

PROFESSIONAL BRIEF

Kristin Krokowski
Commercial Horticulture Educator
UW-Extension Waukesha County

Relevant Work Experience

Position	Employer	Years
Commercial Horticulture Educator (Exhibit 1)	UW-Extension (100% Appointment) Associate Professor with Tenure Assistant Professor Lecturer Associate Lecturer	July 2011 – present November 2006 - June 2011 June 2003 – October 2006 January 2001 – May 2003

Education

Degrees

Purdue University, West Lafayette, Indiana, Masters of Science in Horticulture. August 2000

Sheldon Jackson College, Sitka, Alaska, Bachelor of Science in Ecosystems Management, May 1995

Certifications

Produce Safety Alliance, Food Safety Modernization Act (FSMA) Certified Lead Trainer, June 2015

American Society of Association Management, Certification in Association Management, April 2013

Professional Roles and University Contributions

The University	Role	Year(s)
Department of Agriculture and Life Science (DALs)	Member	2006-Present
Scholarship Committee	Member	2008-2011
Scholarship Committee	Chair	2012-2014
Strategic Planning Committee – Ad Hoc	Member	2010-2012
Faculty Hearing Committee	Member	2013-Present
Faculty Senate	Member	2014-Present
Pesticide Applicator Training Advisory Committee	Member	2012-Present
UW-Extension Horticulture Team	Co-Leader	2012-2014
Commercial Horticulture Workgroup	Chair	2001-2013
Statewide Educational Programming Workgroup	Chair	2014-Present
UW-Extension Community Foods System Team	Member	2011-Present
Food Access/ Electronic Benefits Transfer (EBT) Community of Practice	Member	2013-Present
Sustainable Agriculture Research and Education (SARE) Advisory Committee	Member	2013-Present
UW-Extension Agriculture and Natural Resources Program Area Structuring for the Future Committee	Member	2014-2015
The Profession		
National Association of County Agricultural Agents	Member	2001-Present
Wisconsin Association of County Agricultural Agents	Member	2001-Present
American Society of Horticultural Science	Member	2001-Present
Wisconsin Green Industry Federation	Member	2001-Present
The Community		
Wisconsin Farmers Market Association (WFMA)	Director	2011-Present
Food and Economic Development Network (FEDN)	Member	2012-2014
Sussex Farmers Market	Advisor	2012-Present
Wisconsin Local Food Network	Member	2011-Present

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

Prior to 2000, farmers' market vendors and other local food producers were able to accept paper food stamp coupons. After the food stamp program was transformed through federal legislation into the Supplemental Nutrition Assistance Program (SNAP), benefits became electronic. Instead of the previous method where benefits were received as paper vouchers, benefits began to be distributed electronically on a debit card. When Wisconsin transitioned from paper coupons to electronic benefits, farmers lost access to these customers and this group lost their access to locally grown products. In 2010, when this program began, Wisconsin distributed over one billion dollars in federal benefits to nearly one million people through FoodShare, the state program for dispersing federal SNAP benefits. These dollars are a significant source of potential income for Wisconsin farmers. However the process of accepting electronic FoodShare benefits at farmers' markets presented multiple barriers to farmers accessing this potential revenue stream.

The primary barrier to accepting electronic benefits at farmers' markets is processing. The equipment used to process transactions is expensive. It also requires monthly service charges and a charge per transaction. It is difficult for most farmers recover these costs. To overcome these obstacles it is more common for farmers' markets to take on the responsibility of processing transactions for all of the participating farmers with eligible items. This system utilizes tokens or script. SNAP participants exchange their benefits for tokens with the market. SNAP participants then exchange their tokens with vendors for eligible products. Vendors redeem the tokens with the market for payment. Although this system is more complicated, it is more likely to be considered of value to the market. This program was developed to assist farmers' markets in evaluating their local need for EBT services, establishing an effective EBT program and maintaining its long term viability.

Objectives:

1. Evaluate the distribution of farmers' markets in Wisconsin and their proximity to low income populations to identify the farmers' markets with the greatest potential to benefit from an EBT program.
2. Create measurement tools and collect data on the nutritional and economic impact of a farmers' market EBT program.
3. Create farmers' market EBT educational materials focused on evaluating market capacity, program set-up, delivery and sustainability.
4. Evaluate economic and nutritional impact on farmers' markets EBT programs.
5. Identify next steps to continue increasing the economic and nutritional benefits of farmers' market EBT programs.

Research Project:

Farmers' market EBT programs have the potential to benefit communities in multiple ways. Farmers' market vendors have the opportunity to increase their customer base and increase their sales. This adds to the stability of the market and increases its likelihood to attract additional vendors. It also benefits the customer. SNAP participants have the opportunity to buy local agricultural products and participate in the community while non-SNAP customers may benefit from increased diversity in the market and products offered. To quantify the actual impacts of initiating a farmers' market EBT program, this research focused on the economic impact to the vendor of initiating an EBT program at the farmers' market and the nutritional impact on the SNAP participant.

The farmers and farmers' market vendors most likely to benefit from a farmers' market EBT program are those in areas with the greatest number of SNAP participants. In order to evaluate the potential impact of the surrounding community on the success of a farmers' market EBT program, geographical information systems (GIS) maps were created for the Wisconsin counties with the highest numbers of SNAP participants. Counties were identified by this educator using Wisconsin Department of Health Services (DHS) data which lists the number of SNAP recipients by county. She then worked with the UW-Extension Center for Community and Economic Development to create maps showing the population densities of individuals within 130% of poverty level according to household size and type for the identified counties (**Exhibit 2**). The maps were then used by this educator to identify farmers' markets that would most likely benefit from the adoption of a farmers' market EBT program.

Once the focus of the study was determined and the maps created, funding was sought to facilitate the research. This educator authored a grant proposal that was sent to the United States Department of Agriculture (USDA) Farmers' Market Promotion Program (FMPP) totaling \$90,449 (**Exhibit 3**). The grant was awarded to her to

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

support initiating ten new farmers' market EBT programs in Wisconsin including supplies, data collection and evaluation.

Ten markets were recruited by this educator to participate in the project. She trained and provided each market with data collection and support materials. This educator taught a day long orientation training for 16 representatives from participating markets to learn about offering EBT service, SNAP eligible items, proper data collection and the research study reporting requirements. This educator developed the training and support materials for farmers' markets. She was also available for ongoing technical support throughout the two years of the study.

Participating farmers' markets were asked to collect monthly and annual token redemption data for two market seasons (May through October). The economic impact on farmers was determined based on individual vendor redemption per market. Market level data was also used to evaluate the success of EBT service at individual markets. In addition to token redemption, the number of participating vendors was collected annually to measure vendor support of the EBT service.

To evaluate the impact of this service, customers utilizing EBT at the market, were asked two questions as he or she exchanged benefits for tokens. The first question was "Did you shop at this farmers' market before it offered EBT as a method of payment?". This question related to the services ability to expand the farmers' markets customer base. The second question "Does being able to use EBT at the farmers' market allow you to eat more fruits and vegetables?" sought to quantify the services nutritional benefits to SNAP participants.

At the conclusion of the study, this educator created follow-up evaluations that were conducted with participating farmers' market vendors and market staff involved in the project to determine their perceptions of the farmers' market EBT service and its value at each market (**Exhibit 4**). The University of Wisconsin River Falls Survey Research Center obtained Internal Review Board human subjects approval and collected the follow-up survey data to prevent bias and allow participants to answer the survey questions honestly. Farmers' market managers were interviewed by phone. Farmers' market vendor surveys were administered by email for those vendors who provided an email address. The remaining vendors were surveyed by mail. Farmers participating in multiple farmers' markets in the study were asked to fill out a separate survey for each market.

The farmers' market sent data on token redemption, vendor redemption, vendor participation and the results of participant surveys to this educator for compilation. She analyzed and interpreted this data and the data from the farmers' market manager and participating farmers' market vendor surveys provided by the UW River Falls Survey Research Center.

Seven of the ten farmers' markets originally identified were successful at offering EBT service and maintaining it for two complete seasons. The total EBT redemption at the seven markets for 2011 was \$15,571 with the redemption at individual markets ranging from \$537 to \$4,381. All of the markets saw an increase in sales in year 2 of the service. Total sales using EBT in 2012 for all seven markets was \$34,863, an increase of 224% over the previous year. Individual markets ranged from \$634 - \$7,384 with individual market increases of 15 – 277%.

Annual vendor sales varied greatly for each of the six markets that provided vendor level data. In 2011, redemptions ranged from \$0-\$624 per vendor. In 2012, redemptions increased to a range of \$0-\$999 per vendor. Five of the six markets had an increase in the maximum redeemed amount for an individual vendor in 2012, although many vendors redeemed no EBT benefits. The average weekly sales increased at all seven markets from 2011 to 2012. In the first year the average weekly sales for individual markets ranged from \$31.59 to \$257.71. In the second year, EBT sales increased from \$37.29 to \$434.35. Average individual vendor sales by week ranged from \$0.91 to \$8.89 in 2011 and \$1.86 to \$13.99 in 2012.

The number of participating vendors increased for all seven markets during the study. The comparison was made between the numbers of participating vendors at each market in the beginning of the service and at the end of the

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

second year. The combined vendor participation for all markets increased 19% during the course of the study. Individual market vendor participation increased between 0-43%.

In 2011, 607 individuals were surveyed about the impact of adding EBT service to the farmers' market. Of those surveyed, 87% indicated that their fruit and vegetable consumption increased with the addition of EBT as a payment option. In 2012, 99% of the 1,320 individuals surveyed also agreed that their fruit and vegetable consumption increased. Market staff also asked SNAP participants if they had shopped at the farmers' market before it offered EBT services. In both 2011 and 2012, 75% of the SNAP participants indicated they had shopped at the market before it offered EBT and 25% had not.

Farmers' market vendors were surveyed in March of 2013 following the conclusion of the study in 2012. Overall, 264 vendors received the survey either by mail or online. Surveys were completed by 85 vendors with a total of 104 responses. Seventeen vendors had multiple responses for participating in more than one market. Vendors participating in the EBT program were asked if they felt the project was successful. Twenty-nine percent of vendors agreed or strongly agreed. Fifty-one percent either disagreed or strongly disagreed. The remaining twenty percent of vendors neither agreed nor disagreed.

When asked what part of providing EBT service was most successful, vendors overwhelmingly indicated the ease of the token system and the ability to provide fresh local food to SNAP participants. The perceived challenges included a lack of promotion and an inability to swipe the benefit card for customers at their stalls. Although 93% of the surveyed vendors were supportive of continuing EBT service at the market, only 13% would be willing to pay a fee to participate. Of those willing to pay a fee, 79% were willing to pay up to \$15 and 21% would pay \$16-\$25. No vendor was willing to pay a fee higher than \$25 to participate. Reasons for being unwilling to pay a fee included the low profitability, the extra effort for the vendor to accept EBT tokens and exchange them with the market and the belief that vendors already pay enough in vendor fees.

Farmers' market managers who participated in the study during the 2012 market season were contacted in January of 2013 for a telephone survey regarding the project. Eight of the ten market managers participated in the survey. All of the managers participating in the survey either agreed or strongly agreed that adding EBT service was a success at their market. Nearly all indicated that the most successful aspect was the benefit to the SNAP clients. Their reasons included the appreciation of SNAP participants for the service and the repeat visits to the market by this group. Manager challenges focused primarily on the administration the project. Dispersing tokens and reimbursing farmers required significant time and effort on the part of the market staff. Challenges also included language barriers and difficulties attracting SNAP benefit recipients.

The farmers' market vendors and managers in this study support incorporating EBT processing into the market. Even those vendors who were not supportive of government issued food benefits in the comments section of our survey, found them more acceptable if they were being spent at the farmers' market with local farmers. SNAP participants were also overwhelmingly supportive. Market managers relayed many stories of SNAP participants who were grateful, some to the point of tears, for the opportunity to buy fresh, local agricultural products.

Recruiting the initial 10 farmers' markets was challenging even though a substantial amount of financial assistance and program support was offered. This program paid for the wireless point of sale (POS) device (\$1,200), vendor signs, market signs, tokens, a market specific direct mailing to all SNAP participants in the surrounding zip code or newspaper advertisement (**Exhibit 5**). In addition, a \$750 annual stipend was provided to cover staff time and service charges associated with the project. Many markets in Wisconsin, even those run by established organizations and municipalities, simply lack the capacity and infrastructure to administer EBT.

Farmers' market manager survey data affirmed the labor intensive nature of offering EBT service. Many of their challenges related to the staff time needed to staff a booth at the market and to redeem the tokens with vendors. The 8-10 hours a week of additional staff time for EBT administration did not allow time for many of the best practices recommended for farmers' markets EBT programs including onsite community events and reaching out

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

to organizations serving SNAP participants. Increasing the engagement of SNAP participants and the resulting increase in vendor sales may create greater justification for farmers' market run EBT service.

In addition to the administrative challenges of operating EBT service, markets must also measure the program's success. Market managers, vendors and SNAP participants all define success very differently. In the follow-up surveys, all of the farmers' market managers agreed or strongly agreed that the EBT service was a success at the market while only 29% of vendors thought it was successful. The managers based their definition of success on the comments of the SNAP participants, while the vendors based it on the financial return. Managers must also think of how potential funders for the program will define success.

Vendor surveys combined with the sales data indicate that success for vendors is related to an increase in sales. Although increases in SNAP redemption increased 224% in year two, the most any one vendor benefited was \$999 in gross revenue. The farmer must still deduct the cost of production, marketing and labor, leaving significantly less for the farmer.

It also takes vendors more effort to conduct an EBT transaction than a cash transaction. Vendors must keep track of tokens, count them and redeem them with the market. Some vendors must wait weeks to redeem their tokens and receive a check for their value. This system replaces the simple process of exchanging their products directly with a customer for cash. When asked to pay to accept EBT benefits, most farmers refuse regardless of how they feel about accepting SNAP at the market.

The farmers' markets that indicated they would continue to offer the service after the study ended said they would seek outside forms of support including sponsorships, partnerships, grants and contributions. This adds yet another layer to the complexity of hosting EBT service to already over extended market managers. Once a project supporter has been identified, managers may be expected to continually collect data and report back to the funding organization. Many farmers' markets in Wisconsin do not have not-for-profit status and cannot accept tax deductible contributions. For farmers' markets unable or unwilling to take on these responsibilities, other opportunities still exist.

In this study, two of the farmers' markets participating had their EBT service run separately from the market by an outside group. In addition to finding outside sources of revenue for support or externalizing the service, markets can also look for ways to reduce costs. The cost of a wireless POS unit is a significant barrier for many markets wishing to start an EBT program. These units are not necessary. Although low tech, paper vouchers can still be used for SNAP sales at the farmers' market. Authorized, markets simply call in with the appropriate information, including the transaction amount. Once the transaction is complete the SNAP participant signs the voucher and both parties get a copy. This method is practical and economical for markets with low redemption volume that wish to improve food access.

Evolving technology may also improve the access of vendors. Smartphone apps that process EBT transactions are rapidly developing and may soon make accepting EBT, even on the vendor level, more affordable. Enabling wide spread use of EBT technology by the vendors would remove the additional costs incurred by a market run project including staff time and tokens.

Even more important and impactful than finding sponsors and reducing costs is increasing the volume of SNAP traffic at farmers' markets. Wisconsin farmers' markets redeemed just .015% of the EBT benefits issued in the state in 2012. Michigan, the leader in redemption in the Midwest, redeemed 0.05% of benefits issued in that state.

As a result of the research project, this educator produced several products related to farmers' market EBT. The first is a paper published by the *Journal of Agriculture, Food Systems and Community Development* titled "Evaluating the economic and nutritional benefits and program challenges of EBT programs at farmers' markets" in March of 2014 (**Exhibit 6**). The goal of this paper is to inform others working in the area of farmers' market EBT of our projects findings.

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

“Creating a Successful EBT Program: A guide for Wisconsin Farmers' Markets” (A4013) was also authored by this educator based in the experience of conducting this research and farmers' market manager feedback (**Exhibit 7**). This booklet serves as a primer for farmers' markets interested in starting an EBT program by providing an overview of SNAP and EBT, helping markets understand the time and cost requirements to run a program and providing the steps to starting their own program. It also discusses creating a plan for the long term sustainability of a farmers' market EBT program.

Several materials were created or amended by this educator during this project. Log forms for SNAP customer transactions, tracking sheets for vendor reimbursement, vendor contracts (between the market and the vendor in English, Spanish and Hmong), reproducible trifold SNAP customer information pamphlets (English and Spanish) and program signs (for markets and vendors) are posted on the Waukesha County UW-Extension Farmers' Market page for market use to aid markets in successfully implementing the program. Vendor contracts, signs and the customer pamphlet were adapted, with permission, from the Farmers Market Federation of New York.

This educator continues to support farmers' market EBT through education and technical assistance. There are currently two major areas of focus. The first is increasing SNAP recipient participation at the market. The second focuses on continued support of market programs including technology, regulation, funding and incentives.

Increasing EBT Participation:

Increasing SNAP recipient participation is important to many different groups whose interests include improving healthy eating habits, food access and increasing vendor sales. To facilitate greater SNAP redemption, this educator works collaboratively with Amber Canto, former UW-Extension Poverty and Food Security Specialist and Kelli Stader, Nutrition Coordinator for the Chronic Disease Prevention Unit at DHS to address statewide needs. Additional partners are invited based on the teams focus.

The group is currently engaged in a two-year grant funded by the USDA FMPP. It leverages existing farmers' market partnerships in low-income/low-access census tracts and University of Wisconsin-Extension programs reaching SNAP-eligible audiences with the goal of supporting EBT service sustainability by increasing SNAP redemptions at farmers' markets. A formative evaluation study to better understand barriers to EBT program utilization in Wisconsin by SNAP recipients was conducted at multiple Women and Infant Children (WIC) clinics and food pantries in each of four locations in Wisconsin in 2015. Farmers' market vendor and farmers' market manager surveys are planned for the late winter and spring of 2016. This educator was one of the primary authors of the surveys and helped to gather input from colleagues and related agencies to focus the questions on the survey and maintain relevance (**Exhibit 8**).

Findings from this study will be utilized to develop outreach strategies and accompanying educational tools to assist market managers in reducing identified barriers and mobilizing SNAP recipients to farmers' markets with existing EBT service. With support from project staff, market managers will engage community partners in implementing outreach strategies to SNAP recipients. Project outcomes (identified barriers to EBT service use; market/community capacity to conduct SNAP-recipient outreach; expanded market consumer base; increased EBT sales) will be measured and lessons learned from market managers will be incorporated into final project materials for statewide dissemination. The data from these tools will be utilized to develop a tool box for farmers' markets. This tool box will contain strategies and materials to assist farmers' markets in removing barriers to SNAP recipient participation.

Continuing Support of EBT:

Increasing benefit redemption at farmers' markets is important, however keeping programs running and compliant is also critical. Several different options are available for farmers' market to process EBT transactions. There are potentially three different options for receiving free transaction processing equipment, each through a different program and each with different expectations, costs and qualifications. In addition to these programs, markets who do not qualify for free equipment must navigate the options for buying or renting a processor for EBT, credit and debit transactions. This educator works with farmers' markets, related programs and agencies to ensure market managers receive accurate, up-to date information. She also helps markets to evaluate the programs to

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

determine which best suites their markets' individual needs. As part of this effort a three part webinar series was developed to assist market managers in preparing, administering and sustaining EBT service at the market (<https://www.waukeshacounty.gov/uwex/hort/farmersmarket/>).

This educator also informs markets of new programs, changes and opportunities related to farmers' market EBT. These include options for markets to receive financial support for EBT service, changes to transaction processing regulations and updates of the current conversion process of WIC benefit coupons to electronic transactions. Education on these topics are covered by email, workshop presentations and newsletter articles (**Exhibit 9**).

In addition to outreach to farmers' markets, this educator also works collaboratively with individuals and agencies throughout Wisconsin on projects related to EBT service at the market. UW-Extension colleagues, not for profit groups and government agencies regularly meet around the topics of farmers' market SNAP incentive programs, increasing the sustainability of farmers' market EBT service, changes in benefits and offering technical support. A presentation for the UW-Extension all colleague conference is the result of this collaboration (**Exhibit 10**).

Major Teaching Event: Farmers' Market EBT Webinar Series

In the fall of 2012, the USDA released funds to each of the states to further the acceptance of SNAP benefits at farmers' markets. In Wisconsin these funds were received by the Wisconsin Department of Health Services, which decided to allocate the funds for the purchase of handheld wireless point of sale (POS) devices that farmers' markets could use to process SNAP transactions on site. Purchasing a POS device (approximately \$1,200) is cost prohibitive for most farmers' markets. The goal of DHS was to remove this barrier for farmers' markets in order to increase the number of markets accepting SNAP benefits from beneficiaries. Although many managers were interested in taking part in this program, WDHS was unable to provide any technical support.

This educator was contacted by DHS and the POS unit provider (FIS™) to address this gap in knowledge. In response, a three part webinar series for Wisconsin farmers' markets interested in accepting SNAP benefits was developed. The three 90 minute sessions were titled: EBT, FoodShare and Farmers' Markets, 8 Steps to Creating a Successful Farmers' Market EBT Program and Long Term Success for your EBT Program. These sessions were primarily created and taught by this educator but also incorporated the expertise of Amber Canto, then UW-Extension Poverty and Food Security Specialist and Nancy Coffee, UW-Extension Nutrition Coordinator for UW-Extension in Eau Claire County. Mike Maddox, Master Gardener Volunteer Director assisted by providing technical support for the webinars. The webinar series was archived for future use on both the UW-Extension Waukesha County and the Wisconsin Food Security Project websites.

This three part series was advertised to all of the farmers' market managers in Wisconsin, UW Extension educators and more broadly through collaborator networks. An average of thirty individuals participated in each session, with 64% of those participants attending all three. At the conclusion of the series attendees were asked to evaluate the series content and usefulness.

Major Teaching Event Learner Objectives:

1. Farmers' market managers will learn to evaluate their markets capacity to run a farmers' market EBT program, identify the steps in initiating a program and learn techniques to evaluate program success.
2. Farmers' market managers will learn marketing and promotion strategies for optimizing the impact of a farmers' market EBT program.
3. Farmers' market managers will continue to evaluate and support EBT program delivery and sustainability by identifying options for maximizing program use, financial support and efficiencies (**Exhibit 11**).

Thirty-six percent of attendees participated in the survey (n=13), with 57% being market managers or vendors, 29% governmental agencies and 7% not for profits. The remaining participants classified themselves as other. For all three sessions, the average increase in knowledge for participants was 83%, ranging from 78 – 87% for specific topics. Those surveyed rated the usefulness of each of the three sessions as an eight out of ten. In addition to the positive evaluation results, participants included many comments including the following:

Major Program: Farmers' Market Electronic Benefit Transfer (EBT) Program

"Great job! All farmers' markets across Wisconsin should be offering EBT. Thank you for your insightful presentation and meaningful information. I think you provided practical information and examples that should help people get moving on this in their communities!"

"Thank you for putting this webinar series together. It is very helpful to learn about real-life examples/lessons learned about participating in the EBT program."

"I came away with a lot of new information and ideas."

"Excellent presentations. You provided lots of valuable information and many thought provoking "gee I didn't think about that" items!! Thanks for putting this together for us. Greatly appreciated and time well spent."

Presentations (related to this brief): *Sole author unless otherwise noted.

"Electronic Benefit Transfer (EBT) Programs at Farmers' Markets: Implementation and Impacts". Joint Conference of Extension Professional annual Conference, Wisconsin Dells, 2013.

"Expanding your Customer Base: Adding EBT Service at your Market". Farmers Market Track, Wisconsin Fruit and Vegetable Growers Conference, Wisconsin Dells, WI 2013.

Farmers Market EBT Webinar Series: (three sessions), 2013.

 "EBT, FoodShare and Farmers' Markets"

 "8 Steps to Creating a Successful Farmers' Market EBT Program"

 "Long Term Success for your EBT Program"

"Food Stamps at Farmers' Markets: Expanding your Customer Base". Agriculture and Natural Resources Extension Conference. Wisconsin Dells, 2013

"Electronic SNAP Benefits at Farmers Markets: Measuring Success". National Urban Extension Conference, Overland Park, KS, 2013.

"Impact of Farmers' Market EBT on SNAP Participants, Farmers and Communities". Wisconsin Local Food Summit, Milwaukee, WI, 2014.

"Farmers' Market EBT Update". Southeast Wisconsin Regional Farmers Market Meeting, Brookfield, WI, 2014.

"EBT at the Farmers Market: Getting Started". Salvation Army of Waukesha County, Waukesha, WI, 2015.

"Farmers market EBT to EMV". Southeast Wisconsin Regional Farmers Market Meeting, Mukwonago, WI, 2015.

"Farmers' Market EBT, SNAP Participants, Farmers and Communities*" Community Food Systems Team Webinar, 2015. * Presented with Amber Canto, UW-Extension Poverty and Food Security Specialist and Rachel Glaza, Food Access Project Coordinator, UW-Extension.

"EBT at the Market" Crawford County UW-Extension Farmers Market Meeting, Gays Mills, WI, 2015.

"Expanding Community Food Access through Farmers' Markets" (Co-presented) UW-Extension Next Generation All Colleague Conference, Madison, WI 2015.

Professional Development (Related to this brief)

National Urban Extension Conference, Overland Park, KS, May 2013.

National Value Added Conference, Baltimore, MD, August 2014.

National Association of Farmers' Market Nutrition Programs, Milwaukee, WI, September 2014.

Michigan Great Lakes Fruit, Vegetable and Farm Market Expo, Grand Rapids, MI, December 2014.

EBT: The Next Generation Conference, Phoenix, AZ, November 2015.

Plans and Reports

2013 Success Story (**Exhibit 12**)

Multi-Year Plan of Work (**Exhibit 13**)

Program and Planning Webpage Results (**Exhibit 14**)