

Innovation Credit

Title: UMD Market Day; Increasing Access to Local Food in the Duluth Community!

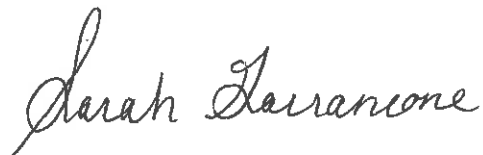
Description:

The University of Minnesota Duluth campus has the unique opportunity to host a weekly Market Day during the non-winter months. Vendors vary from farmers, hobby-gardeners, bakers, artists, and crafters. Each week there is a different musician providing live entertainment, and because of the location, the market happens- rain or shine!

A unique feature to the Market Day Farmers Market is the multiple ways to pay for purchases. Market Day has implemented a point of sale machine to process debit, credit, and EBT cards (electronic business transfer) for families using SNAP (Supplemental Nutrition Assistance Program). Customers can use their SNAP/EBT card on items like plant transplants, produce, jams, pickles, bakery, and most other food products at the market. Market Day is able to reach a broader audience due to its access to the bus line, acceptance of EBT, credit and debit cards with a point of sale machine (POS), and flexibility to hold the market indoors or outdoors- weather permitting. EBT cards are not a common form of payment among farmers markets, making UMD Market Day innovative. The cards allow families of lower income to come to Market Day and obtain local, quality foods from members of their community. UMD Market Day is a great example of the use of sustainability and innovation, as it encourages families to purchase local goods, that are healthy, and allows them to use EBT cards in addition to bringing community members to the UMD campus.

Results:

People or families who are using SNAP have been able to use their EBT cards at UMD Market Day in the Plaza. With a grant from the Farmers Market Coalition, Market Day is able to have a POS machine to process EBT, debit and credit cards quickly, accurately, and professionally.



SARAH GARRAMONE
MARKET DAY-MANAGER