



# **Support to Farmers Markets & Small-Scale Producers**

Oklahoma Nutrition Information Education Project (ONIE)

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## Who We Are

- Founded in 2003 at the University of Oklahoma Health Science Center, Hudson College of Public Health
- USDA SNAP-ED grantee through OKDHS & USDA Speciality Crop Block Grant fund subawardee
- Statewide programming
- ONIE promotes nutrition & physical activity by fostering behavior change for individuals & changes in the environment & sectors of influence

## Relationship with Farmers Markets

- ONIE assists markets & direct farms to accept & redeem SNAP benefits since 2011
- ONIE hosts the annual *Oklahoma Farmers Market & Agritourism Conference* since 2015
- ONIE provides marketing & print materials to SNAP markets & direct farms
- ONIE develops & distributes nutrition education materials aiming to increase the sale of Oklahoma speciality crops & promote healthy eating





# Oklahoma Farmers Market & Agritourism Conference (OKFMAC)

- Aims to develop the capacity of farmers markets, expand local production & create a networking forum
- Multi-sector event brings together private, federal, tribal, state, community & individual sectors
- Educational sessions driven by stakeholder input (farmer market managers, vendors & producers)
- Attended by market managers, producers, community supporters & agritourism site managers
- Features multiple sessions, workshops & exhibitors
- Hosts the statewide farmers market manager meeting
- On-site enrollment & technical assistance to become a SNAP & Senior benefit accepting vendor for farmers markets & direct farmers



# K FARMERS MARKETS

Accepting SNAP Benefits



For more information visit:

[oniproject.org/farmersmarkets](https://oniproject.org/farmersmarkets)



# Oklahoma Producers Needs Assessment Survey

**Purpose:** To understand the role & capacity of Oklahoma producers.

**Purposeful sampling:** Respondents include small producers recruited at the OKFMAC, through OK Farmers Markets social media channels & by Oklahoma State University Extension Service

**Sample:** Oklahoma producers (n = 179)

- **78%** (n = 139) Currently sells at Oklahoma Farmers Markets
- **22%** (n = 40) Does not currently sell at Oklahoma Farmers Markets

# Farming Practices, Employment & Experience - All Producers

## Growing practices

**77%** organic, certified organic (28%);  
organic/sustainable practices, not certified (49%)

## Producer experience

**52%** have been a producer over 6 years

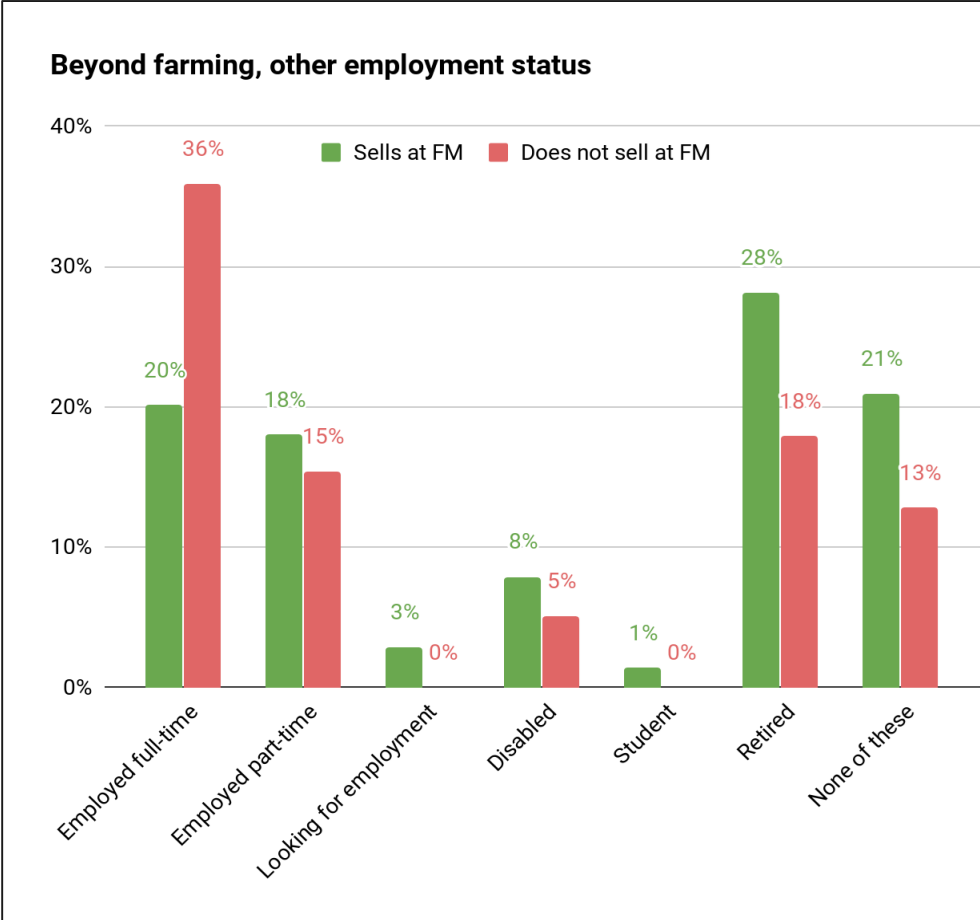
## Acres farmed

**68%** farm on less than 5 acres  
**59%** would expand acres farmed

## Product diversity

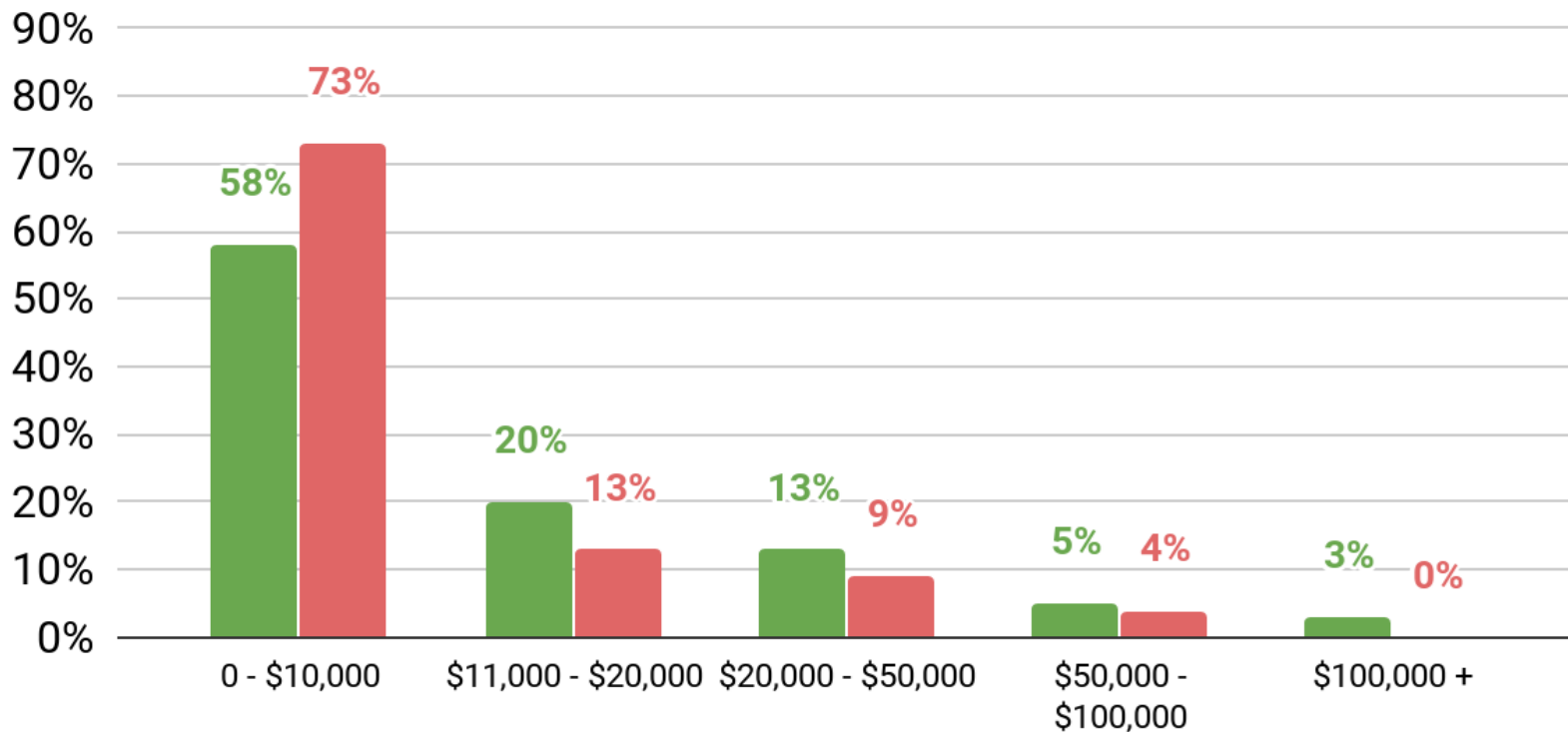
**72%** sell multiple products\*

\*Products: produce, plants, meats, value-added products, dairy, baked goods & non-food items



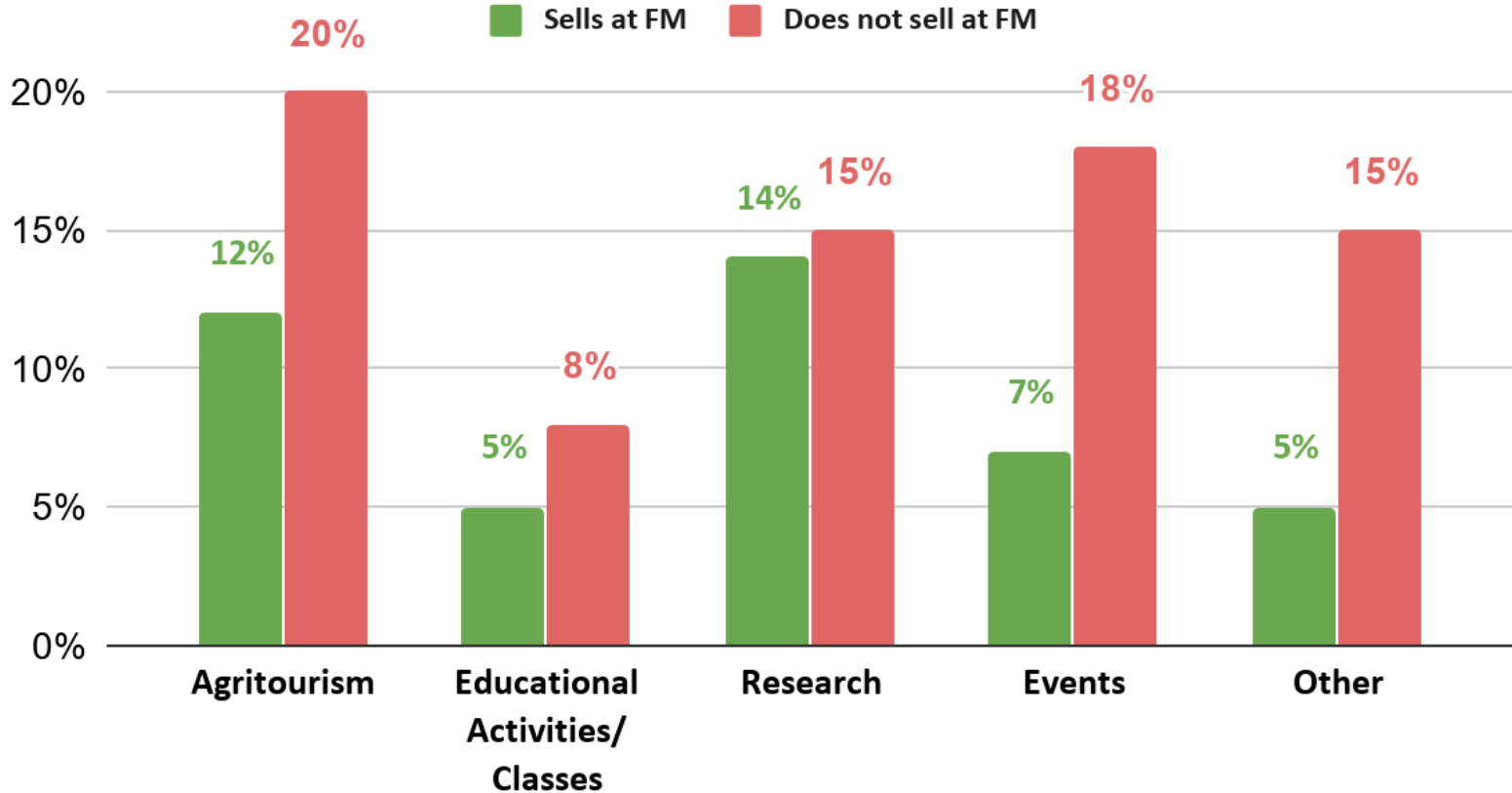
# Estimated gross income from farm produce (annually)

■ Sells at FM   ■ Does not sell at FM





# Other activities conducted on farm to generate income



# Producers who Sell at Farmers Markets

Potential for growth of farmers markets if seasons are extended

**34%** currently have more product to sell

**27%** would grow more

Farmers market sales are a substantial source of farm income

**44%** earned over 50% of their farm income from selling at farmers markets

Producers usually sell at a limited number of markets

**88%** sell at one to two markets with most selling at one market (64%)

Produce is the most common product sold

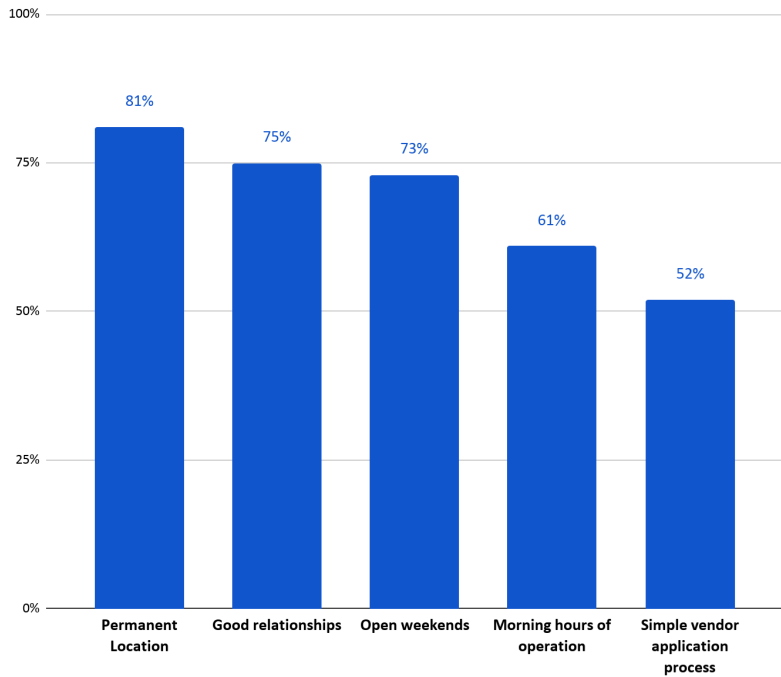
**75%** sold produce

Travel distance to primary farmers market

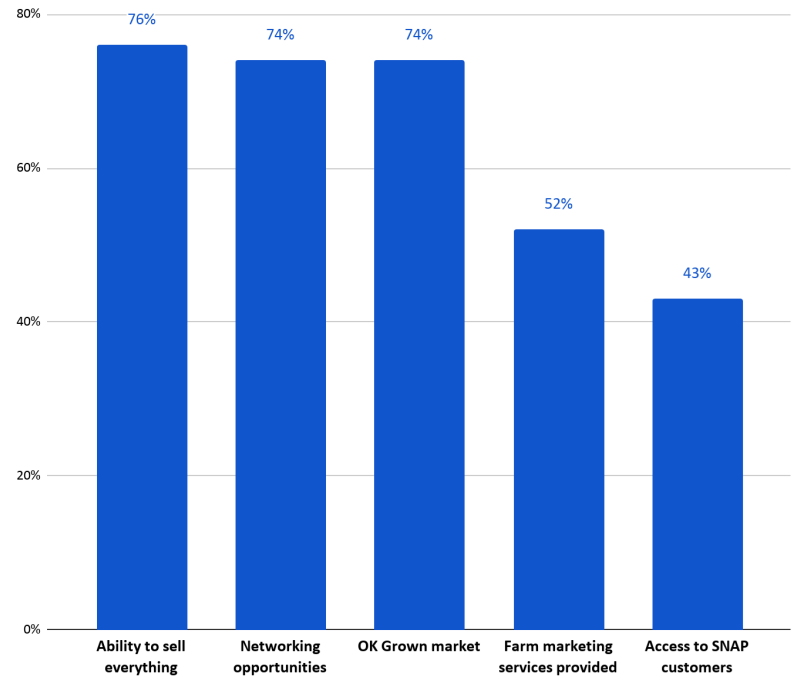
**91%** travel less than 50 miles to market & most travel less than 25 miles (69%)

# Producers who Sell at Farmers Markets

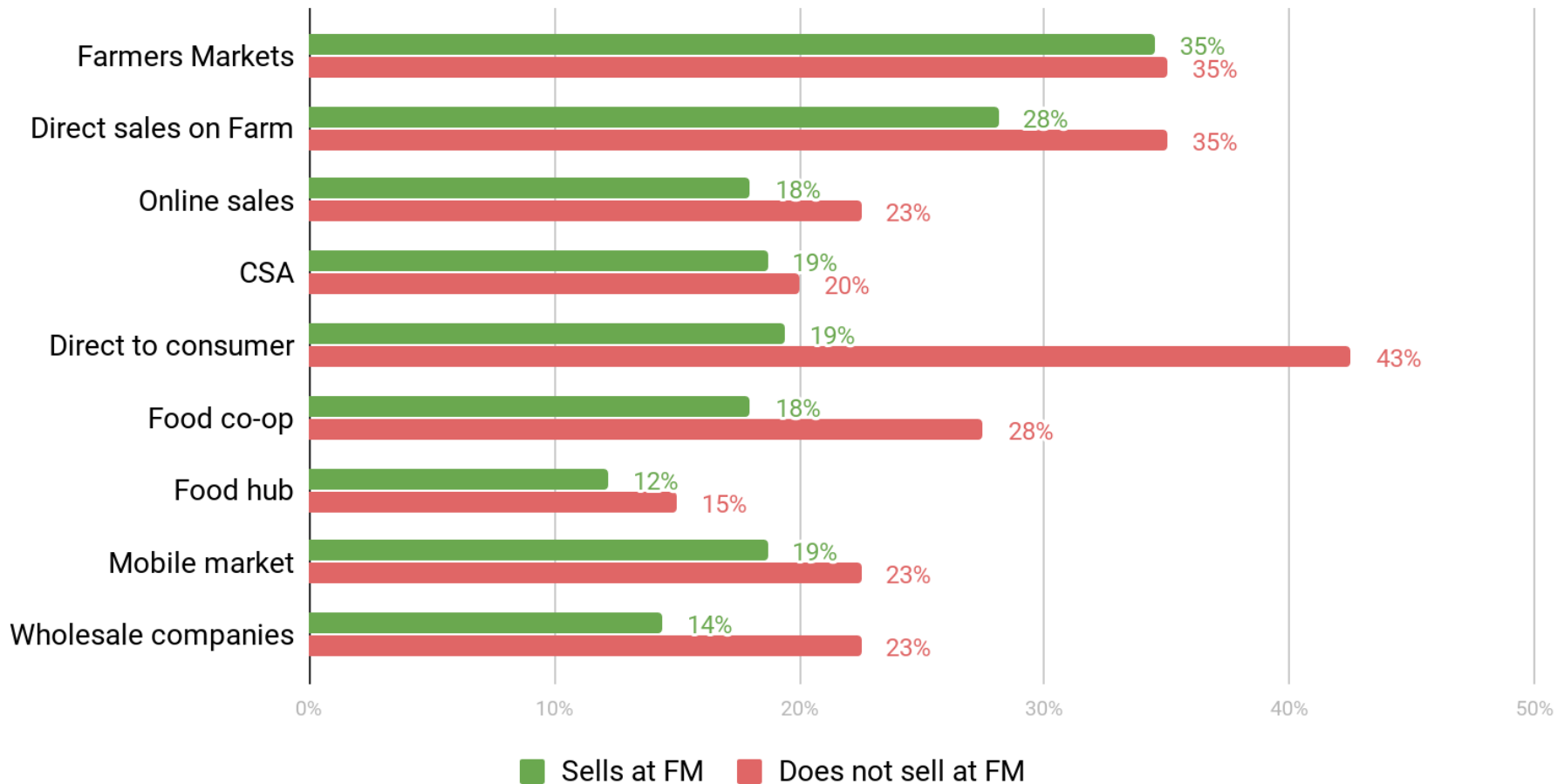
Most important factors when choosing a market (management)



Most important factors when choosing a market (marketing & sales)



## Sales outlets of interest





# Identified Needs - Funding

## Grants

- Small or urban-farm focused
- Farmers market expansion (references to the former OKGrown grants)
- Innovative farm practices
- Subsidizing
  - Equipment cost
  - Hoop houses & plasticulture
  - Bees & pollination crops
  - Farm expansion

## Financing/Loans

- Small or urban farm
- Low-interest rates
- Farm expansion
- Explanation of FSA loans
- Specialized loan officers for small or urban farms



# Identified Needs - Services

## Advocacy

- Small or urban farm focused
- Raise awareness of economic, health & social benefits of local food & small farms
- Financial support
- Expansion of sourcing locally
- Increase the diversity of producers
- Taxing impact
- Environment issues (waterway, soil, air pollution)

## Licensing

- Central point for all farm-related licenses
- Fewer rules for baked goods & value-added products
- Easing/streamlining of regulatory process
  - Meat, poultry, eggs
- Access to compliance trainings



## Identified Needs - Services (continued)

### Technical Assistance

- More conferences & trainings
- Growing practices
- Selling online & store front
- Grant writing
- Permaculture & remediative farming
- Regulations & taxes

### Marketing

- General marketing support
  - Multiple advertising strategies
- Support for farmers markets
  - Advertising for individual markets
- Social media trainings
- Strategies to increase customer base
- Strategies to recruit buyers
  - Wholesale vendors, institutions, grocery stores, restaurants



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# Questions?

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