

Farmers Market

use & intake among SNAP Participants in Oklahoma

Did you know?

SNAP use 6+ months
associated with
food insecurity



43

SNAP-accepting
farmers markets

9

SNAP-accepting
direct farms



Purpose

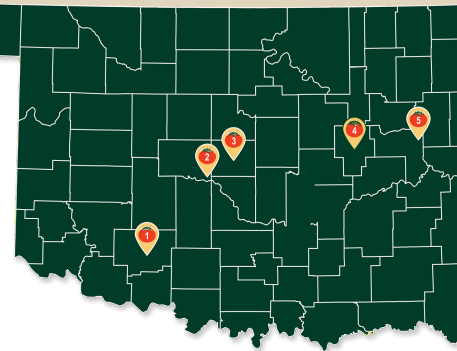
Understand facilitators, barriers & awareness of
farmers market (FM) usage of OK Supplemental
Nutrition Assistance Program (SNAP)

participants & determine
how FMs are associated
with fruit & vegetable (FV)
intake & food literacy



Market Locations

- 1 Lawton FM
- 2 Wildhorse FM
- 3 OSU-OKC FM at Scissortail Park
- 4 Okmulgee FM
- 5 Muskogee FM



Participants

N = 152

- 18+ years old
- Receive SNAP benefits
- Live within 10 miles of market
- English literate



ONIE PROJECT

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This Institution is an equal opportunity provider.

Shopping Frequency



Barriers

- Unaware of location where to shop
- Shop for food elsewhere
- Inconvenient location
- Lack of transportation
- Inconvenient hours of operation



Facilitators

- Fresh produce
- Accepts SNAP/EBT
- Support local farmers
- better prices
- quality & taste of products



Market Awareness & Distance



No difference in Shoppers vs. Non-shoppers market awareness

6 MILES
10 MINUTES

Avg. distance traveled



Produce Intake & Food Literacy

Farmers market shoppers had significantly higher fruit & vegetable intake & food literacy scores (skills to plan & prepared meals) compared to non-shoppers

