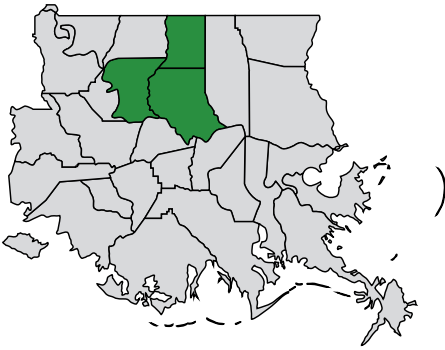


St. Helena Farmers Market

SNAP Match July 2020 - March 2021

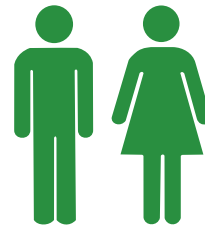
In St. Helena, 1 in 5 residents face food insecurity. The SNAP Match program, which launched in July 2020, offers \$3 in free tokens for every \$1 spent on eligible foods using SNAP/EBT benefits. The data below demonstrates the program's role in expanding healthy food access among SNAP recipients in both St. Helena and the surrounding parishes.

Pre-SNAP Reach

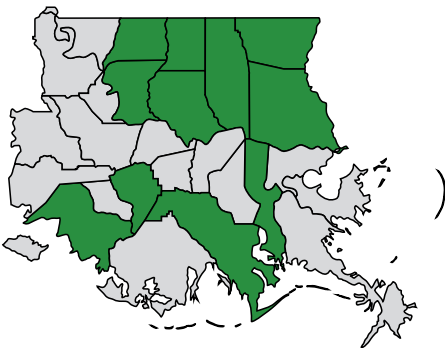


Average Number of Customers Per Market

33
Before
SNAP
Match



Post-SNAP Reach



70
After
SNAP
Match



That's a **112%** increase!

Customer Location



ST. HELENA

WALK | TALK | EAT HEALTHY.

St. Helena Farmers Market

SNAP Match July 2020 - March 2021

July 2020 - January 2021*



\$98

SNAP Dollars
Spent Per
Market Day



\$270

Match Dollars
Distributed
Per Market
Day



1 in 2

SNAP Customers
Were Repeat
Visitors



71%

of Customers
Shop at the
Market for
SNAP

February 2021 - March 2021



\$141

SNAP Dollars
Spent Per
Market Day



\$281

Match Dollars
Distributed
Per Market
Day



3 in 4

SNAP Customers
Were Repeat
Visitors



66%

of Customers
Shop at the
Market for
SNAP



*The market is busiest during fall and spring months due to availability of seasonal produce.
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