titled, A Continuing Examination of Food Purchasing through the Supplemental Nutrition Assistance Program (SNAP) and the Women, Infants, and Children Program (WIC): A Case Study of Grocery Stores and Farmers’ Markets with an Emphasis on Fruits and Vegetables II for more results from our continuing story. We will pick up right where we left off with more analysis of the EC FM MMP extended to the impact the program has on food insecurity for SNAP households.