Adams County Healthy Farmers Markets
Health Equity and Strategic Initiatives Division

Adams County Board of Health
April 13, 2023

Tessa Cushman (she/her), RDN, Food Security Specialist
Agenda

• Public Health Emergency and Food Access
• Food Access in Adams County
• History of the Markets
• Key Outcomes
• Role of Public Health in Farmers Markets
Food Systems Framework

The Public Health Emergency Ending and Food Access

Decreased Access, Increased Costs

• SNAP Emergency Allotments ended February 2023
• Continued unwinding of SNAP waivers and provisions
• WIC in-person flexibilities remain

Solutions:

• Direct social service systems – food pantries, human services
• Budget & policy – incentive programs and emergency food supplies

Food Access in Adams County

“A healthy community is where all residents can access safe, healthy, and culturally-appropriate food and are able to practice good eating habits.”

Source: Adams County CHA Community Engagement Process, Tri County Health Department, 2021

• One in eight Adams County residents are food insecure
• 17.3% of children, 13% of high school-aged children, 10% of older adults, and 9% of pregnant women
• 22.2% of Black Coloradans, 14.0% of Hispanic/Latinx Coloradans and 7.7% of non-Hispanic white
• Coloradans earning at or below 200% of the FPL most likely to experience food insecurity
• Missing demographics from food access data

Source: Adams County CHA Community Engagement Process, Tri County Health Department, 2021; 2019 Colorado Health Access Survey, Colorado Health Institute
Healthy Farmers Markets

**Mission:**
To build a marketplace that fosters community while offering affordable, fresh, and culturally-relevant food, and a variety of health resources.

**Vision:**
To inspire, nurture, support healthy communities.

**Partners:**
Adams County Health Department
Adams County Human Services
Anythink Libraries
American Heart Association
City of Thornton
East Denver Food Hub
Community Members
History

2018
• Tri-County Health Department (TCHD) convenes a Steering Committee, launches market at Anythink Huron St Library

2019
• Second location added, Anythink Wright Farms Library

2020
• COVID-19 pandemic, shift to drive-through format
• Standardized data collection, GIS mapping implemented

2021
• Resume in-person format with COVID-19 safety precautions
• TCHD receives NACCHO Model Practice Award

2022
• WIC Farmer’s Market Nutrition Program implemented
• TCHD dissolves

2023
• Adams County Health Department becomes facilitating organization
## Farmers’ Market Utilization Trends

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Attendance, % increase</strong></td>
<td>3,617</td>
<td>5,863</td>
<td>8,308</td>
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<tr>
<td></td>
<td></td>
<td>62.1%</td>
<td>41.7%</td>
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<tr>
<td><strong>Vouchers provided (#)</strong></td>
<td>2,701</td>
<td>1,956</td>
<td>2,438</td>
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<tr>
<td><strong>Voucher Value</strong></td>
<td>$25</td>
<td>$5</td>
<td>$15</td>
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<tr>
<td><strong>Total voucher value</strong></td>
<td>$67,525</td>
<td>$9,780</td>
<td>$36,570</td>
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<tr>
<td><strong>WIC FMNP vouchers provided (#, $)</strong></td>
<td>-</td>
<td>-</td>
<td>1030</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$5,150</td>
</tr>
<tr>
<td><strong>WIC recipient vouchers</strong></td>
<td>325</td>
<td>47</td>
<td>290</td>
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<tr>
<td><strong>SNAP recipient vouchers</strong></td>
<td>251</td>
<td>179</td>
<td>336</td>
</tr>
<tr>
<td><strong>WIC &amp; SNAP vouchers</strong></td>
<td>163</td>
<td>25</td>
<td>132</td>
</tr>
<tr>
<td><strong>Older Adult Vouchers</strong></td>
<td>1,962</td>
<td>1,705</td>
<td>1,642</td>
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<td><strong>Zip codes most attended</strong></td>
<td>80260</td>
<td>80260</td>
<td>80233</td>
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<td></td>
<td>80229</td>
<td>80241</td>
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2022 Key Outcomes

Attendance

• 54% increase in average market attendance
• 72.5% increase in average market attendance at Huron Street Location
• 50% increase in non-voucher receiving attendance

Vouchers

• 28% increase in voucher redemption
• 29% of attendees receive voucher
• 67% of voucher recipients were older adults

Evaluation

• 82% vendor satisfaction rate
• 78% community satisfaction rate

Source: Healthy Farmers Market Data Dashboard
2022 Key Outcomes

GIS heat map of zip codes of 2022 market attendees

Sources: 2022 Adams County Community Health Assessment, USDA Food Access Research Atlas, US Census 2019
Qualitative Data

2022 Community Feedback Survey

- 143 Respondents, 55 voucher recipients
- Food security impact
  - 24% worried less about running out of food each week
  - 13% able to feed family when out of money to buy more

“Thank you, so much for helping us this summer. You relieved so much stress for me and in our house. We looked forward to Tuesdays because we knew we could go to you and get more food. Thank you!”

Farmers Market Participant, Community Feedback Survey 2022
Systems Approach

- Localize food system
- Geographic intentionality
- Purchasing power
- Co-location
- Community hub
- Policies

Source: Institute of Medicine & National Research Council of the National Academies. 2015.
The Role of Public Health in Farmers Markets

• Systems and structures
  • Coalition building and connecting community
  • Local policy
• Food access program implementation
  • Expanded voucher criteria
• Model of sustainability
  • Collective funding models
  • Market model toolkit
  • Future facilitation planning
SAVE THE DATE

HEALTHY FARMERS MARKETS

June 20th - September 28th, 2023

No markets the weeks of July 4th and Labor Day

Anythink
Huron Street Library
9417 Huron Street, Thornton
Tuesdays, 9 a.m. - 12 p.m.

Anythink
Wright Farm Library
5877 E. 120th Ave., Thornton
Tuesdays, 9 a.m. - 12 p.m.

ADAMS COUNTY HEALTH DEPARTMENT
Special Thanks to our Current & Past Partners

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<thead>
<tr>
<th>Adams County Day Works</th>
<th>Colorado Department of Public Health &amp; Environment</th>
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<td>Lulu’s Farms</td>
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<td>Bayaud Enterprises</td>
<td>Nourish Colorado</td>
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<td>CDC Public Health Associate Program</td>
<td>Palizzi Farms</td>
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<tr>
<td>City of Thornton Community Connections</td>
<td>And all of the vendors, volunteers, and community members!</td>
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Thanks to the ACHD Epidemiology & Data Science and ACHD Women, Infants, and Children (WIC) staff
we're just trying to change the food system by bringing locally produced nutritious food
Thank you!

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https://www.adcogov.org/adams-county-health-department