

2009 Kansas Farmers' Market Electronic Benefit Transfer Expansion Project

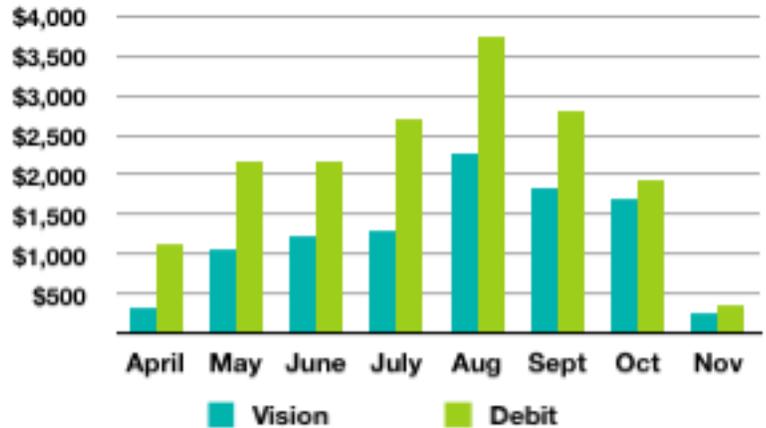
In 2006, SRS was a part of the first Farmers' Market Pilot project, which allowed Food Assistance recipients to use their Vision card to purchase fresh produce at market in Lawrence and at the Kansas Grown Market in Wichita. The project also allowed other consumers to use their debit cards.

In 2009, SRS authorized additional funding to develop and bring up 8 new EBT markets: Atchison, Emporia, Garnett, Hillsboro, KCK, Leavenworth, Reno County, and Wichita Old Town/Central Park. SRS teamed up with Kansas Rural Center and KSU Extension Service for this expansion project. By expanding and effectively promoting the wireless EBT Program at Farmers' Markets, food assistance recipients have increased access to healthy, locally-raised foods. This helps Kansas small-scale agricultural producers keep federal food assistance dollars within their local economies.

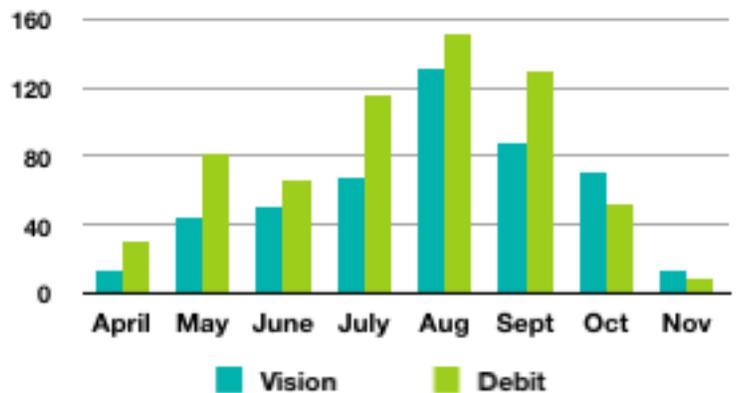
Markets submit year-end reports providing baseline information on the EBT usage. Larger markets with paid staff, such as Emporia and Old Town/Andover, were able to establish their programs quickly and perform more outreach to the community. The Old Town Farmers' Market distributed informational material to medical clinics and to the Health and Wellness Coalition of Sedgwick County. The EBT program was promoted at a "market tasting" conducted outside of the local SRS building, and through weekly emails that are distributed to 1,000 readers. Because transportation may be a problem for some EBT users, the City of Wichita provided free transportation from the central bus terminal to the market.

EBT transactions have grown steadily since the program's inception. In 2006, Lawrence Farmers' Market had 68 EBT transactions with a dollar value of \$785. In 2009, they had 180 EBT transactions valued at \$3,009. In 2006, the Kansas Grown Market had 9 EBT transactions for \$242. In 2009, they had 104 transactions for \$3,327.

2009 Vision and Debit Sales by Month



2009 Vision and Debit Transactions by Month



In 2010, the Kansas Grown Market received a federal grant to promote and increase their access to consumers, and a Kansas City partnership is developing a program to expand EBT use at Farmers' Market in the Kansas City area.