

**FARM ALLIANCE**  
BALTIMORE CITY



ABELL  
FOUNDATION  
Program sponsored by  
**Walmart\***



DOUBLE  DOLLARS



**2015** PROGRAM REPORT





*The Farm Alliance of Baltimore City's Double Dollars program was created in 2013 in partnership with the Maryland Farmers Market Association for the purpose of filling an important gap in food access initiatives; incentive programs that currently exist are only redeemable at farmers markets, which are not readily accessible to all inner-city residents, and are not generally located in areas in Baltimore designated as "food deserts."*

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A study conducted by the John's Hopkins Center for a Livable Future in 2015, called "Mapping Baltimore City's Food Environment" reveals that: One in four of Baltimore City residents live in areas identified as food deserts. Children are affected disproportionately, with 30 percent living in food deserts. Also, African Americans have disproportionately low access to healthy food and are the most likely of any racial or ethnic group to live in a food desert neighborhood.





As part of the study, one of the strategies identified to address this immense challenge is to consider non-traditional food distribution outlets, such as neighborhood farm stands. Specifically, the fourth strategy outlined in the report states, “Baltimore City recently streamlined the process for farmer’s market permitting, and will look to a farm stand strategy for neighborhoods that cannot support a full farmer’s market.”

The Farm Alliance is implementing this strategy on the ground. By providing healthy, fresh produce at an affordable price directly in the neighborhoods that are most affected by food insecurity, we hope to improve the health and well-being of our neighbors, with a particular focus on predominantly African American neighborhoods.

<b>Double Dollar Program Numbers</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Total DD Redeemed	\$2,500	\$3,315	\$10,401
Total # of Unique Participants	624	513	1422
EBT \$ Matched	\$2,460	\$3,167	\$9,972
WIC \$ Matched	\$40	\$148	\$429
Gender % Ratio (Female:Male)	75:25	81:19	75:25
Race % Ratio (Black:White:Other)	60:19:21	56:9:35	51:8:41





*The Farm Alliance Double Dollars Program has grown each year, and this year has more than doubled its impacts. This year we had 7 farms participating in the Double Dollars healthy food incentive program, whereas in 2014 we had 5. In 2013, we had 3 farms participating. Through produce sales and educational activities at each farm, along with events led by the Farm Alliance we have been able to reach 2,207 individuals in 2015.*

These individuals have been reached through various means, broken down below:

- 1,043 individuals have been reached via on-site farm stands, mobile markets and Community Supported Agriculture (CSA) programs that our member farms are operating, where the Double Dollars incentive program operates
- 159 individuals attended workshops and training sessions at our farm locations, where they learned hands-on urban farming skills, and learned about the various programs and offerings that farms contribute to the community
- 1,005 individuals have participated in nutrition education and cooking programs offered by our seven participating farms where they have learned valuable food preparation and cooking skills.

**Total pounds harvested for Double Dollars 2015: 8,908**

Afya Community Teaching Garden: 2,054.96  
Baltimore Free Farm: 225  
Boone Street Farm: 1,139  
Cherry Hill Urban Garden: 1,374.8

Hidden Harvest Farm: 180  
Real Food Farm: 2, 478  
Whitelock Community Farm: 1, 458





## Market to Mealtime

The Farm Alliance has also partnered with Maryland Cooperative Extension to offer their Market to Mealtime educational materials to customers at our farm stands. The goal of Market to Mealtime is to encourage shoppers to add nutrient-rich fruits and vegetables they might not have eaten before to their diets. At our farm stands, farmers provide helpful recipe cards and nutritional handouts alongside seasonal displays to encourage customers to try new produce and feel confident cooking the produce that they have purchased. Each Market to Mealtime session that farmers led with their customers lasted approximately 30 minutes. Each Farm conducted 6 sessions, totaling 12 hours of nutrition education.

Number of participants and demographics 2015

Farm	Boone Street Farm	Real Food Farm	Hidden Harvest Farm	Whitelock Community Farm
<b>Black</b>	56	106	19	41
<b>White</b>	9	32	29	22
<b>Asian</b>	0	1	0	0
<b>Hispanic</b>	0	5	0	0
<b>Female</b>	40	102	26	42
<b>Male</b>	25	42	23	21
<b>Total</b>	<b>65</b>	<b>144</b>	<b>49</b>	<b>63</b>

**Total participants in Market to Mealtime: 321**





## Cooking Demonstrations

In addition to our Market to Mealtime nutrition education, we also offer hands on cooking classes and demonstrations for the community. This year, our member Real Food Farm was very successful in creating opportunities for cooking demonstrations. With the help of dedicated education staff, and an intern from the Institute of Integrated Health, Real Food Farm conducted 30 cooking demos with audiences totaling 570 people. Boone Street Farm has offered 3 cooking classes, attracting 42 participants, Hidden Harvest Farm offered a Stretch Your Food Dollars workshop and demonstration with 12 attendees, and Whitelock Community Farm hosted 4 cooking demos with over 60 people in attendance.

**Total people reached through cooking demonstrations: 684**