Key Background Info:
Currently, SNAP users must use market-issued tokens and paper voucher currencies for purchases at farmers markets. This system:
- Increases stigma, as SNAP transactions require separate currency and additional efforts to ensure that purchases fall within the set denominations offered by the market.
- Is burdensome for farm vendors, who must spend additional time during transactions, count market currency and request reimbursements from the farmers market, rather than receive direct payments.
- Discourages SNAP users from using SNAP benefits and incentives at farmers markets.

Methods
- Reviewed project meeting notes, project plans, and grant application.
- Met with project stakeholders and community partners to collect concerns, feedback and clear descriptions of Produce Rewards program components.
- Researched communication strategies and developed a Produce Rewards technical training in English and Spanish for farm vendors and project stakeholders.
- Worked with DOH and DSHS to develop application process flow and created an interactive infographic to guide Farm Vendors through the application process.
- Researched and developed evaluation questions and a post-application questionnaire for farm vendors.

Materials
- 2-hour Technical Training for Farm Vendors
  - Project overview, 2023 market changes, example transactions, eligibility, SNAP application (USDA), Produce Rewards application (DOH), equipment options, how to access support and contacts.
- Post-application Farm Vendor Questionnaire
  - Guiding research questions:
    - Do vendors feel prepared to offer Produce Rewards to their SNAP customers?
    - What communication, resources, and/or activities are most useful to vendors in preparation to offering Produce Rewards to their SNAP customers?
    - What parts of the application and training processes need adjustment?
    - What influences a vendor to offer Produce Rewards to their SNAP customers?
- Interactive infographic application guide
  - Steps to apply for Produce Rewards, with clickable links to resources that will be needed to complete each step.

Who is eligible to offer Produce Rewards?

Conclusions
This project highlights the importance of and need for inter-agency collaboration, strong community relationships and partnerships, and supportive program elements for community stakeholders in public health work. All of these become even more essential in the implementation of structural-level change.

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