



Maryland Farms and Families Act

The Maryland Farms and Families Act passed unanimously through the Maryland General Assembly and was signed into law by Governor Hogan in May 2017. This bill created a grant program through the Maryland Department of Agriculture to support initiatives that match purchases made with federal nutrition benefits at participating Maryland farmers markets. Maryland is currently home to a statewide farmers market matching program, Maryland Market Money (MMM). The Maryland Farmers Market Association (MDFMA), a statewide non-profit, operates the MMM program.

Maryland Market Money is a program that ties Maryland together. This initiative:

- Generates additional *revenue for farmers* and agricultural producers;
- Channels *federal dollars into the local Maryland economy* by incentivizing low-income Marylanders to utilize their SNAP, WIC, and Farmers Market Nutrition Program (FMNP) benefits directly with local farmers;
- Increases the capacity of farmers markets in rural areas and food deserts;
- Provides a vital source of *sales for markets in low-income communities*, helping ensure the market's viability; and,
- Provides critical *nutrition assistance* to food-insecure Maryland families.

Since 2013, MMM has supported farmers and families throughout Maryland.

The MMM program is currently in place at 24 farmers markets located in Baltimore City and Anne Arundel, Baltimore, Garrett, Montgomery, and Prince George's Counties. To date, the MMM program has generated over \$1,516,128 for farmers at participating markets.

State funds will maximize program benefit to farmers and families.

- An annual state investment of \$500,000-- 70% of which would go directly to farmers and low-income Marylanders-- would leverage federal and private funds and maximize the MMM program's benefit to Maryland farmers and families.
- Administrative funds would facilitate program expansion to small and/or rural markets currently lacking the infrastructure to operate the program.
- Program data demonstrate that every \$1 utilized in MMM is accompanied by \$1.30 in federal benefits spending, resulting in \$2.30 for farmers. \$350,000 in state funds (70% of the annual state investment) would yield \$800,000/year in farmer profit.
- State funding would make Maryland competitive for USDA FINI grant dollars, which require a 1:1 match and could double annual program impact.
- To date, four states (California, Michigan, Minnesota, and New Mexico) and D.C. have committed funds to farmers market matching programs.

For more information, please contact Michele Levy at mlevy@marylandfma.org



Maryland Market Money Project Summary Data

(*Data shown before 2013 represents existing matching programs not yet consolidated as 'Maryland Market Money' under MDFMA)

	Participating farmers markets	Maryland Market Money redeemed	Total SNAP sales	Total WIC-FVC sales	Total FMNP (Senior/WIC) sales	Total SNAP, WIC FVC, FMNP and MMM sales	Total participating households
2010	3	\$1,602	\$15,113	not collected	not collected	\$16,715	not collected
2011	7	\$9,661	\$30,255	\$2,911	not collected	\$42,827	not collected
2012	7	\$28,653	\$58,364	\$6,563	not collected	\$93,580	not collected
2013	17	\$22,634	\$76,073	\$10,560	not collected	\$109,267	not collected
2014	17	\$108,439	\$84,498	\$10,528	\$54,135	\$257,600	4,833
2015	22	\$172,020	\$88,852	\$19,610	\$112,049	\$392,531	6,865
2016	21	\$121,880	\$62,300	\$10,494	\$87,470	\$282,144	6,665
2017	24	\$140,612	\$61,257	\$1,955*	\$117,640	\$321,464	6,320
TOTAL		\$605,501	\$476,712	\$62,621	\$371,294	\$1,516,128	24,683

In 2015, customers spent

\$392,531

in SNAP, FMNP, WIC-FVC & MMM directly with local producers at farmers markets offering MMM



Percent of 2015 MMM participants surveyed reported increased fruit & vegetable consumption as a result of the program