

Notes from Strategy Session 4: Expanding and Securing Long-Term Funding for Double Up Food Bucks

Strategy #1 Farmers Markets (9 votes)

- identified barriers
 - o farmers perceptions of SNAP users
 - o sustainability of farmers markets esp. rule
- proven effective: so expand
- room for growth
- leverage nutrition education
- educate venders and customers
- using existing networks/collaborations

Strategy #2 Retail (24 votes)

- Align with retail marketing (take advantage of local food competition b/t retailers)
- Use technology advances to track local foods (sku #s)
- Use food safety technology for tracking (use high priority on food safety for leverage; DUFB can align with priority)
- debit back money for SNAP purchases
- barriers: funding
- MDARD (food safety): MI food Policy Council, SNAP outreach for education
- obstacles for Strategy 2:
 - o funding, technology and implementation
 - o lack of physical reminder of healthy incentives values

Strategy #3 Securing \$

- work with MSLTH and Healthy benefit association to get support for local funding based on \$ that needs to be given out
- Blue Cross Blue Shield and other insurance companies
- sharing evaluation and data will help focus on topics important to each group approached

Implementation \$ (13 votes)

- Educate the public and health officials, gov officials (MALPH board meetings)
- Create DUFB guide book for communities and markets
- Council of market managers
- Start DUFB endowment
- White papers to match with state funds
- Data on DUFB health outcomes

Implementation- Retail (14)

- learn from pilots (lesson, data)
- have information on technology needed available
- have brainstorm/strategy session w/stakeholders, recruit stores individually
- use the advantages of co-ops to build on

Next Steps (15)

- to give ideas to FFN to move on
- get feedback from FFN on what has potential
- need to maintain communication w/ those present today
 - o need those contacts esp. healthy comm. Sandra
 - o trade business cards
 - o get on agenda of organizations
- Get Oran on monthly MASH call - Kaitlin
- Jane: MI Food Policy council meeting with Oran

Follow-up

- follow-up conference call
- Chris, Kalamazoo Food coop/ follow-up email in 1 month

Selected Strategy: Secure public or other long-term funding; Expand to retail stores

Private business/corporations

- Work with MALPH and also with MI Health and Hospital Association re: possibility of using comm. Health benefit dollars to support this program
- Working with Blue Cross Blue Shield and other insurance companies to show them the importance of investing in this program

Depends how you frame it-if it's framed as economic development it may be perceived better than "feeding hungry people" with MALPH-public health

Connect FFN with public health officials and potential funders

Obstacles-politics; money political environment

Strategy Context (current efforts, potential contributors, potential obstacles)

1) Work w/ MALPH & MI Health and Hospital Association about possibility of using community health benefit dollars to support DUFB program

- Work w/Blue Cross Blue Shield and other insurance companies to show them the importance of investing in this program
- Feasibility will be improved if the strategy is frame based on the group targeting i.e. "economic development" may be better perceived than "feeding hungry people with MALPH
- People in the room can help by connecting Fair Food Network with public health officials and potential funders

Some obstacles include politics, money and political environment

2) Align with retailers' branding and promotional efforts around good/local food

- Technology advances with DUFB in retail could contribute overall to a statewide method for "tracking local" and other metrics around consumption and sales of MI-grown food
- There are growing needs around food safety traceability that the technology developed by DUFB and retail might inspire or build collaborative systems
- Have Massachusetts model of healthy incentives pilot that could be followed in MI
- Feasibility- it's feasible on many sides but a large barrier in financing the expansion to retail
- MDARD could be a food safety resource and partner
- MI Food Policy Council has strategy to support DUFB expansion to retail
- Could build on current SNAP education and outreach

- Obstacles include money, technology development, lack of physical reminder of benefits, the need for USDA waiver

Implementation Steps

- Retail DUFEB (After final USDA approval)
- Learn from the pilots, lessons, data, module etc
- Technology would need to be developed and implemented
- Converge information sessions with stakeholders to create implementation strategy for DUFEB retail
- Work with Association of Food and Petroleum Dealers and Michigan Grocers association to recruit individual stores or retail chain for participation

Strategy

- 1) Financial literacy and training education efforts
 - SNAP-Education to promote farmers' markets
 - No kid hungry Campaign
 - Health Dept efforts
 - Awareness building around farmers markets accepting DUFEB
 - Minimize \$ burden by using existing networks and partners
- 2) Need face-to face promoter staffing marketing
- 3) Collaboration tracking effectiveness dispelling myths
- 4) Reaching rural markets
 - Accepting SNAP, accessing high tech, classism, stigmas, participation
 - Feasible? Yes on many sides, just have a giant barrier in financing the expansion to retail
 - Who/How to Contribute
 - MDARD could be a resource for food safety inaccurate partnership
 - Mich Food Policy Council already has a strategy to support expansion of DUFEB to retail setting and will continue to do so
 - SNAP Outreach is another vehicle for education and outreach

Obstacles

- Money, technology development (could also be an opportunity), physical reminder of benefits and waiver

Measuring Success

1) Long-term funding

- Securing Public funding or other long term
- Diversity of funding sources
- Securing policy/funding get state depts. On board with DUFEB (MDARD, MDE, MDCH,DHS. Etc
- Secure Public or other long-term funding and gather data from existing DUFEB markets
- Site visits to existing markets with potential funding sources
- Survey DUFEB participants
- Secure public or other long-term funding
- Securing money from Blue Cross Blue shield and other health insurance companies
- Securing \$ from private businesses and local businesses/local corporations

2) Retail Stores

Expand to retail stores: look for increase in produce sales, especially MI produce
Measurement metrics for retail expansion

- 1) # of retail stores
- 2) \$ sales
- 3) number of products sold and what they are
- 4) Number of customers
- 5) Map locations of sales/stores to see where DUFB is being utilized most

DUFB-Measurements (Both strategies)

- Customer testimonials (video)
- Retail store growth in MI fruit/veg sales
- Farmer testimonials/ # of transactions (markets & retail)
- Number of business participating
- #s of sales (All Food Assistance) SNAP, DUFB, WIC, Market Fresh, Project Fresh
- Expand to Retail Stores- USDA will provide waivers so food retailers can participate in DUFB
- Implement a statewide pilot program
- How will we measure success?
- Expand to retail stores: all outlets that accept SNAP have incentive opportunities such as DUFB
- Secure long-term funding: line item funding both federally and at state level consistent private funding amount institutionalized

Relating to Charter Goals

Leverage for 1) Retail Expansion of DUFB

- Align with retailers branding and promotional efforts around good/local food (marketing)
- Technology advances with DUFB in retail could contribute overall to a statewide method for “tracking local” and other metrics around consumption and sales of Michigan-grow food
- There are growing needs around food safety traceability that the technology developed by DUFB/retail might inspire or build collaborative systems
- Use the Massachusetts model in Mich-Healthy Incentive Pilot

2) How to relate to which Charter Goals: Expand to retail

- 1 - More will increase sourcing to meet demand
- 2 - More will supply because of increase demand
- 3 - New agribusiness due to increase demand
- 4 - More residents will have increased access of which more are from MI sources

“Expanding to retail stores” – Relates to Goal 2, 3 and 4

“Secure public or other long-term funding” – Relates to Goal 2,3 & 4

Next Steps

- Set up meetings with local health officers and hospital association members to explain details of DUFB, and encourage them to invest \$ in the program
- Research local businesses to determine their interest in supporting DUFB
- Communication: Fair Food Network to Partner with public health-educate

“Fair Food Network opportunities”

DUFB Guidebooks-“what comprehensive”

- Mission statement, how to, best practice, results (aggregating data), annual report

- Who: survey or database/directory for existing networks
 - as part of book and council of mkt managers to share ideas-endowment
 - Where: statewide
 - * Methods/how-white paper for funders=help make decisions
 - Match federal and state funds through these efforts
 - living document
 - When: Now/ Charter #4
- Sandra Boven -Ottawa County Health Dept will have Oran speak at MALPH meeting (boven@miottawa.org)
- Chris Broadbent- Kalamazoo Food Coop (market@peoplesfoodco-op.org)

Timeline

- Liz of DUFB Outreach will contact group within a month
- Contact Person(s) and Communication Channel
 - o FFN will email the group
 - o lkohn@fairfoodnetwork.org
- Communication: list serve of partners, meetings with MRLPH Bouels, Identify set meetings /agenda to get an to speak (Sandra)
- Other Thoughts
 - o All strategies are a win for big ag & a loss for small ag-be careful
 - o Opportunity for additional nutrition education around locally grown fruits and vegetables
 - o Institutionalizing the nutrition education for all rather than just low income which increase stigma
 - o Expand retail stores: setup meetings with retail managers to show success of DUFB
 - o Benjamin Kohrman: Deputy Director of Community Services
 - MI Dept of Human Services (work) 517-335-6293, (517) 241-8390 (cell), email:kohrmanb@michigan.gov

Votes

Expand to new farmers market (9)
 Expand to retail stores (24)
 Secure public or other long-term funding (33)
 Implement electronic card swipe system (2)

Flip Chart Notes

Page 1:

Most markets: use token system
 Flint electronic benefits gain and spend DUFB credits with individual vendors
 The future: Kent county pilot

- uses Ipod, wireless access or data plan
- activate DUFB card
- technology with each vender provided by Fair Food

Page2: Policy Work

2011 Evaluation reports

- 40,000 DUFB customer tx

- >20% first time SNAP users
- 80% customers purchase more fruit and veg
- growth in farmer/vender sales total \$1.3 million in DUFB/SNAP
- Partnership with DHS for program promotion
- involved in Farm Bill policy for SNAP \$
 - o 1 million mandatory funding for 1 healthy food incentives

Page 3:

- Dept of Human Services
- Responsible for SNAP benefits
- Keep updated info on SNAP users
- Use SNAP mailing lists and send DUFB promo materials to users
- See huge increase in sales at markets after mailings
- Leverage resources and partnership to help increase healthy food access

Page 4: Strategies

- Should look for state funding to cover other half if federal funding comes through or if it doesn't
- In retail settings need special USDA permission for SNAP incentives
- 3- Grocery stores in Detroit
 - o pilot hopefully in fall
 - o hope to expand in retail in 2013

Page 5: Benefits/ Issues of Electronic

- Limitations on volume of tokens
- Possibilities that come for electronic
- Multiply tokens and markets gets confusing
- Logistically challenging for markets