



2016 Accomplishments

Food Access: Just Harvest partnership to increase access to the Bloomfield Saturday Market by matching SNAP benefits with \$2 in Food Bucks for every \$5 spent.

- 136 SNAP transactions in 2016, a 15% increase from 2015.
- \$3,285 SNAP benefits used in 2016, 25% increase from 2015.
- 57 unique SNAP shoppers in 2016, a 147% increase from 2015.
- \$1,148 in Food Bucks distributed and \$1,030 redeemed in 2016.

Health Bucks: Partnership with West Penn Hospital and Highmark to provide select patients with Health Bucks to increase accessibility of fresh fruits and vegetables

- Almost \$7,000 of fresh fruits and vegetables were purchased with Health Bucks in 2016.
- All participants who had an opportunity for feedback hope this program continues in 2017.

Rapid Response Survey Report

Quick Response Surveys (Dot Surveys) are a way to quickly engage customers at the market for feedback. Ages are taken to identify potential programming opportunities

- A majority (29%) of customers are in the 24-34 demographic.
- The next highest customer base is the 55-64 demographic with older than 64 as a close third.
- Other demographics were lower with 13% of 45-54 year old customers and 18-24 with 9%.



