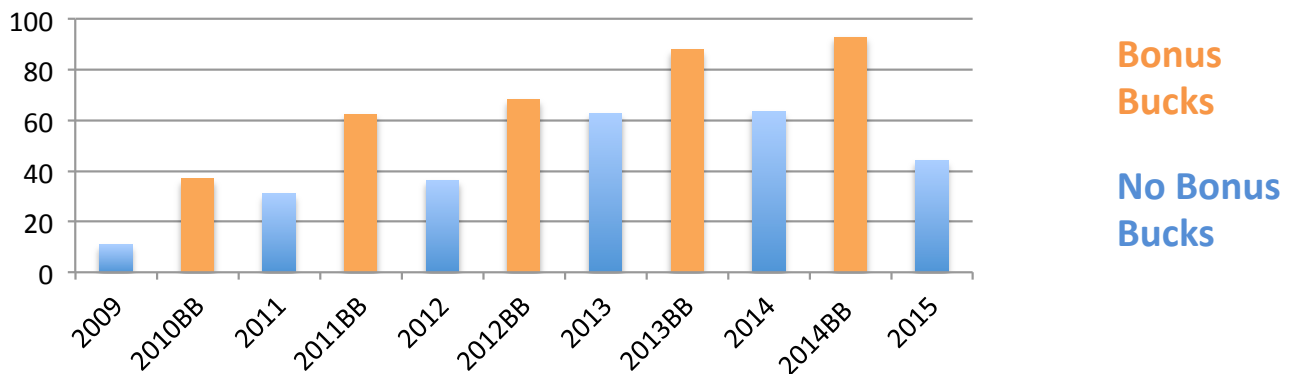


# Alemany Bonus Bucks Program

Summary Report 2009-2015, by Colleen Kavanagh, A Better Course

## Weekly Average #CalFresh Shoppers at Alemany Farmers' Market



**Funding and Administrative Partnership:** A Better Course coordinated and provided funding, SF Dept of Real Estate provided funding and administered the bonuses, Dept of Human Services mailed flyers to CalFresh customers marketing the program, Dept of Public Health, SF Food Systems and Roots of Change also provided funding and/or in kind support in the first years of the program.

**Scope:** 2010-2014 Alemany provided CalFresh customers an extra \$5 when they purchased \$10 at the market with their EBT card. Dept of Real Estate decided not offer the program in 2015.

**Months:** the program always operated during the summer, sometimes extending well into the fall if we had sufficient funding

**Goals of Program:** to increase the number of CalFresh recipients shopping at Alemany Farmers' Market and the amount of produce they purchased monthly as well as to decrease food insecurity, particularly for families whose children did not have access to school lunch during the summer

**Evaluation:** Survey evaluations in 2012 showed the program increased the amount of produce purchased and the number of CalFresh shoppers at the market. The statistics below show that the program not only increased participation during bonus bucks months, but also likely had a spillover effect, increasing CalFresh customers even during non-bonus bucks periods. Without the program in 2015, the CalFresh participation decreased by 1/3 compared to non-bonus periods of previous years.

**Recommendations:** ABC recommends a two stage project this year. In the first, Dept of Human Services would send out a flyer letting people know about Alemany and Civic Center markets as having value priced produce. The second would be another bonus bucks period at Alemany in addition to another marketing flyer announcing the program. We could then determine the effect of marketing of these farmers markets through mailers v the effect of the bonus bucks themselves.