

Adams County Healthy Farmers Markets Health Equity and Strategic Initiatives Division

Adams County Board of Health
April 13, 2023

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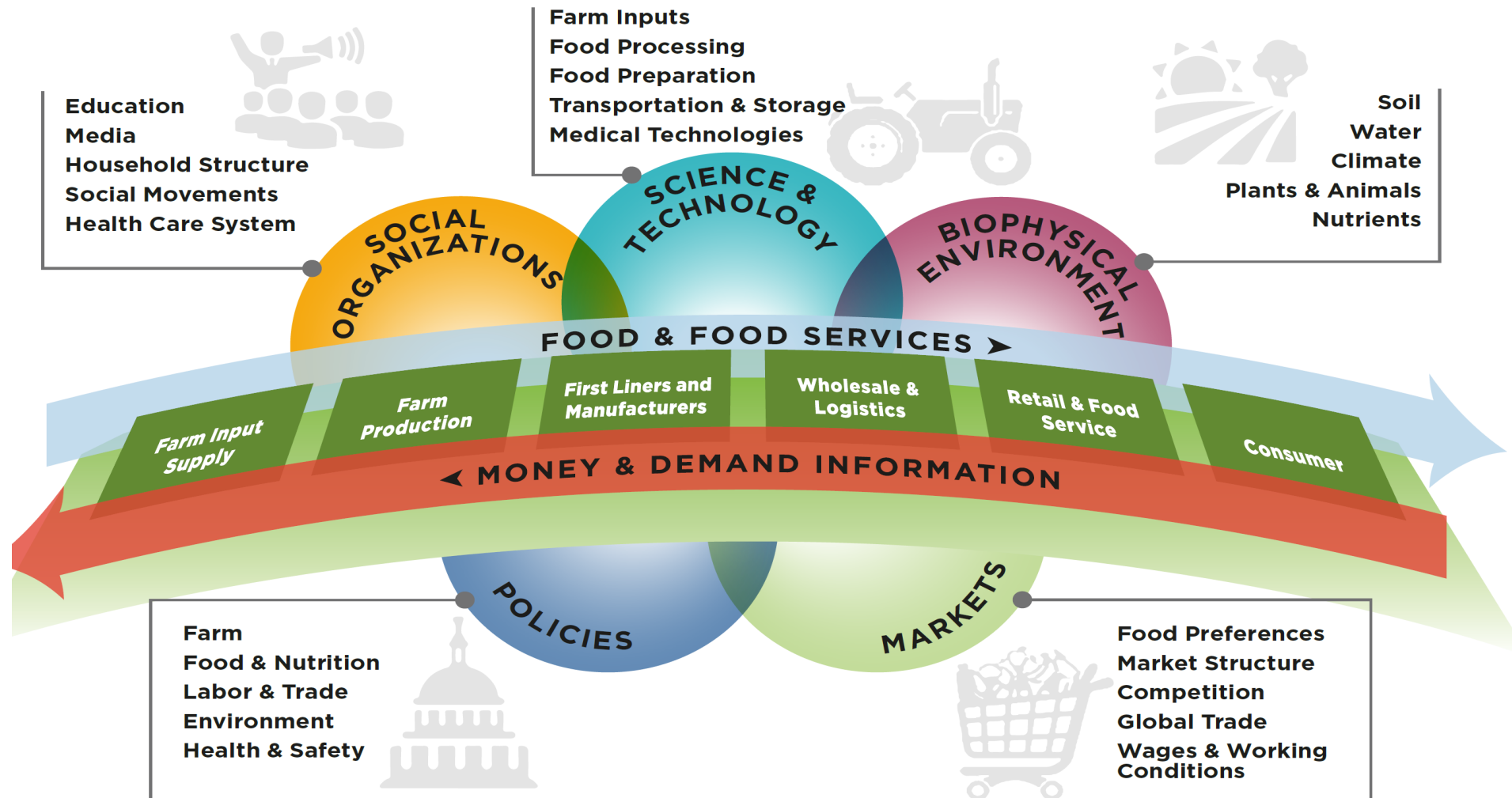
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Agenda

- Public Health Emergency and Food Access
- Food Access in Adams County
- History of the Markets
- Key Outcomes
- Role of Public Health in Farmers Markets

Food Systems Framework





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The Public Health Emergency Ending and Food Access

Decreased Access, Increased Costs

- SNAP Emergency Allotments ended February 2023
- Continued unwinding of SNAP waivers and provisions
- WIC in-person flexibilities remain

Solutions:

- Direct social service systems – food pantries, human services
- Budget & policy – incentive programs and emergency food supplies

Food Access in Adams County

“A healthy community is where all residents can access safe, healthy, and culturally-appropriate food and are able to practice good eating habits.”

Source: Adams County CHA Community Engagement Process, Tri County Health Department, 2021

- One in eight Adams County residents are food insecure
- 17.3% of children, 13% of high school-aged children, 10% of older adults, and 9% of pregnant women
- 22.2% of Black Coloradans, 14.0% of Hispanic/Latinx Coloradans and 7.7% of non-Hispanic white
- Coloradans earning at or below 200% of the FPL most likely to experience food insecurity
- Missing demographics from food access data

Community members appreciate programs like WIC, food pantries, and farmers' markets that increase access to affordable food.

Healthy Farmers Markets



Mission:

To build a marketplace that fosters community while offering affordable, fresh, and culturally-relevant food, and a variety of health resources



Vision:

To inspire, nurture, support healthy communities



Partners:

Adams County Health Department
Adams County Human Services
Anythink Libraries
American Heart Association
City of Thornton
East Denver Food Hub
Community Members



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City of Thornton
Community Connections



anythink™
A REVOLUTION OF BLUEVIEW LIBRARIES



American
Heart
Association.



EAST DENVER
FOOD HUB



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History

2018

- Tri-County Health Department (TCHD) convenes a Steering Committee, launches market at Anythink Huron St Library

2019

- Second location added, Anythink Wright Farms Library

2020

- COVID-19 pandemic, shift to drive-through format
- Standardized data collection, GIS mapping implemented

2021

- Resume in-person format with COVID-19 safety precautions
- TCHD receives NACCHO Model Practice Award

2022

- WIC Farmer's Market Nutrition Program implemented
- TCHD dissolves

2023

- Adams County Health Department becomes facilitating organization



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Farmers' Market Utilization Trends

	2020	2021	2022
Total Attendance, % increase	3,617 -	5,863 62.1%	8,308 41.7%
Vouchers provided (#)	2,701	1,956	2,438
Voucher Value	\$25	\$5	\$15
Total voucher value	\$67,525	\$9,780	\$36,570
WIC FMNP vouchers provided (#, \$)	-	-	1030 \$5,150
WIC recipient vouchers	325	47	290
SNAP recipient vouchers	251	179	336
WIC & SNAP vouchers	163	25	132
Older Adult Vouchers	1,962	1,705	1,642
Zip codes most attended	80260 80229	80260 80241	80233 80241



2022 Key Outcomes

Attendance

- 54% increase in average market attendance
- 72.5% increase in average market attendance at Huron Street

Location

- 50% increase in non-voucher receiving attendance

Vouchers

- 28% increase in voucher redemption
- 29% of attendees receive voucher
- 67% of voucher recipients were older adults

Evaluation

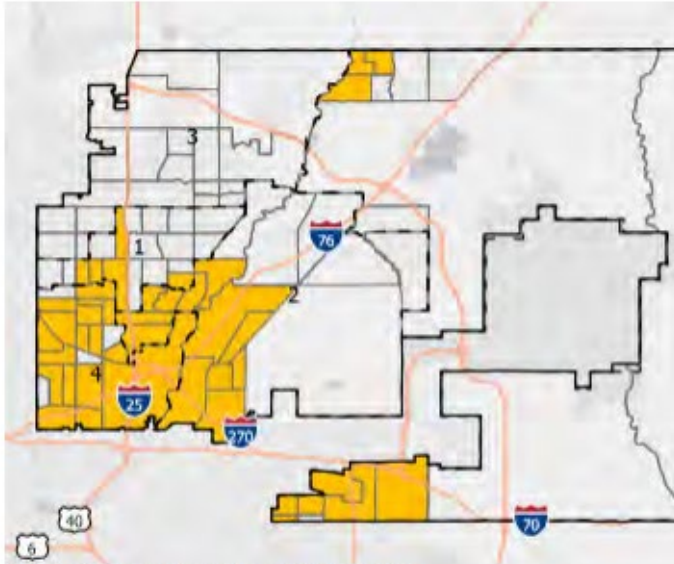
- 82% vendor satisfaction rate
- 78% community satisfaction rate



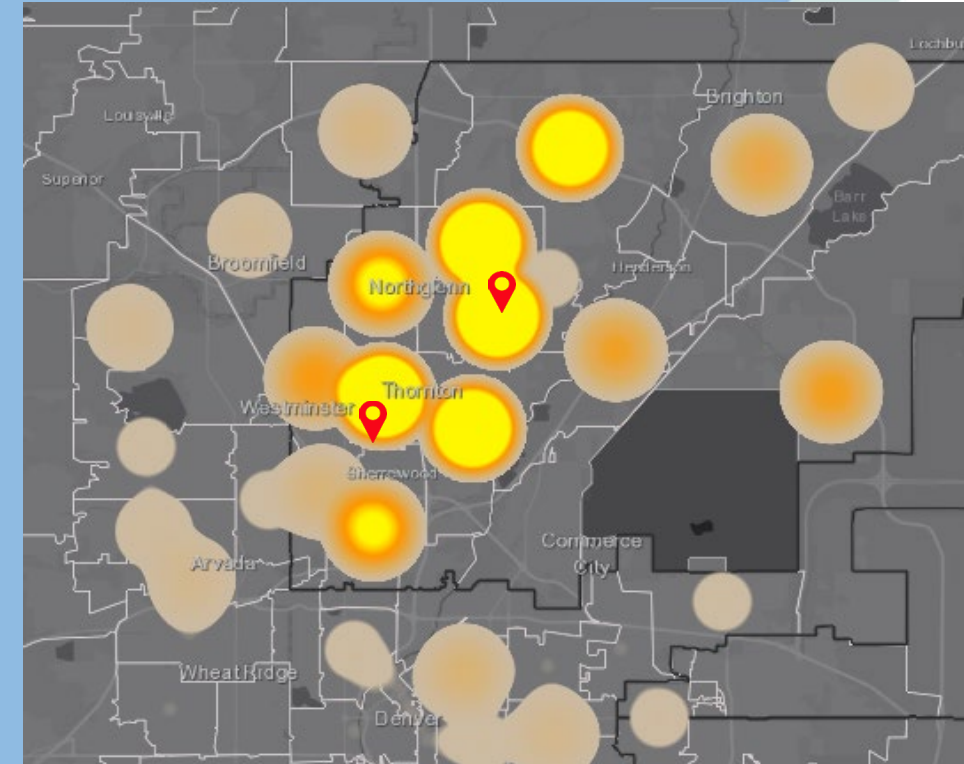
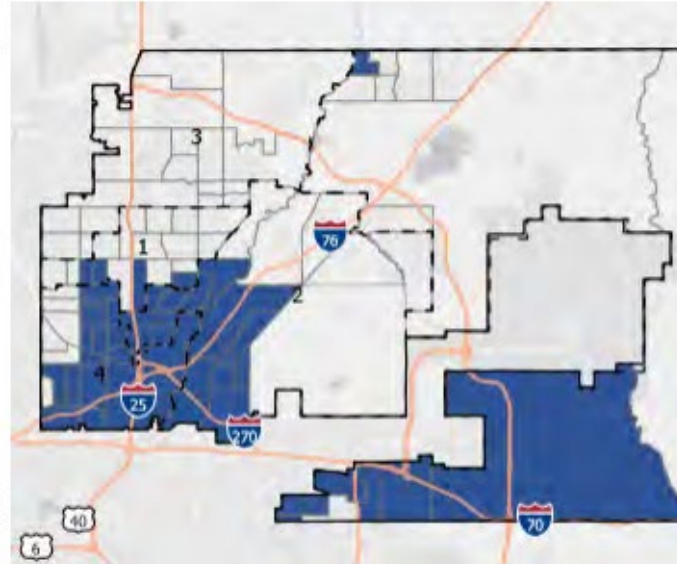
2022 Key Outcomes

GIS heat map of zip codes of 2022 market attendees

Map 1: Food deserts: Low Income and Low Access at 0.5 and 10 miles,* Adams County, 2019



Map 2: Percent of Population: Minority Race and/or Hispanic/Latinx, highest quartile, Adams County, 2019



Source: USDA Food Access Research Atlas (2019)
*This map uses criteria developed by United States Department of Agriculture (USDA), which looks at low-income census tracts where a significant number (at least 500 people) or share (at least 33%) of the population is greater than 1/2 miles from the nearest supermarket, supercenter, or large grocery store for an urban area or greater than 10 miles for a rural area.
**The dotted lines indicate board of county commissioner districts

Source: U.S. Census, American Community Survey 5-Year Estimates, 2019



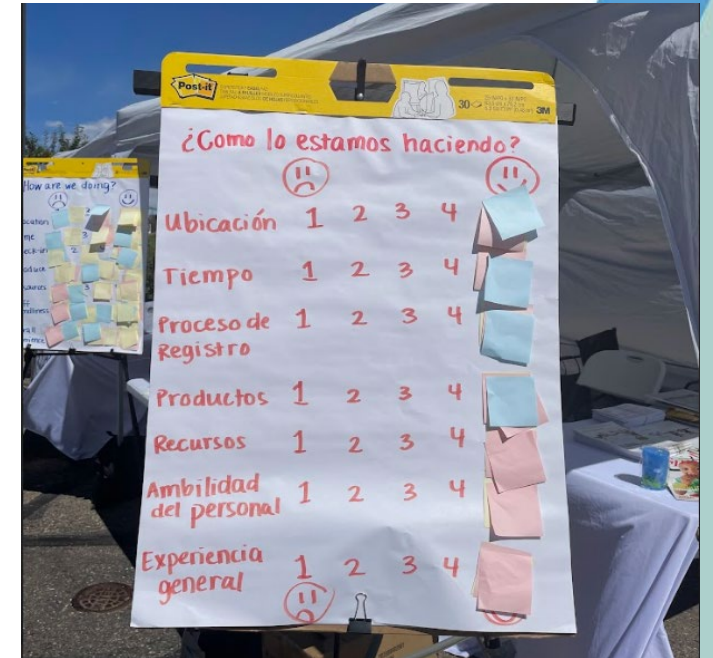
Qualitative Data

2022 Community Feedback Survey

- 143 Respondents, 55 voucher recipients
- Food security impact
 - **24% worried less about running out of food each week**
 - **13% able to feed family when out of money to buy more**

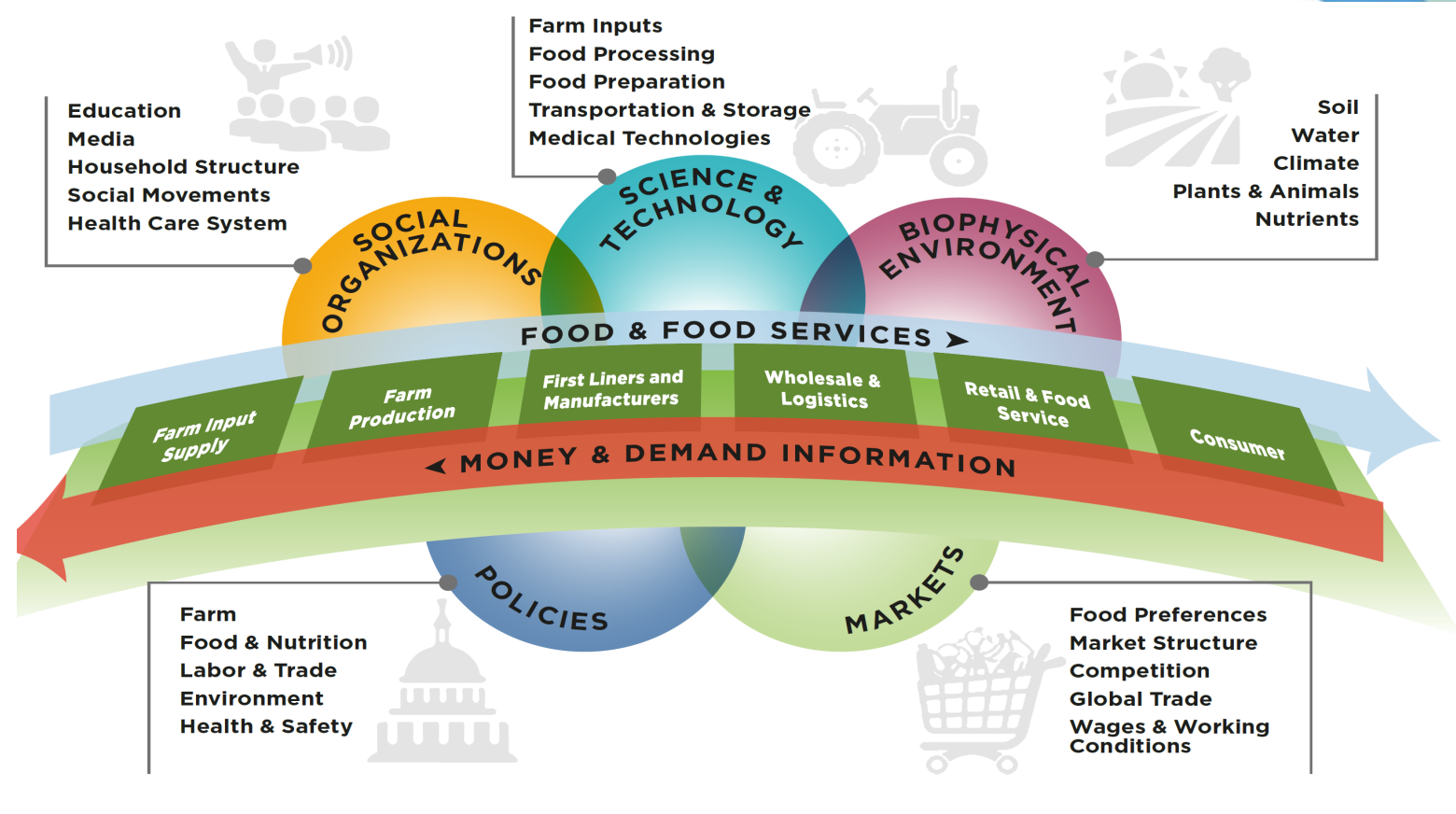
“Thank you, so much for helping us this summer. You relieved so much stress for me and in our house. We looked forward to Tuesdays because we knew we could go to you and get more food. Thank you!”

Farmers Market Participant, Community Feedback Survey 2022



Systems Approach

- Localize food system
- Geographic intentionality
- Purchasing power
- Co-location
- Community hub
- Policies





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The Role of Public Health in Farmers Markets

- Systems and structures
 - Coalition building and connecting community
 - Local policy
- Food access program implementation
 - Expanded voucher criteria
- Model of sustainability
 - Collective funding models
 - Market model toolkit
 - Future facilitation planning



SAVE THE DATE

HEALTHY FARMERS MARKETS

June 20th - September 28th, 2023

No markets the weeks of July 4th and Labor Day

Anythink

Huron Street Library

9417 Huron Street, Thornton

Tuesdays, 9 a.m. - 12 p.m.

Anythink

Wright Farm Library

5877 E. 120th Ave., Thornton

Tuesdays, 9 a.m. - 12 p.m.



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Special Thanks to our Current & Past Partners

Adams County Day Works

Adams County Human Services

Anythink Libraries

American Heart Association

Bayaud Enterprises

CDC Public Health Associate Program

City of Thornton Community Connections

Colorado Department of Public Health & Environment

Colorado Farmers Market Association

East Denver Food Hub

Lulu's Farms

Nourish Colorado

Palizzi Farms

And all of the vendors, volunteers, and community members!





2022 Denver Heart Ball Healthy Farmers Market Video



American Heart SouthWest
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[2022 American Heart Association Healthy Farmers Market Promotional Video](#)



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Thank you!



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<https://www.adcogov.org/adams-county-health-department>