



# Maryland Market Money 2021 Annual Report

Featured in the SMADC End of  
Year Report - FY'21



## MARYLAND MARKET MONEY

**Maryland Market Money (MMM)** is a statewide food access program that feeds Marylanders and supports farmers through farmers markets. 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. 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 disadvantaged 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.

Following the acquisition of the Maryland Market Money program in June 2020, SMADC and MARBIDCO staff worked collaboratively throughout the first and second quarters to reinvigorate the program and acclimate it to its new home. Former funding sources from the previous parent organization, the Maryland Farmers Market Association (MDFMA), were reallocated and realigned.

The SMADC staff brings decades of collective experience with food systems, farmers markets, farming, and federal nutrition benefits/incentive programs and is uniquely positioned to efficiently operate Maryland's only statewide incentive program during a time of unprecedented need. In July 2021, Cristina Berthelot was hired as the External Relations & Development Coordinator to assist the Program Manager, succeeding Juliet Glass, who left the organization.

The COVID-19 pandemic has resulted in continued record levels of food insecurity in the state; maintaining Maryland Market Money has continued to help thousands of Marylanders eat healthier whole foods and provide additional sales to farmers at the participating farmers markets, thus boosting our local farm economy.



**How Maryland Market Money Addressed Food Access in FY’21:**

- On average, every \$1 spent in Maryland Market Money is accompanied by \$1.30 in federal benefits spending, resulting in \$2.30 for local farmers.
- Maryland Market added Pandemic-EBT (P-EBT) to the lineup of federal nutrition benefits (SNAP/EBT, P-EBT, FMNP (WIC or Senior), and eWIC FVB) matched by the program to strengthen access to healthy, fresh food.
- MMM participating farmers markets provided at least \$10 per market day in matching dollars to food-insecure market patrons.
- Easily sanitized plastic tokens replaced metal tokens used for any SNAP-eligible food items available at market.
- Developed and distributed bi-lingual flyers to market patrons.

## **MMM COMMUNICATION & OUTREACH**

To ensure equity and inclusion, many MMM resources were developed in multiple languages in FY' 21. Resources include a comprehensive MMM information trifold brochure, how to use your benefit information cards, scrip receipts for markets as well as individual flyers and marketing materials in Spanish. Additional resources include flyers and materials in Russian. To continue efforts, SMADC is seeking long-term translation tools for the MMM website.

**Maryland Market Money Website** - The informational platform for Maryland Market Money (MMM), a statewide food access program, provides federal nutrition benefit matching program details, resources to customers, farmers, and farmers market markets as well as a list of participating farmers markets and farm stands. **1,724 Total Users (11.6% returning visitors) in FY'21.**

**Maryland Farmers Markets social media** - These spaces are used to promote the MMM program, celebrate seasonality, connect communities to the farmers that grow their food, share resources, and disseminate federal nutrition benefit information.

### **Instagram**

**@MDFarmersMarkets**

5,566 followers, 1,178 new in FY'21

### **Facebook**

**@MDFarmersMarkets**

7,003 followers, 690 new in FY'21

### **Twitter**

**@MDFarmersMkts**

1,686 followers, 191 new in FY'21

### **FY'21 Highlights:**

- 46 Maryland farmers markets, farm stands, and pop-ups in 12 Maryland counties participated in the 2021 season, including 12 Southern Maryland markets
- Over 265 raw agricultural producers (farmers, ranchers, and watermen) represented
- \$485,420 Awarded to MMM Program – including Maryland Department of Agriculture, Rural Maryland Council, Baltimore City, Montgomery County, Prince George's County, and Amerigroup
- \$382,276 Granted to Farmers Markets and Stands in FY'21 (\$219,246 distributed to customers as of 10/1/21)