



Today's Agenda:

- Lightning Presentations:
 - SNAP-Ed Program Lisa Ross
 - Double Up Food Bucks Erin Bishop
- RFSP Grant Project Updates Rebecca McMahon
 - Save the Date Local Food Producer Workshops
 - Future Town Halls Poll
- HRFBC Grant Project Updates
 - New staff at KRC and KSRE
- Discussion & Announcements of local food system efforts in Kansas
- Evaluation



Welcome Poll:

- Have you attended a quarterly Local Food Town Hall in the past?
 - Yes, more than one time
 - Yes, one other time
 - No, this is my first
 - I'm not sure

 Please put your name, location, and organization or business affiliation (if any) in the chat.







Supplemental Nutrition Assistance Program-Education

October 30, 2023



WHAT IS

SNAP

The Supplemental Nutrition Assistance Program provides benefits to eligible persons to purchase food and is administered by the Kansas Department for Children and Families.





SNAP-ED

Is the **Nutrition Education** piece to SNAP, implemented by Kansas State Research and Extension educators across the state.



SNAP-ED WHAT WE DO

Deliver research based, hands on learning experiences.

Support participants in navigating challenging systems.

Build on community strengths to make meaningful change.

Influencing Policy and Legislation Changing Organizational Practices Fostering Coalitions and Networks Educating Providers

THE SPECTRUM OF PREVENTION

Promoting Community Education

Strengthening Individual Knowledge and Skills



WE ASSIT INDIVIDUALS AND COMMUNITITES

Kansas SNAP-Ed is built on PARTNERSHIPS











SNAP-Ed promotes access to wholesome, nutritious food, contributing to healthier children and enhancing their success in school.

SNAP-Ed helps participants make healthy food choices on a limited budget. SNAP-Ed works to increase access to healthy foods.

SNAP-Ed encourages folks to eat locally produced foods.



Kansas Local Food Systems

Food Fellow

Implementation of Second Chance Breakfast

50% of the students qualified for the free and reduced lunch program

Met a need within the school district

















SNAP Participation Rate

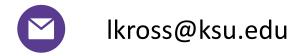
Improving Access to SNAP Utilization

Kansas
71%

National
82%



THANK YOU



Double Up Food Bucks A Vegetable & Fruit Incentive Program

Increasing Access to Vegetables and Fruits for SNAP (food assistance) recipients

October 30, 2024
Kansas Local Food Town Hall



Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES





Families bring home more healthy food



Farmers make more money



More food dollars stay in local economy, strengthening communities





Double Up Heartland Collaborative Partners



Mid-America Regional Council – Lead agency, coordinates grocery stores, communications.



West Central Missouri
Community Action Agency –
Coordinates farmers markets
in west central Missouri.



Kansas State Research &
Extension – Coordinates
Kansas farmers markets and
farm stands outside of Kansas
City metro area.



University of Missouri Extension – Coordinates with farmers markets in STL & MO.

CULTIVATE KC

Cultivate KC – Coordinates Kansas City farmers markets.

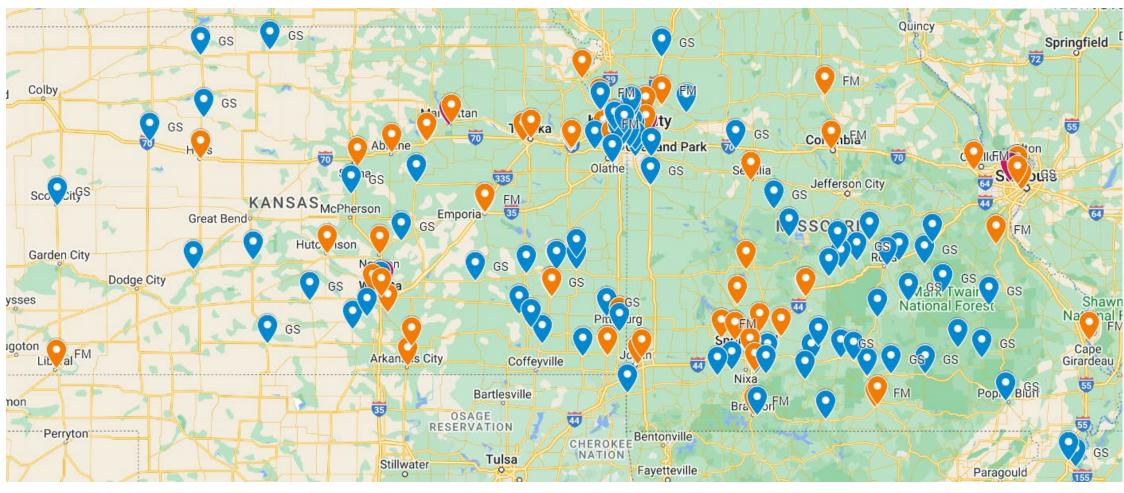


University of Kansas Medical Center – Evaluation.



Locations – 2024







Impact (Oct 2020-Sept 2024)

Incentives Distributed and Redeemed

Location type	Number of SNAP transactions	Value of SNAP sales	Value of Incentives Distributed	Value of Incentives Redeemed	% Double Up Food Bucks Redeemed
Grocery Stores	4,908,236	\$218,543,353	\$7,518,251	\$5,325,632	71%
Farmers Markets	68,849	\$1,629,643	\$1,255,533	\$1,149,881	92%
Total	4,928,236	\$220,172,996	\$8,773,784	\$6,475,513	74%

- Program provides protection against food insecurity.
- Customers are buying more fresh fruits and vegetables.
- Customers report improved physical and mental health after using the program.
- Increase in new customers at farmers markets, increase in returning customers.
- Program highlights produce department at grocery stores, particularly presence of locally grown.



Status Update

Funding

- The USDA did not award a 2024 GusNIP grant to help fund the Double Up Food Bucks – Heartland program in 2025-2027.
- The state of Missouri budgeted \$2 million to support the program in 2024-2025. Those funds need to be expended by June 30, 2025.
- A no cost extension for one of our current USDA grants was approved, which will help carry the program forward through the first eight months of 2025. These funds will be used primarily in Kansas.
- Conversations have been taking place with private funders who have all expressed willingness to help keep the program going in 2025.
- Working on strategic, multi-pronged, long term funding plans.



Status Update

Programming

- Grocery stores will continue to offer the program throughout 2024 and into 2025.
- Farmers markets will stop offering program after October 31, so the collaborative can get tokens collected and reporting from markets.
- Working out the details about when the program will start up again at farmers markets in 2025.
 - -Token colors will change at the markets.
 - -Locations and incentive process will remain the same.



Double Up Heartland

QUESTIONS?

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K-State Research & Extension Updates

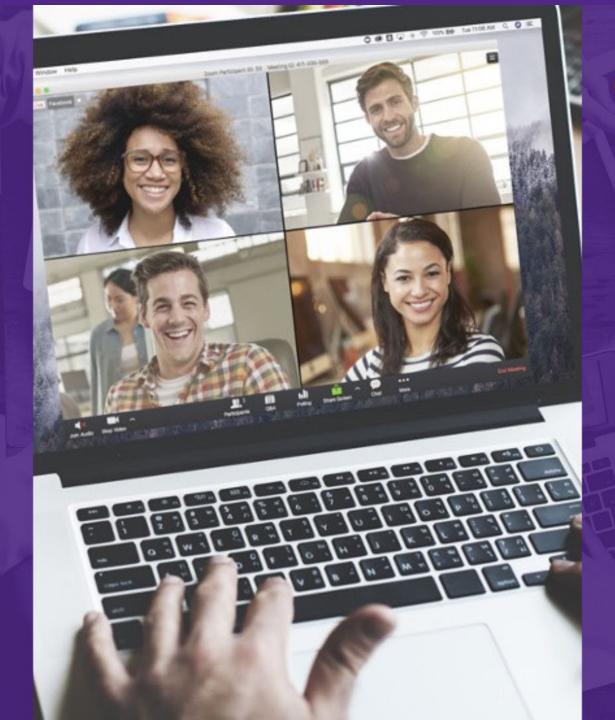


Local Food Producer Workshops

- Registration will be open in Mid-December.
- Topics will vary by location.
- Regulatory, SFMNP, SNAP/DUFB, Scale Certification, Marketing







Grant Writing Basics

Online Workshop

Grants are a vital piece in your community's funding... and you can do it.

Join Us January 21, 23, 2025

1:30-4:30 pm

Cost: \$60



Register Today

https://ksre-learn.com/grant-writing-basics

K-STATE
Research and Extension

Heartland Regional Food Business Center

- Business Builder Grant
 - First round closed on Oct. 15
 - Almost 500 applications submitted from the region
 - 25% were from Kansas the most of any state in the region!
 - Applications will be reviewed and awards announced in early 2025.
 - The next round of applications will open in early 2025.
- For more info: https://heartlandfoodbusiness.org/business-builder/
- New Kansas Rural Center staff: Leslie Montee
- New K-State Research & Extension staff: Quinlan Carttar



Town Hall Review Poll Questions

Preferences for Number of Lightning Presenters

Preferences for Topics

Preferences for Agenda Structures



2025 Town Halls – 5th Wednesday

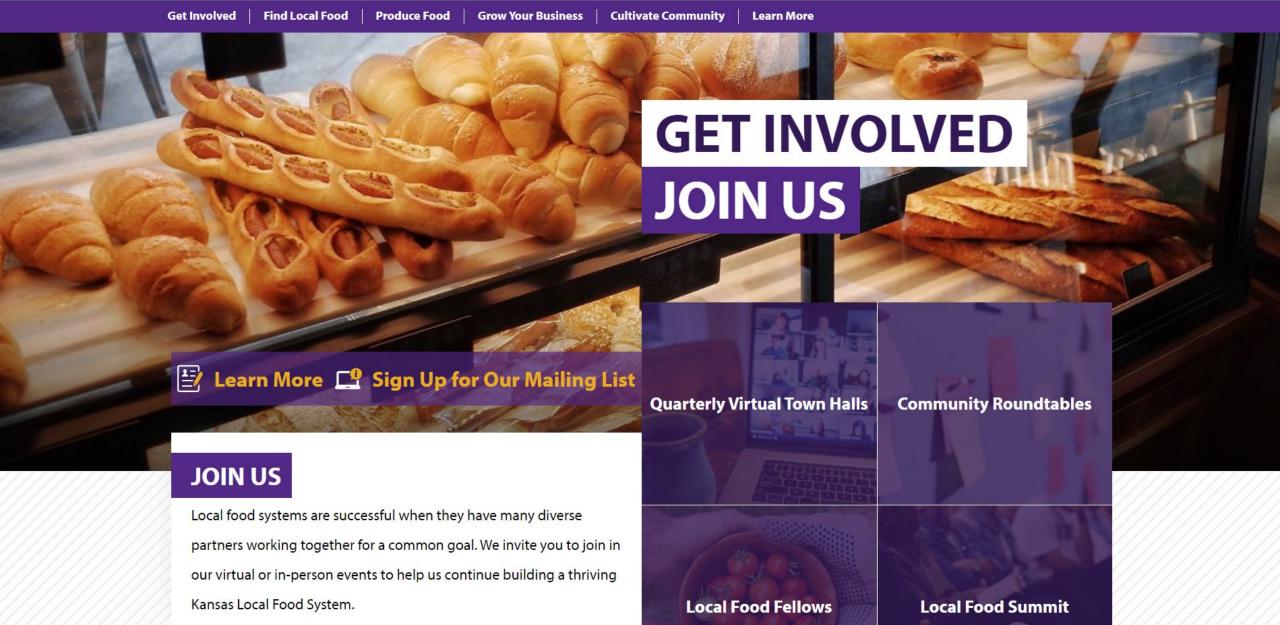
- January 29
- April 30
- July 30
- October 29



Register at: https://ksre-learn.com/local-food-town-halls

https://www.k-state.edu/kansaslocalfoods







Local Food Systems

Discussion and Updates



Highlights, Takeaways, Next Steps from summer & fall events?



Closing Poll:

- Did you learn something new today?
 - Yes
 - No
- Which topics were valuable to you today?
 - SNAP-Ed
 - Double Up Food Bucks
 - KSRE Program Updates
 - Discussion and Other Updates/Announcements



Closing Poll:

- How many people will you share something with from today's town hall?
 - None
 - 1
 - 2-5
 - 6 or more
- Do you have suggestions for speakers or topics at our next Town Hall?



Thank you!

