



Using Spatial Analysis to Strategize Promotion of EBT Usage at Farmers' Markets

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Figure A

INTRODUCTION

Limited access to produce in low-income areas affects chronic disease inequities. Increasing access to farmers' markets is one strategy for reducing inequity. To affect this, markets should be geographically accessible to target populations, carry lower-cost produce, and accept SNAP EBT cards. As small businesses, however, farmers' markets have varied economic models, and multiple challenges to financial sustainability. Because accessibility factors also affect market viability, it may be helpful to target intervention locations strategically.

METHODS

GIS spatial analysis was used to calculate:

- The number and percentage of SNAP-participating households with access to a farmers' market with EBT (*Figure A*).
- The ten block groups with the most SNAP participants, and the impact of ensuring that there was an EBT terminal at a market accessible to those block groups (*Figure B*).

Access was defined as 0.5 mile walk (urban areas) or 5 mile drive (rural areas).

RESULTS

Results can be seen in the descriptions of Figure A and B. Overall it was found that:

Locating an EBT terminal at one market within reach of the seven block groups increases access for SNAP participating households by 23%

DISCUSSION

Efforts to promote EBT usage at farmers' markets should include a geographic assessment of existing market/EBT locations and population demographics, to improve access and promote market sustainability.

56% of SNAP participating households have **no access** to a farmers market with an EBT terminal.

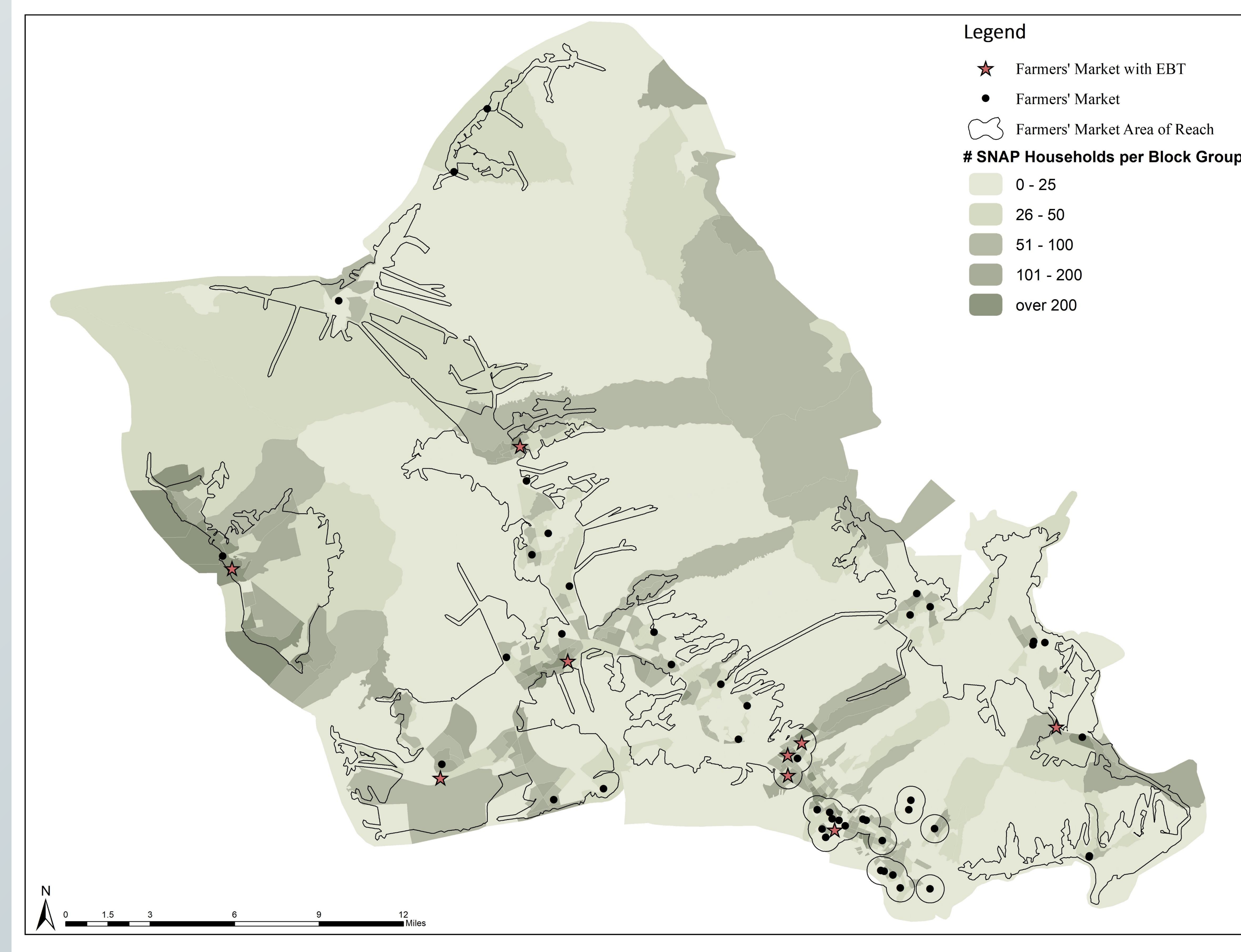


Figure B

7 of the 10 block groups with the highest number of SNAP participating households have **no access** to a farmers market with an EBT terminal.

