

Funding Summary

Initiative:	North Louisiana Farm Fresh / Ruston Farmers Market
Project Name:	Supplemental Nutrition Assistance Program (SNAP) Initiative
Funding Period:	October 1, 2015 – September 30, 2016
Project Coordinator:	Jean McWeeney, President, Board of Directors
Project Administration:	Ruston Farmers Market
Total Approved Funding:	\$5,705.

Program Summary

The purpose of the grant is to improve access to nutritious produce, fruits and vegetables to residents of Lincoln Parish who are participants in the Louisiana Supplemental Nutrition Assistance Program (SNAP) by implementing a financial incentive program whereby matching SNAP dollars (up to \$10 in purchasing incentives per market day) are provided to SNAP recipients encouraging them to purchase nutritious foods. A loyalty card program will also be established whereby participants who participate in purchasing program will also earn access to receive healthy cooking .

Grant Objectives:

The primary objectives of the program are:

- (1) Implement and promote a financial incentive program whereby matching SNAP dollars (up to \$10 in purchasing incentives per market day) are provided to SNAP recipients encouraging them to purchase nutritious produce, fruits and vegetables.
- (2) Implement a “Grow Your SNAP” program whereby eligible plant purchases are matched up to \$5 per market day, thereby providing SNAP recipients an opportunity to grow their own food.

- (3) A loyalty card program will also be established whereby participants who participate in purchasing program will also earn access to receive healthy cooking.

The secondary objectives are:

- (1) To develop permanent and prominent signage that will be displayed at the Market's Welcome booth promoting the acceptance of SNAP and the incentive programs the Market offers.
- (2) To develop flyers for distribution at Lincoln Parish elementary schools, the Health Hut mobile clinic, health clinics, Lincoln Parish welfare office, Council on Aging, and at other organizations and venues that provide services, or are frequented by, SNAP participants.