



Maryland Market Money 2022 Annual Report

Featured in the SMADC 2022 Annual Report

MARYLAND MARKET MONEY (MMM)



A statewide food access program that feeds Marylanders and supports farmers. MMM removes economic barriers for Marylanders experiencing food insecurity, providing a dollar-for-dollar match for purchases made using federal nutrition benefits at Maryland farmers markets, farm stands, and CSAs. MMM is a multi-tasking program that helps shoppers, farmers, and markets equally. It helps shoppers by lowering economic barriers to healthy foods; farmers by improving their economic viability; and markets by increasing their customer base. Maryland Market Money is jointly administered by SMADC and the Maryland Agricultural & Resource-Based Industry Development Corporation (MARBIDCO).

The goals of Maryland Market Money are threefold:

- To increase purchasing power and access to locally sourced, nutrient dense foods for economically underserved households experiencing food insecurity.
- To support the viability and sustainability of Maryland farmers markets, especially where access to fresh foods is otherwise scarce due to food deserts and apartheid.
- To generate additional revenue and diversify customer base for local farmers and producers.



How MMM Addressed and Strengthened Food Access in FY'22

- **MMM increases revenue for local food producers.** On average, every \$1 spent in MMM is accompanied by \$1.30 in federal benefits spending, resulting in \$2.30 for local farmers.
- **MMM matched federal nutrition benefits** (SNAP/EBT, P-EBT, FMNP (WIC or Senior), and eWIC CVB) redeemed with direct-marketing farmers and markets to strengthen access to healthy, fresh food.

- **MMM doubled the dollars of Maryland families.** Participating farmers markets provided at least \$10 per market day in matching dollars to patrons facing food insecurity. In June, as a direct result of intense fundraising, the program increased the incentive match to a 1:1 dollar-for-dollar unlimited match without a per-person per day cap on the match at most markets (per each market’s discretion).
- **MMM is taking federal nutrition incentives digital.** A tokenless “e-Incentive” pilot at Montgomery County farmers markets (supported by a grant from the Greater Washington Community Foundation) will result in a bespoke customer-facing app usable on smart devices to function as a benefits and incentives e-wallet replacing physical tokens. Dedicated e-incentives coordinator contracted to manage the project.
- **MMM increased access and availability to fresh local food in Maryland.** Expanded MMM availability at participating local grocery stores sourcing from local farmers and community refrigerator 24/7 food pantry to include a buying program for post-farmers market leftover produce is in development for implementation in Southern Maryland in FY’23.
- **MMM leveraged statewide partnerships.** 138,000 MMM brochures mailed to Maryland households receiving SNAP redetermination letters throughout the summer of 2021 in partnership with Maryland DHS, the State agency administering SNAP/EBT.

The Metro Washington Region Incentive Program Coalition

In FY’22 and ongoing, MMM is collaborating with its sister Mid-Atlantic incentive programs, DC Fresh Match and Virginia Fresh Match on a large-scale regional USDA GusNIP grant project with FRESHFARM Markets as project lead, to form The Metro Washington Region Incentive Program Coalition. The Coalition will leverage collective potential to improve stewardship of SNAP and SNAP incentives in the Metro Washington Region by building incentive program reciprocity across borders, fostering public and private marketing collaboration, and standardizing data collection and financial administration amongst at least 90 farmers markets and CSAs.

The goal is to improve the dietary quality of participating SNAP consumers by increasing fruit and vegetable purchases and consumption, identify and address program and food access disparities, and increase SNAP processing capacity at farmers markets and CSAs across the region. **Over 3 years, this project will increase fruit and vegetable purchases for 35,000 SNAP households across the region.**



MMM COMMUNICATION & OUTREACH

Informational/Promotional Materials – tri-fold brochures, rack cards, and county-specific flyers were distributed with SNAP redetermination letters by way of Maryland DHS, MMM access points and community partners. Additional resources developed include ‘How to use your Benefit’ postcards, receipts, banners and signage, digital guides, e-incentive materials, and more. The MMM trifold brochure listed all participating markets, instructional infographics on how to use benefits and get incentives at markets, and a QR code leading to a customer-facing survey probing for answers on how MMM can better serve its customers. To ensure equity and inclusion, many MMM resources include multiple languages such as Spanish, Russian, Vietnamese, Korean, and Chinese. *“Most of our customers tend to be repeat customers. The MMM program brought in new customers that don’t usually know where to go to buy fresh, local produce. It was a highlight of my day anytime I received the MMM chips because I knew our food was going where it was needed, would be valued, and I knew I was providing them with high-quality, nourishing food.”* – Cece Clark, Elioak Farm

Meta Marketing Campaigns – several Meta marketing campaigns were developed and distributed via Facebook and Instagram including Southern Maryland access point promotions and 2022 MMM Applications, which included information to Southern Maryland targeted farmers markets, farm stands, CSAs, MMM program participants and benefit users. **Overall consumer reach was approximately 970,000 people through organic and paid promotions.**

MMM Website – provides federal nutrition benefit matching program details, resources for customers, farmers, and farmers markets as well as a list of participating farmers markets and farm stands. **10,750 total users (88.2% new visitors) in FY’22.**

#LoveMDMarkets Monthly Newsletter – provides outreach to MMM (participating and prospective), community partners, farmers markets, farmers, shoppers, and more. Content features MMM and SMADC program related information and resources as well as resources from community partners, local and regional food system peers, and more. **1,593 contacts were subscribed resulting in 3,919 views in FY’22.**



“I wanted to take this opportunity to tell you what an awesome, timely, informative, and engaging newsletter you are creating each month - it is chock full of all of the best information and news we can all use to promote and make the most of the market season - well done!!” – Lynn Rubin Traversa, Maryland SNAP-Ed Program, University of Maryland Extension

MMM Social Media – promotes the MMM program, celebrates seasonality, connects communities to the farmers that grow their food, shares resources, and disseminates federal nutrition benefit information.

In FY'22, SMADC engaged with 15,839 followers on MMM social media channels.

- **Instagram MDFarmersMarkets**
6,323 followers, 757 new in FY'22
34,061 reached in FY'22, up 11.7% from last year
- **Facebook @MDFarmersMarkets**
7,658 followers, 655 new in FY'22
269,128 reached in FY'22, up 328.8% from last year
- **Twitter @MDFarmersMkts**
1,858 followers, 177 new in FY'22
138,318 impressions in FY'22



FY'22 Highlights:

- **48 farmers' markets, farm stands, on-farm markets, mobile markets, and CSAs participated including 13 Southern Maryland Markets; plus 2 pop-up farmers' markets featuring 60 pop-up dates were held (8 in Southern Maryland).**
- **688 raw agricultural producers (farmers, ranchers, and watermen) and local food producers participated in the program**
- **\$485,420 awarded to MMM – (US Department of Agriculture, Maryland Department of Agriculture, Rural Maryland Council, Baltimore City, Montgomery County, Prince George's County, Whole Foods Foundation, The Baltimore Women's Giving Circle, and The Greater Washington Community Foundation)**
- **\$410,567 in matching incentives* were distributed at 54 participating access points, serving over 685 farmers and food producers in the region. *MMM also feeds into independent incentive programs run by markets, these numbers include total match incentives at those markets.**