



FARMERS' MARKETS FIGHTING HUNGER

Lessons from the **Farmers' Market and Community Food Consignment** program
of the **Community Food Bank of Southern Arizona**



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KEY TERMS

EBT: Electronic Benefit Transfer, a system that allows recipients of SNAP and other government benefits to make purchases with a specialized debit card.

Food security: a situation that exists when all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life (FAO 2001).

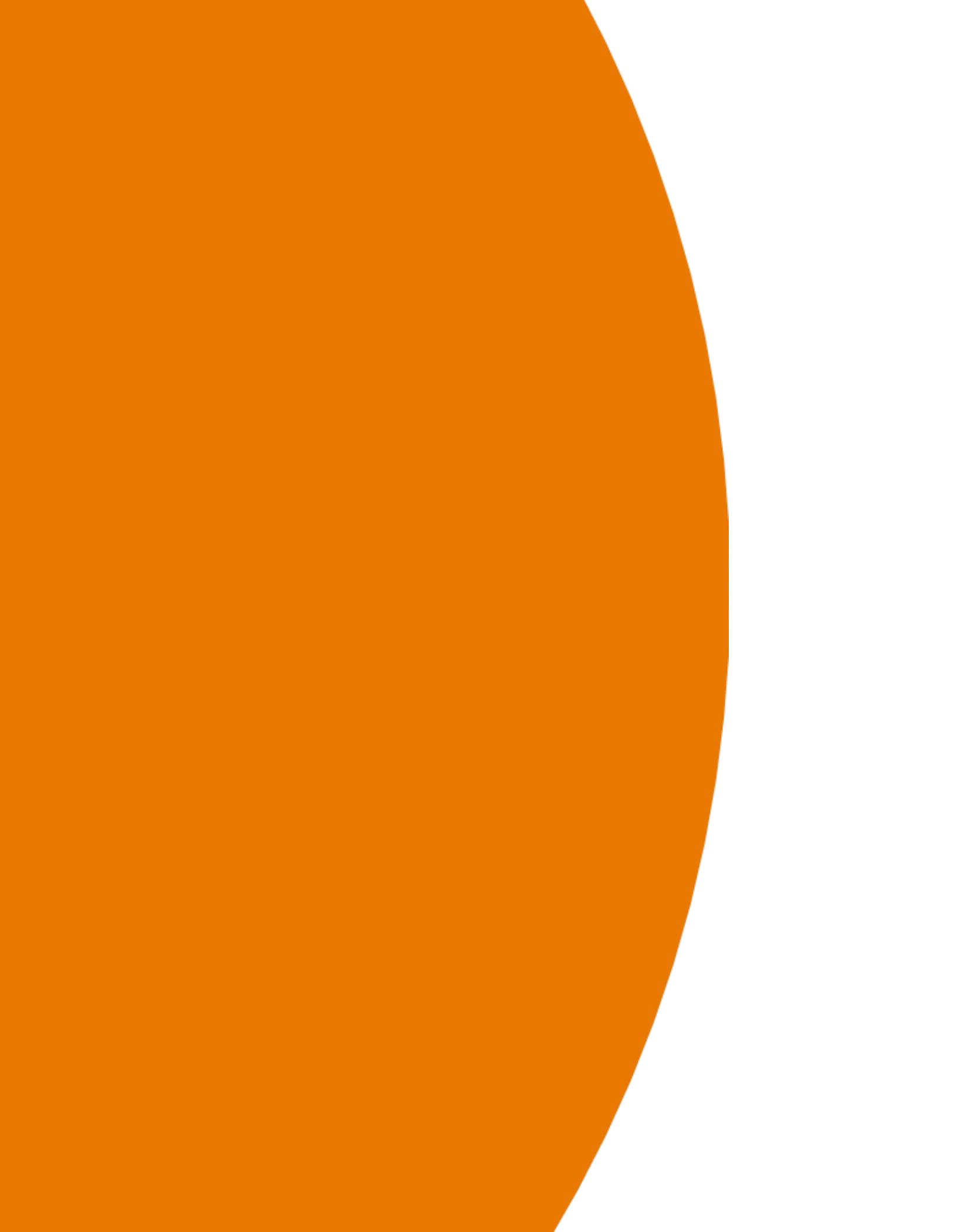
SFMNP: Senior Farmers' Market Nutrition Program, a program that allots coupons to low-income seniors for the purchase of fruits and vegetables from farmers' markets and farm stands.

SNAP: Supplemental Nutrition Assistance Program, formerly known as food stamps, a program that provides financial assistance to low-income United States residents for purchasing food.

Social capital: the value of social networks, bonding similar people and bridging between diverse people, with norms of reciprocity (Dekker & Uslaner 2001: 2).

WIC: Special Supplemental Nutrition Program for Women, Infants, and Children, a program that provides low-income pregnant women, postpartum women, and parents and guardians with infants and children in the United States with financial assistance for the purchase of healthy food, nutrition education, and assistance in accessing social services.

WIC FMNP: WIC Farmers' Market Nutrition Program, a program associated with WIC that allots coupons to low-income pregnant women, postpartum women, and parents and guardians with infants and children for the purchase of fruits and vegetables from farmers' markets and farm stands.



SUMMARY

This report discusses the role of farmers' markets in food bank programming with a special focus on the Farmers' Market and Community Food Consignment program managed by the Community Food Bank of Southern Arizona in Tucson, AZ. As food banks struggle to meet the needs of the hungry in their communities, some, like the Community Food Bank of Southern Arizona, are turning to programs that advance systemic solutions to hunger and poverty. Farmers' markets are one such program that has the potential to fight hunger at its root. Through a review of available literature and an analysis of preliminary data collected by the Community Food Bank of Southern Arizona, this report seeks to answer the question of whether it is appropriate for a community-based anti-hunger organization, such as a food bank, to incorporate farmers' markets into its programming.

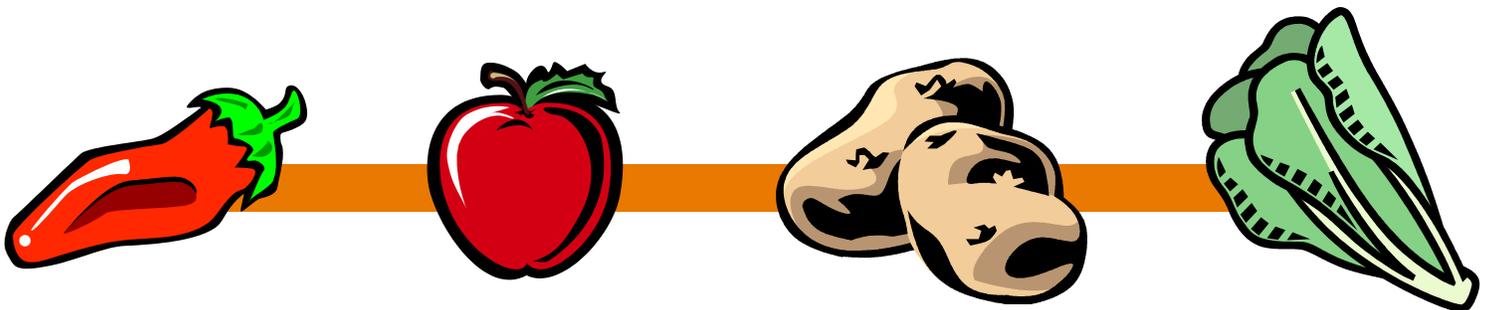
Key findings are that it may be appropriate for food banks to incorporate nonprofit farmers' markets, like those managed by the Community Food Bank of Southern Arizona into their operations. Farmers' markets can bolster food security and reduce risk of hunger in the surrounding community. However, the success of a food bank farmers' market program depends on the careful development of integrated and ongoing monitoring and evaluation strategies that measure program effectiveness in the food bank context.



THE CASE OF THE COMMUNITY FOOD BANK OF SOUTHERN AZ: A MODEL FOOD BANK FARMERS' MARKET PROGRAM

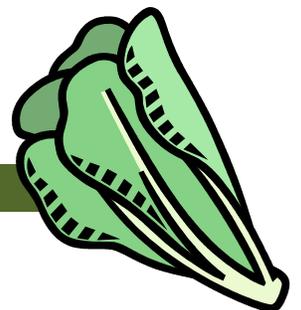
The mission of the Community Food Bank of Southern Arizona is to “anticipate and meet the needs of the hungry in our community” through “education, advocacy, and the acquisition, storage, and distribution of food.” With this mission in mind, the food bank manages four farmers’ markets, strategically located and marketed to low-income consumers. The farmers’ market program operates under the food bank’s Community Food Resource Center, a department dedicated to implementing systems-level, long-term solutions to hunger.

The mission of the farmers’ market program is to “support the agricultural and culinary tradition of our region; and to improve our quality of life through healthy, fair, green, and affordable food.” The program consists of two parts: 1) a core farmers’ market program that coordinates vendors and market space, and 2) a community food consignment program that buys and sells small volumes of food from local community members. At each of the organization’s four farmers’ markets, several full-time food bank staff and part-time volunteers coordinate space for outside vendors, and run a consignment farm stand. While Southern Arizona’s desert climate constrains local food production, the consignment program augments the supply of produce at the market. Food bank staff purchase produce from consigners (local backyard gardeners and small farmers) and sell the local fruits and vegetables at a stand at the market. Markets are located to be geographically accessible to low-income customers, and are scheduled weekly for 2- to 3-hour periods. Each market accepts SNAP, WIC, and WIC and Senior FMNP food assistance benefits. All vendors are required to sell natural, locally produced food. Market logistics are supported by access to food bank transportation and warehouse space.



METHODS AND DATA USED IN THIS REPORT

This report uses a review of the literature and preliminary data from a farmers' market program monitoring system to explore the question of whether it is appropriate for food banks to incorporate farmers' markets into their programming. Analysis is based in part on the results of pilot surveys of 125 farmers' market customers and 64 food producers (vendors and consigners) at Community Food Bank of Southern Arizona farmers' markets in Tucson, AZ. Surveys were conducted in January of 2013, and may not fully represent the experiences of customers or producers due to the seasonal nature of both food production and the allocation of government food assistance benefits including WIC and Senior FMNP vouchers.



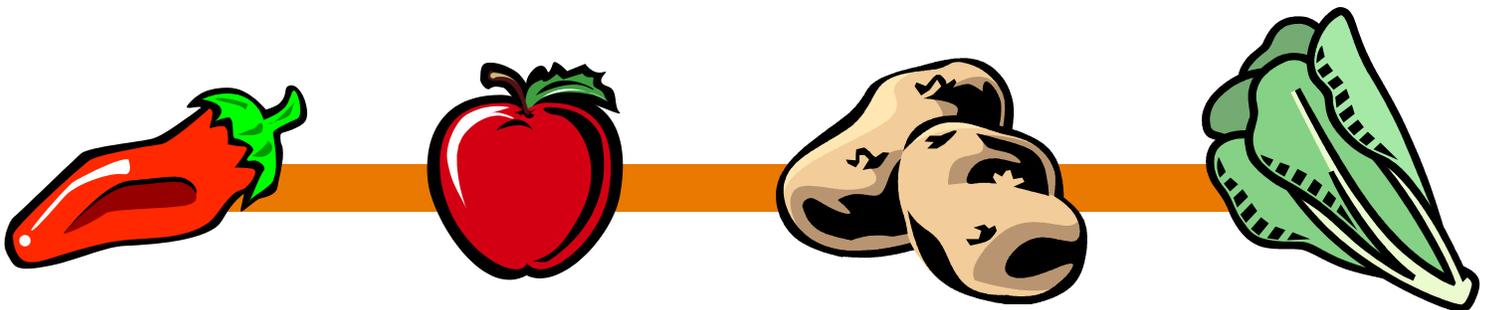
I. ARGUMENTS FOR THE INCLUSION OF FARMERS' MARKETS IN FOOD BANK PROGRAMMING

There is evidence to suggest that farmers' markets reduce food insecurity, and thus risk of hunger, by generating social capital, promoting healthy food utilization and consumption, and increasing healthy food access in target communities. A review of the literature and an analysis of the farmers' market program of the Community Food Bank of Southern Arizona indicate that there may be a role for farmers' markets in anti-hunger work. While definitions of food security vary, this report uses the widely accepted FAO definition: "a situation that exists when all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life (FAO 2001). Nonprofit farmers' markets, like those operating under the umbrella of a food bank, have the opportunity to maximize and distribute the social and nutritional benefits of farmers' markets typically only afforded to middle- and high-income consumers at for-profit markets. Positioning a nonprofit institution like a food bank in a managerial or market-coordinating role generates opportunities for farmers' markets to serve low-income customers and fight hunger at its root.

A. Farmers' markets build social capital

Farmers' markets can reduce food insecurity by building social capital in a community. Definitions of social capital vary. Broadly, social capital refers to "the value of social networks, bonding similar people and bridging between diverse people, with norms of reciprocity (Dekker & Uslaner 2001: 2). It has been called the "missing link" in economic development (Grootaert 1998; Grootaert & Van Bastelaer 2001), and the "glue" that holds communities together (Stone & Hughes 2002; Svendsen & Svendsen 2000). Because social scientists are still developing a standard definition for the complex concept, many exist. See [Claridge \(2012\)](#) for a summary of existing definitions.

Social capital is central to food security, as households with more social capital have greater access to food. As concluded by Martin et al. (2004), social capital is associated with decreased risk of hunger. So-





cial safety nets, social support mechanisms, and community solidarity increase household resilience to environmental and economic shocks that affect food procurement ability (Alinovi 2009; Christiaensen & Boisvert 200; Frankenberger 19920). Social support mechanisms are important to nutrition security and nutritional status (Morris 1999), and social exclusion and deprivation can cause food insecurity (Murrell et al. 2011). A study of one Australian town confirmed that food access problems in the community are the result not of geographic distance between home and the grocery store, but of the inadequacy of social and welfare networks that allow people to access private transport (Coveney & Dwyer 2009).

Farmers' markets can build social capital that reduces risk of hunger in the surrounding community.

While no studies were found on the social impact of nonprofit farmers' markets, studies of for-profit farmers' markets suggest that social interaction and community-building are important motives for customer and vendor attendance and participation (Brown 2002; Davis 1978; Hunt 2007; Lyson et al. 1995; Oberholtzer & Grow 2003; Smith 1980). Farmers' markets are "settings for exchanges embedded in social ties, based on proximity, familiarity, and mutual appreciation" (Hinrichs 2000: 298). At farmers' markets, people interact and strengthen relationships. Farmers' markets thus generate social support networks that buffer food insecure community members from experiencing hunger during hard times. It is likely that nonprofit markets with social motives would be even more effective than for-profit markets at augmenting the social capital of low-income customers.

Surveys of customers at farmer's markets managed by the Community Food Bank of Southern Arizona indicate that the markets increase the number and strength of connections between community members. Fifty-eight percent of customers surveyed reported feeling more connected to their community because of the market, and 60% reported having met new people at the market in the past. Further evaluation is needed to confirm the causal relationship between these farmers' markets, customer social capital, and decreased risk of customer hunger Tucson, AZ. However, as evidenced by the literature previously cited, it is likely that such a causal link exists.

B. Farmers' markets empower and educate

Farmers' markets can empower food insecure customers to consume

healthy food. Through both formal and informal education, farmers' markets can increase the number of customers who have the knowledge, confidence, and desire required to prepare and consume a variety of often unfamiliar or region-specific fruits and vegetables. McCormack et al.'s (2010) review of research on nutrition-related outcomes of farmers' markets found that markets can positively affect customer attitudes towards fruit and vegetable consumption, especially among FMNP participants (McCormack et al. 2010). Another study of hospital-based farmers' markets found that 74% of patrons reported eating more fruits and vegetables as a result of coming to the market (Crompton et al. 2012). By incorporating educational programming, nonprofit markets that target low-income consumers can maximize customer learning and positively affect the attitudes of customers towards healthy produce.

Surveys of customers of the farmers' markets managed by the Community Food Bank of Southern Arizona suggest that the markets facilitate customer learning about food production, cooking, and nutrition. Sixty-two percent of customers surveyed reported learning something new at the market that day. Out of those who reported learning something new, 40% reported learning the name of a new food, 26% reported learning how to cook a new food, 18% reported learning something new about food production and gardening, and 16% reported learning something new about health and nutrition. There is a need for further research to confirm that customer learning at these markets translates into changes in food consumption patterns. However, the literature cited previously suggests that it is possible that farmers' market customers take action based on what they learn.

C. Farmers' markets increase geographic food access

In addition to changing customer attitudes, farmers' markets can increase geographic access to nutritious food.

Crompton et al. 2012's study of a hospital-based farmers' market suggests that the strategic placement of farmers' markets in locations that are frequented by target populations can increase geographic access to healthy food amongst target groups.

Surveys of customers at Community Food Bank of Southern Arizona farmers' markets were inconclusive regarding the relationship between the markets and customers' geographic access to healthy food. Forty-two percent of customers surveyed reported traveling 10 minutes or less to get to the market. Of those customers with short travel times, 15% reported receiving SNAP benefits and 8%



reported receiving WIC or FMNP benefits. In comparison, out of customers with travel times greater than 10 minutes, 19% reported receiving SNAP benefits and 6% reported receiving WIC or FMNP benefits. The comparable rates of reported SNAP and WIC enrollment between customers who reported short and long travel times suggests that the markets are not especially close to low-income community members.

Out of the 37% of customers surveyed who reported receiving assistance from governmental or nonprofit social services, 50% reported traveling over 15 minutes to reach the market. As such, it is not clear that the markets are particularly geographically accessible to low-income customers.

Furthermore, 70% of those who reported receiving assistance from social services also reported traveling to the market by personal vehicle. While the markets are geographically accessible to some low-income individuals, it is not evident that the markets are frequented by low-income community members who rely on public transportation.

However, equally unclear is whether farmers' markets placed in different locations in Tucson, AZ would better decrease geographic barriers to healthy food for low-income customers. Geographic accessibility of the markets may be beyond the control of the Community Food Bank. For example, it may be that public transportation in the city is inadequate, causing high travel times and low transit





use amongst low-income farmers' markets customers.

In spite of long customer transit times, these markets seem to be located in strategic locations for targeting low-income consumers. Two of the farmers' markets managed by the Community Food Bank of Southern Arizona are located at community health centers frequented by low-income community members, and one is located at the food bank itself which hosts many low-income clients. Fifty-seven percent of customers surveyed reported coming to the market because it's one of the few places they can buy healthy food, and 79% reported coming because it's one of the few places they can buy locally grown food. Further evaluation is needed to assess the relationship between farmers' market placement, transportation, and customers' geographic access to food in Tucson, AZ.

D. Farmers' markets increase economic food access

The influence of farmers' markets in general, and of Community Food Bank of Southern Arizona farmers' markets in particular, on economic access to food is more clear. By requiring all vendors to accept SNAP, WIC, and WIC and Senior FMNP food assistance benefits, farmers' markets can increase the number of low-income and food insecure consumers who have access to healthy food. Because the Community Food Bank of Southern Arizona's farmers' markets accept food assistance benefits, the food bank's Pima County has the highest FMNP redemption rates in the state. See [Megill \(2005\)](#) for a guide to accepting SNAP at farmers' markets.

According to program records, 24% of sales at Community Food Bank of Southern Arizona farmers' markets come from food assistance benefits including SNAP and WIC. While only 13% of customers surveyed at these markets reported that they usually pay with government benefits, the true percentage is likely much higher due to the seasonal nature of WIC and Senior FMNP voucher allocation. Because FMNP vouchers in Arizona expire and cannot be accepted by farmers' markets throughout the winter (the survey was conducted in January), there is a need to reassess the number of customers who pay with food assistance benefits at a time when FMNP vouchers are in season.

The Community Food Bank of Southern Arizona encountered particular success in increasing cus-

tomers' economic access to food with the "SNAPPY Dollars" SNAP matching program. From October 2011 to February 2012 the farmers' market program matched SNAP expenditures up to \$10 to \$20 per customer per visit. A Community Food Bank of Southern Arizona survey of customers paying with SNAP during the time period of the SNAP matching program found that 35% of those paying with SNAP were new shoppers, and of those new shoppers, 57% cited the SNAP matching program as their reason for visiting the market. By establishing programs that augment the purchasing power of customers paying with SNAP, WIC, or other food assistance benefits, farmers' markets can attract new low-income customers and contribute greatly to food security and healthy food access in the surrounding community.



In addition, while no research was found to exist on this topic for nonprofit farmers' markets, research on for-profit farmers' markets suggests that they increase economic access to food throughout the community via an economic multiplier effect. Markets increase the number of jobs, incubate new businesses, strengthen and diversify regional agriculture, increase farm profitability, and increase sales at neighboring businesses (Brown 2002; Curry & Oland 1998; Lev et al. 2003). One study documented how introducing a farmers' market into an area of limited food access decreased the economic cost of living for local residents, including the cost of food at local grocery stores (Larsen & Gilliland 2009). By generating income and influencing market forces at vendor booths and beyond, farmers' markets can increase the number of community members who are economically and food secure.

The economic impact of farmers' markets is closely tied to social capital generation. The "warm social atmosphere" of farmers' markets encourages entrepreneurial activity and

experimentation with new ideas and products, and supports the development of business management skills in budding entrepreneurs (Brown 2002: 173). By generating social capital, farmers' markets not only build supportive social networks around low-income customers, but also promote a strong local economy that creates income for families and small businesses. Income generation in turn may lead to economic access to food and decreased risk of hunger throughout the local community.

Surveys of producers from the farmers' markets of the Community Food Bank of Southern Arizona support the theory that farmers' markets generate local economic activity that decreases risk of hunger, especially among food insecure community members. Many of the producers profiting from these markets are low-income community members. Fifty percent of established vendors and 38% of small-scale community food consigners surveyed at food bank farmers' markets in Tucson, AZ self-identify as low-income. Eighteen percent of consigners and 36% of vendors





surveyed reported using SNAP; 14% of consigners and 7% of vendors reported using WIC. Twelve percent of consigners and 7% of vendors reported receiving emergency food directly from the Community Food Bank of Southern Arizona.

Even small-scale produce consigners surveyed reported depending on income from low-volume consignment sales. Twenty-six percent of consigners surveyed use money from consignment to buy food for their household, and 16% use the money to purchase non-food household necessities. Fourteen percent of small-scale community food consigners surveyed reported that they grow food as their main source of income, and 34% percent of consigners surveyed reported that they depend at least sometimes on money from consignment to make ends meet for their household.

By developing entrepreneurs, Community Food Bank of Southern Arizona farmers' markets extend their economic benefits beyond producers and into

the greater community. According to surveys of producers, these farmers' markets cultivate entrepreneurs who can contribute to a robust local economy. Twenty-nine percent of vendors surveyed were first small-scale community food consigners before becoming established vendors. Twelve percent of consigners surveyed have started a food-related business such as a farm, restaurant, or food processing operation since becoming a consigner. Forty-six percent of consigners surveyed would like to start a food-related business, and 56% of consigners surveyed feel that being a consigner will help their future business efforts. The farmers' markets of the Community Food Bank of Southern Arizona not only create opportunities for low-income community members to garner income that serves as a buffer from hunger, but also cultivate entrepreneurs who may contribute to the economic security of others in their community. There is a need for further research to track the economic impact of farmers' market producer entrepreneurship in Tucson, AZ.

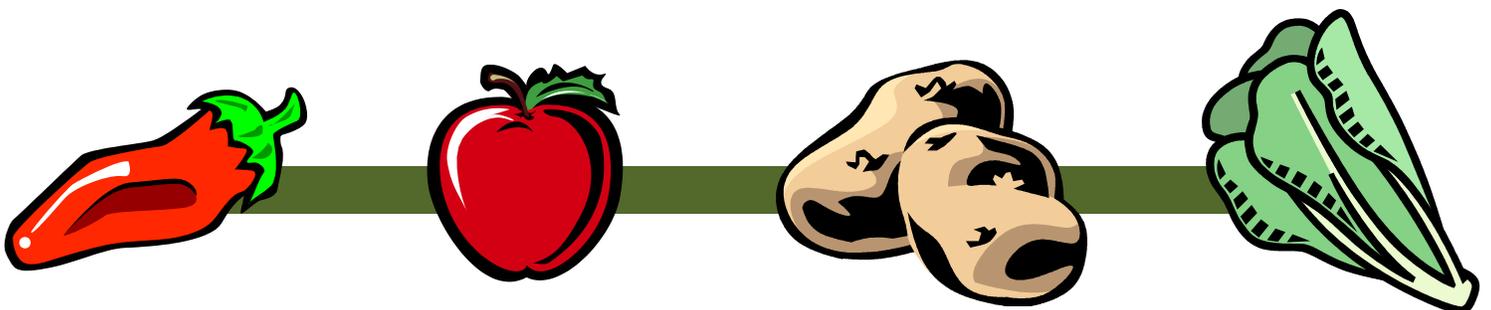
II. CONSTRAINTS ON THE INCLUSION OF FARMERS' MARKETS IN FOOD BANK PROGRAMMING

Food banks seeking to incorporate farmers' markets into their anti-hunger strategy should be aware of the utility of developing a monitoring and evaluation strategy in tandem with the farmers' market program itself. The literature and survey data cited above emphasize relationships between farmers' markets and food security. While it is clear that farmers' markets have the potential to decrease risk of hunger in the surrounding community, the social, educational, geographic, and economic mechanisms through which farmers' markets are related to food security are difficult to measure. Many food banks, including the Community Food Bank of Southern Arizona, rely on easily tracked, quantitative metrics such as "pounds of food" to gauge the success of the emergency food programs that lie at the core of their anti-hunger strategy. In order to integrate farmers' markets into food bank programming it is important to develop clear and, when possible, simple measurable indicators that track farmers' market program effectiveness over time and that mesh with pre-existing food bank measurement strategies.

A. Measuring food security

A number of measurement options are available for assessing the food security status of an individual, household, or community. As shown in Figure 1, the concept of food security may be simplified into three parts for measurement: food consumption and utilization, food access, and food availability (Deitchler et al. 2010).

Strategies for measuring food availability and access include: focus groups; mapping, observation; statistical analysis using existing data sources or maps; and surveys (Smiley & Roux 2005). Household expenditure surveys (Smith & Subandoro 2007), list-recall methods (Lorenzana & Mercado 2002), and food basket approaches (Meade & Rosen 2002) are specific tools developed to assess household relationships with food. Surveys are a typical tool for gauging food security status, and development of such surveys has been pioneered by the United States Department of Agriculture (Nord & Andrews 2001). It is generally un-



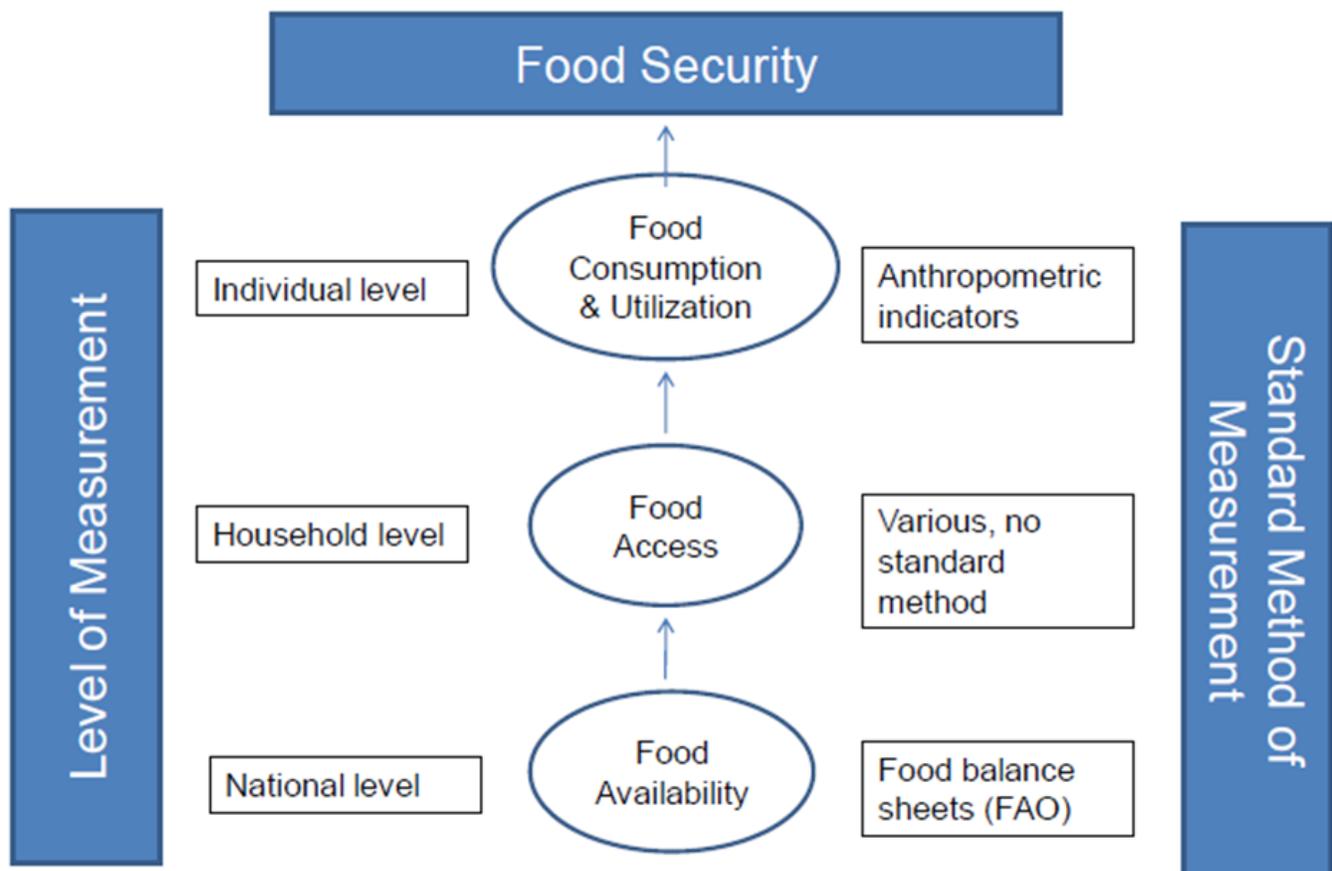
important whether food security surveys are conducted by telephone or in-person (Nord & Hopwood 2007). In addition, anthropometric measures of human weight and size give an estimate of food consumption and utilization (Deitchler et al. 2010).

The past decade has witnessed a rise in the use of geographic information systems (GIS) for mapping and measuring geographic access to food. GIS data sources for food security assessment include: fieldwork, land use and parcel data from urban planning agencies, health and agriculture department licensing data, commercially available business data such as directories, taxation data (though food is not always taxable), and online photographs from websites like Google Street View (Forsyth et al. 2010). Studies typically measure either density

of food sources, or proximity of food sources to certain locations, like households or schools (Charreire et al. 2010). In using geographic methods to measure food access it is important to specify the type of food source or store in question (Forsyth et al. 2010), as well as technical details such as the level of aggregation of data (e.g., census block, county, or state) and methods used to measure distance (Sparks et al. 2011). Table 1 lists a number of physical and temporal distances used as cutoff points in GIS studies of proximity to food sources.

Geographic access to food may be measured in a variety of food environments including schools, worksites, homes, and the greater community (Glanz 2009). However, some have critiqued food environment assessment as a field dominated by

Figure 1: Defining and measuring food security (Deitchler et al. 2010)



studies that use unsophisticated study designs, and fail to incorporate social and individual factors and how they interrelate with the physical environment (Lytle 2009). Existing research is insufficient to conclude whether areas with limited access to food actually have inadequate access to food (USDA 2009).

Appendix I presents links to resources that give example survey questions, indicators, and methodologies for measuring food security. Most resources on food security measurement provide protocols for holistic assessments of overall food security in a household or community. Few give targeted methods for tracking food security or nutritional outcomes of specific programs. However, of particular interest to farmers' market programs is the Nutritional Impact Assessment Tool designed by USAID for agricultural, food security, and livelihoods project designers (USAID 2011).

B. Measuring social capital

Like food security, social capital may be measured through various methods.

A number of studies and reports have emphasized the need to analyze social capital using network approaches (Australian Bureau of Statistics 2000; Burt 2000; Chiesi 2007; Edwards 2004; Franke 2005; Lin 1999; Policy Research Initiative 2005; Trigilia 2001; van der Gaag 2005; van der Gaag & Snijders 2005; Webber & Huxley 2007; Zhao 2002; Zukewich & Norris 2005). For example, to gain a holistic understanding of social capital in a community it may be beneficial to track the relations among actors, mapping them as nodes and using social network methods of analysis. However, given real-world constraints, in practice it may be more effective to measure social capital using more traditional indicators, such as survey questions with multiple choice answers. The sources given in Appendix II are examples of

Table 1: Example distances and times for measuring geographic food access

Source	Time or distance criteria
Bertrand et al. (2008)	Three kilometers for motorized, and 500m for non-motorized, consumers.
Bodor et al. (2007)	Fresh vegetable availability within 100m of residence.
Burns & Inglis (2007)	Residents who live within an 8 to 10 minute car journey of a major supermarket.
Jiao et al. (2012)	Reachable within 10 minutes by walk, bicycle, riding transit, or driving.
Murrell et al. (2011)	Mainstream grocery store with a serviced bus stop within a five minute or quarter mile walking distance.
Raja et al. (2008)	Food destination within five minute travel time by walking, bike ride, or drive.

both traditional and network approaches to social capital measurement.

Of particular interest for farmers' markets is the Social Capital Impact Assessment (SCIA) tool (Feldstein & Sander n.d ; Franke 2005: 61-62; Williamson 2002). Modeled after Environmental Impact Assessment, an SCIA predicts the effects of a proposed action on social capital in the local community. While many more generic tools assess the overall status of social capital for an individual or group, targeted SCIA protocols ask questions to investigate the expected social outcomes of a specific action or program (Feldstein & Sander n.d.; Franke 2005).

In addition, the nonprofit organization marketumbrella.org publishes the Neighborhood Exchange Evaluation Device (NEED) methodology to measure social capital in the context of farmers' markets. The NEED methodology includes a combination of surveys, observations, and comparative demographics: observing customers to tabulate the quantity of economic and social transactions; directly surveying customers and vendors; tabulating the quantity and length of interactions between customers and vendors; interviewing people who live

close to the market; and gathering demographic information at the market for comparison with U.S. Census Bureau data (McCarthy 2011).

Lev et al. (2007) also suggests a three-part farmers' market assessment that could be used to measure social or other outcomes. The methodology is comprised of: attendance counts of number of customers; self-selecting dot sticker surveys to collect customer information and opinions; and participatory rapid market assessments conducted as a group by market managers at markets other than their own.

An evaluation form from the Farmers' Market Federation of New York gauges social atmosphere at the market by assessing whether people are talking with each other; whether the market is more hurried or more relaxed; whether the market is exciting and fun; the presence of entertainment; and the prevalence of crowds (Roth 2009). In addition, a survey protocol from the Northeast Organic Farming Association of Vermont assesses ways the market supports the community, ways the community supports the market, and whether a diverse cross-section of the host community attends the market (Buckwalter 2010).



C. Developing a framework for measurement

The Community Food Bank of Southern Arizona has developed a pragmatic strategy for monitoring and evaluating their farmers' market program. The purpose of the program's monitoring and evaluation plan is to gather quantitative and qualitative information that can be used to illustrate the program in a number of contexts: board presentations, grant applications, funder reports, program improvement and internal review, promotional materials, and simply in the advancement of scientific understanding of the relationships between these farmers' markets and food security in the local community.

Core components of this measurement strategy include: a well-defined program with a

clear purpose, explicit measurement goals, a point person responsible for monitoring and evaluation, physical and electronic supplies for carrying out monitoring and evaluation, methods and protocols for data collection and analysis, a schedule and plan for monitoring and evaluation into the future, a user-friendly [SurveyMonkey](#) database where data can be easily entered and accessed, and templates for electronic and print materials that can be used to communicate results. Monitoring and evaluation is integrated into program operations and ongoing into the foreseeable future.

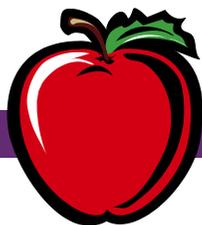
The plan includes 5 data collection methods: self-administered customer surveys, customer dot sticker surveys, self-administered producer surveys, handheld clicker counts of attendance and sales, and systematic trained observation of phenomena of interest at the market. See Appendix III for example materials used to communicate the results of data collected in January 2013.



CONCLUSION AND RECOMMENDATIONS

This report concludes that there may be a role for farmers' markets in community-based anti-hunger organizations such as food banks. The following recommendations are based on this analysis:

1. Nonprofit farmers' markets targeting low-income consumers should include social, educational, geographic, and economic program objectives.
2. Monitoring and evaluation of complex outcomes should be integrated, ongoing, and developed in tandem with the farmers' market program itself. Monitoring and evaluation should compliment pre-existing measurement frameworks used in the field of food banking.
3. Individuals and groups that support food bank farmers' markets should allocate adequate human and financial resources for program monitoring and evaluation.



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APPENDIX I

Source	Title
Ballard et al. (2011)	Household hunger scale: Indicator definition and measurement guide
Bezuneh & Ylheyys (2008)	Measuring food security in the Dominican Republic (Spanish survey)
Bickel et al. (2000)	Guide to measuring household food security
Blumberg et al. (1999)	The effectiveness of a short form of the household food security scale
Coates et al. (2003)	Measuring food insecurity: Going beyond indicators of income and anthropometry
Coates et al. (2007)	Household food insecurity access scale (HFIAS) for measurement of food access: Indicator guide
Cohen (2002)	Community food security assessment toolkit
Coleman-Jensen & Nord (2012)	Food security in the U.S.: Measurement
Deitchler et al. (2010)	Validation of a measure of household hunger for cross-cultural use (Presentation)
Dop & Ballard (2010)	Food security and nutrition indicators for impact assessment
Freedom from Hunger (2010)	Measuring food security at freedom from hunger

RESOURCES ON FOOD SECURITY MEASUREMENT

Source	Title
Harrison et al. (2003)	Development of a Spanish-language version of the U.S. household food security survey module (Spanish survey)
International Federation of Red Cross and Red Crescent Societies (2006)	How to conduct a food security assessment: A step-by-step guide for national societies in Africa
Murrell et al. (2011)	Food abundance index training
Pérez-Escamilla & Segall-Corrêa (2008)	Food insecurity measurement and indicators (Portuguese survey)
Riely et al. (1999)	Food security indicators and framework for use in the monitoring and evaluation of food aid programs
USAID (2011)	Nutritional impact assessment tool
USDA (2006)	Self-administered food security survey module for children ages 12 years and older
USDA (2012)	U.S. adult food security survey module: Three-stage design, with screeners
USDA (2012b)	U.S. household food security survey module: Six-item short form
USDA (2012)	U.S. household food security survey module: Three-stage design, with screeners
WFP (2009)	Comprehensive food security & vulnerability analysis guidelines

APPENDIX II

Source	Title
Annie E. Casey Foundation (2007)	National survey indicators database
Australian Bureau of Statistics (2000)	Measuring social capital: Current collections and future directions
Claridge (2012)	Social capital research
Edwards (2004)	Measuring social capital: An Australian framework and indicators
Franke (2005)	Measurement of social capital: Reference document for public policy research, development, and evaluation
Green & Fletcher (2003)	Social capital harmonized question set: A guide to questions for use in the measurement of social capital
Grootaert & van Bastelaer (2001)	Understanding and measuring social capital: A synthesis of findings and recommendations from the social capital initiatives
Grootaert & van Bastelaer (2002)	Understanding and measuring social capital: A multidisciplinary tool for practitioners (Book)
Grootaert et al. (2004)	Measuring social capital: An integrated questionnaire
Guenther & Falk (1999)	Measuring trust and community capacity: Social capital for the common good
Hall (2011)	Social capital: Introductory user guide
Hjøllund & Svendsen (2000)	Social capital: A standard method of measurement
McCarthy (2011)	Evaluating the social, financial, and human capital impacts of farmers' markets

RESOURCES ON SOCIAL CAPITAL MEASUREMENT

Source	Title
Narayan & Cassidy (2001)	A dimensional approach to measuring social capital: Development and validation of a social capital inventory
Office for National Statistics n.d.	Guide to social capital
Pastor et al. (2011)	Transactions – transformations – translations: Metrics that matter for building, scaling, and funding social movements
Putnam (2000)	Bowling alone: The collapse and revival of American community (Book)
Ruston & Akinrodoye (2002)	Social capital question bank
Social Capital Blog (2012)	Advances in social capital measurement
Social Capital Community Benchmark Survey (2000)	The social capital community benchmark
Spellerberg (2001)	Framework for the measurement of social capital in New Zealand
Statistics Canada (2000)	National survey of giving, volunteering, and participating
Stone (2001)	Measuring social capital: Towards a theoretically informed measurement framework for researching social capital in family and community life
World Bank (2011a)	How is social capital measured?
World Bank (2011b)	Measuring the dimensions of social capital
World Values Survey Association (2012)	World values survey 2010-2012
Zukewich & Norris (2005)	National experiences and international harmonization in social capital measurement

APPENDIX III

EXAMPLE MATERIALS FOR COMMUNICATION OF M&E RESULTS



FARMERS' MARKET & COMMUNITY FOOD CONSIGNMENT

Programs of the **Community Food Resource Center** of the
Community Food Bank of Southern Arizona



MAKING HEALTHY FOOD ACCESSIBLE TO ALL.
STRENGTHENING OUR LOCAL ECONOMY.
CULTIVATING STRONG COMMUNITY.
CREATING OPPORTUNITY FOR EDUCATION.

The **Community Food Bank of Southern Arizona**'s Farmers' Market and Community Food Consignment program makes healthy, nutritious food available to all members of the Tucson community, with a special focus on serving low-income clients. Our markets are the only in Tucson that target low-income populations. We accept SNAP and WIC government food assistance benefits, and are typically the only place in Pima County where participants in the WIC Farmers' Market Nutrition Program can spend their coupons.

33% OF CUSTOMERS
USE OUR MARKETS AS
THEIR MAIN SOURCE OF
FRUITS AND VEGETABLES.



MAKING HEALTHY FOOD ACCESSIBLE TO ALL.

18% OF CUSTOMERS SURVEYED USE
SNAP AND **16%** HAVE RECEIVED
EMERGENCY FOOD ASSISTANCE FROM THE
COMMUNITY FOOD BANK.

- **57%** OF CUSTOMERS COME TO OUR MARKETS BECAUSE IT'S ONE OF FEW PLACES THEY CAN BUY HEALTHY FOOD.
- **24%** OF SALES COME FROM PUBLIC BENEFITS INCLUDING SNAP AND WIC.
- **17%** OF CUSTOMERS HAVE RECEIVED ASSISTANCE FROM THE DEPARTMENT OF ECONOMIC SECURITY (DES).

**Community Food Bank
Farmers' Market and Consignment**

Community Food Bank Farmers' Market and Consignment

CONSIGNMENT DEVELOPS ENTREPRENURS:

- **29%** OF VENDORS WERE FIRST CONSIGNERS BEFORE BECOMING A VENDOR.
- **46%** OF CONSIGNERS WANT TO START THEIR OWN FOOD-RELATED BUSINESS.
- **56%** OF CONSIGNERS FEEL THAT BEING A CONSIGNER WILL HELP THEIR FUTURE BUSINESS EFFORTS.

50% OF VENDORS AND
38% OF CONSIGNERS SELF-
IDENTIFY AS LOW-INCOME.

STRENGTHENING OUR LOCAL ECONOMY.

34% OF CONSIGNERS
SOMETIMES OR OFTEN DE-
PEND ON MONEY FROM THE
CONSIGNMENT PROGRAM TO
MAKE ENDS MEET.



The **Community Food Bank of Southern Arizona**'s Farmers' Market and Community Food Consignment program fights hunger in our community by preventing poverty at its root. Unlike many farmers' markets in Tucson, we prohibit resale of imported produce. By sourcing all of our food from local small growers and backyard gardeners, our markets keep money in our local economy and support the development of budding entrepreneurs, many of whom are low-income. In addition, we invest in our local environment by ensuring that all of our produce is naturally grown with no chemical pesticides or fertilizers.

The **Community Food Bank of Southern Arizona**'s Farmers' Market and Community Food Consignment program brings our community together. People with more social connections to their community, known as social capital, are less likely to be hungry¹. By creating a social space where all members of the Tucson community feel welcome, we generate social capital that buffers low-income community members from the effects of food insecurity.



- **58%** OF CUSTOMERS FEEL MORE CONNECTED TO THEIR COMMUNITY BECAUSE OF THE MARKET.
- **60%** OF CUSTOMERS HAVE MET NEW PEOPLE AT THE MARKET.

CULTIVATING STRONG COMMUNITY.

58% OF CUSTOMERS AND **59%** OF PRODUCERS SURVEYED ATTEND THE MARKET BECAUSE THEY LIKE THE COMFORTABLE SOCIAL ATMOSPHERE.

100% OF CUSTOMERS SURVEYED FEEL COMFORTABLE AND WELCOME AT OUR MARKETS.



Community Food Bank
Farmers' Market and Consignment

Community Food Bank Farmers' Market and Consignment

62% OF CUSTOMERS SURVEYED LEARNED SOMETHING NEW AT THE MARKET THAT DAY.

- **25%** LEARNED THE NAME OF A NEW FOOD.
- **16%** LEARNED HOW TO COOK A NEW FOOD.
- **11%** LEARNED ABOUT FOOD PRODUCTION.
- **10%** LEARNED ABOUT HEALTH AND NUTRITION.

40% OF CUSTOMERS SOCIALIZE WITH FOOD PRODUCERS AT THE MARKET.

CREATING OPPORTUNITY FOR EDUCATION.



IN 2012 OUR MARKETS HOSTED:

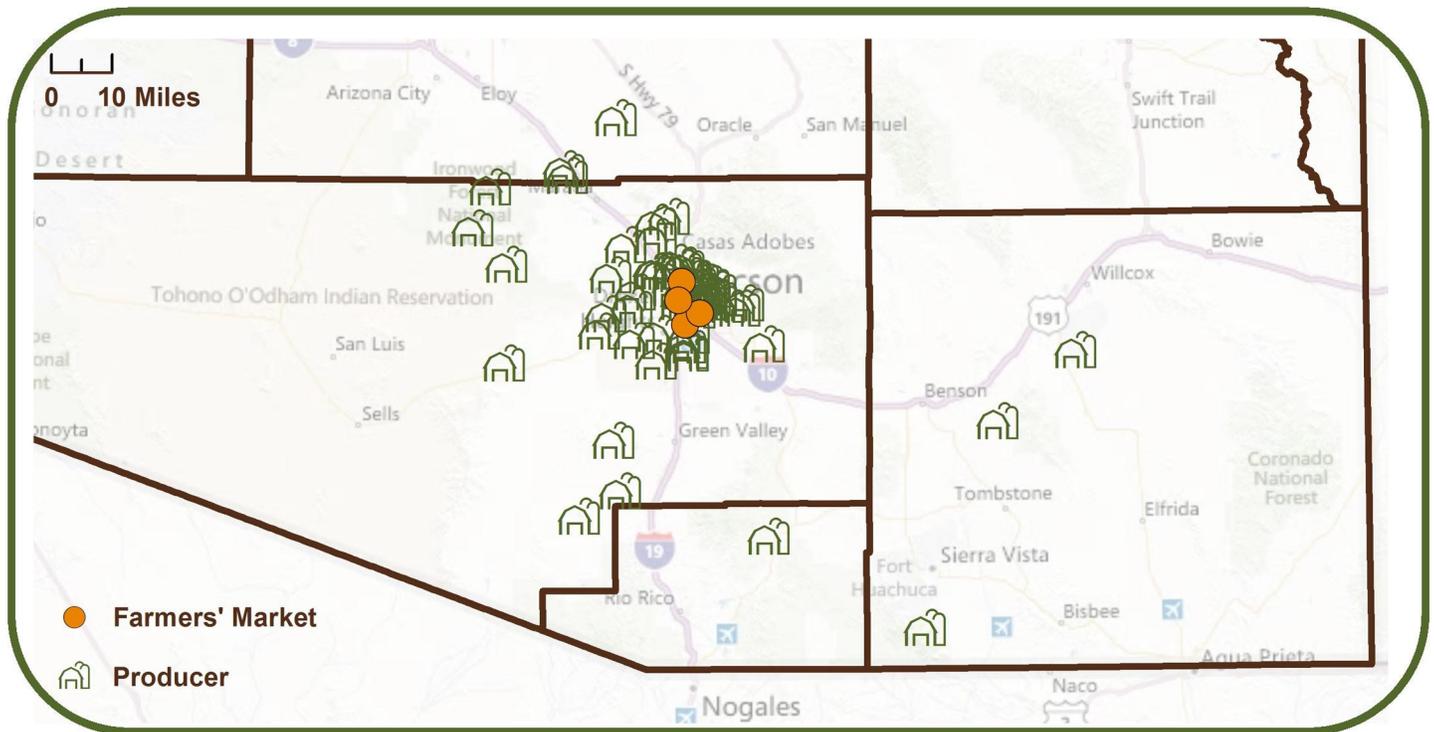
- **23** COOKING DEMONSTRATIONS
- **4** HEALTH AND NUTRITION INFORMATION ACTIVITIES.
- **12** FOOD PRODUCTION EDUCATION ACTIVITIES.

WE ARE ON TRACK TO DOUBLE THESE NUMBERS IN 2013.

The **Community Food Bank of Southern Arizona**'s Farmers' Market and Community Food Consignment program fights hunger in our community by teaching community members about our food system, from food production to cooking to nutrition. By exposing our customers to food producers, cooking demonstrations, and fruits and vegetables from our region and beyond, we build positive customer attitudes towards healthy produce. Our markets empower all members of the Tucson community to eat well for a healthy, energetic life.

ON AVERAGE, FOOD TRAVELS **LESS THAN 20** MILES TO ARRIVE AT COMMUNITY FOOD BANK FARMERS' MARKETS.

THIS IS ONLY **1%** OF THE **1,500** MILES CONVENTIONAL FOOD TRAVELS TO REACH OUR PLATES IN THE UNITED STATES¹. OUR MARKETS CONTRIBUTE TO A FOOD SECURE COMMUNITY BY KEEPING MONEY IN OUR LOCAL ECONOMY, AND BY ENSURING THAT EVERYONE HAS ACCESS TO FRESH PRODUCE THAT HASN'T LOST NUTRIENTS DUE TO LONG TRANSPORT. UNLIKE MOST FARMERS' MARKETS IN TUCSON, WE ONLY SELL FOOD THAT WAS GROWN LOCALLY WITH NO CHEMICAL PESTICIDES OR FERTILIZERS. WE ACCEPT SNAP (FOOD STAMPS) AND WIC FOOD ASSISTANCE BENEFITS, AND ARE COMMITTED TO MAKING HEALTHY FOOD ACCESSIBLE TO ALL MEMBERS OF OUR COMMUNITY.



KEEPING MONEY LOCAL.

INCREASING ACCESS TO FRESH AND NUTRITIOUS FOOD.

**Community Food Bank Of Southern Arizona
Farmers' Market and Consignment Program**

64 PRODUCERS SURVEYED IN JANUARY 2013.

1. PIROG & BENJAMIN 2003. CHECKING THE FOOD ODOMETER: COMPARING FOOD MILES FOR LOCAL VERSUS CONVENTIONAL PRODUCE SALES TO IOWA INSTITUTIONS. LEOPOLD CENTER FOR SUSTAINABLE AGRICULTURE.

Community Food Bank Of Southern Arizona Farmers' Market and Consignment Program

WHEN WE MATCH SNAP AND WIC DOLLARS, EVERYONE BENEFITS.

FROM OCTOBER 2011 TO FEBRUARY 2012 WE MATCHED SNAP EXPENDITURES UP TO \$10-\$20 PER CUSTOMER PER VISIT, INCREASING THE PURCHASING POWER OF LOW-INCOME CUSTOMERS AND GENERATING EXTRA INCOME FOR PRODUCERS, MANY OF WHOM ARE LOW INCOME THEMSELVES. SNAP AND WIC MATCHING PROGRAMS MAKE HEALTHY, LOCAL FOOD ACCESSIBLE TO ALL MEMBERS OF OUR COMMUNITY WHILE MAINTAINING A FAIR PRICE FOR SMALL GROWERS SELLING AT OUR MARKETS.

18% OF CUSTOMERS SURVEYED USE SNAP AND **6%** USE WIC BENEFITS.

SNAP AND WIC MATCHING MAKES MONEY FOR VENDORS:

50% VENDORS SURVEYED REPORTED EACH OF THE FOLLOWING:

- AN INCREASE IN SALES AND REVENUE.
- AN INCREASE IN NUMBER OF CUSTOMERS.
- AN INCREASE IN NEW CUSTOMERS THEY HADN'T SEEN BEFORE AT THEIR TABLE OR BOOTH.

DURING THE SNAP MATCHING PROGRAM, **35%** OF CUSTOMERS WHO PAID WITH SNAP WERE NEW SHOPPERS AND **57%** OF THOSE SHOPPERS CITED THE MATCHING PROGRAM AS THEIR REASON FOR ATTENDING.



55% OF CUSTOMERS WOULD BUY MORE AT THE MARKET IF THEY HAD MORE MONEY TO SPEND.



