



# Beyond Hunger Relief Research

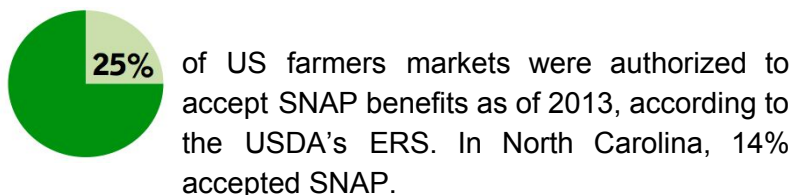
## *Barriers and opportunities for farmers selling to low income consumers*

In 2014, RAFI embarked on a three year multifaceted and participatory research project supported by the Duke Endowment to understand the impact for farmers selling to low income consumers. Most research on food access issues has focused on the consumer perspective: food availability and affordability, as well as potential health benefits resulting from better access to fresh fruits and vegetables.

Grounded in a commitment to finding mutually beneficial solutions for farmers and food insecure people, we are exploring the farmer perspective. We also want to determine the linchpin points in the market chain where public or philanthropic investment could open sustainable, entrepreneurial food access solutions.

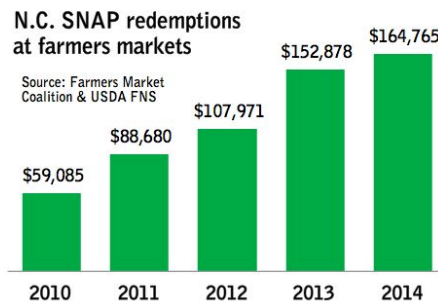
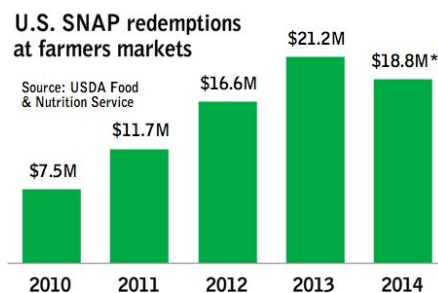
### **What we know:**

Most of the data currently available on farmers selling to low-income consumers measures SNAP sales at farmers markets:



In 2013, over **47 million Americans participated in SNAP**, together receiving a total of over **\$76 billion in benefits**. Only **\$21.1 million** were redeemed **at farmers markets** or on food bought directly from farmers: this amounts to **0.03% of all US SNAP benefits**.

In North Carolina, only **\$152,878** of the state's **\$2.5 billion** in SNAP benefits in 2013 were redeemed at farmers markets: **0.006% of all NC SNAP benefits**.



\* This is a preliminary figure. A decrease may reflect reduced SNAP redemptions at all retailers.

### **What we want to find out:**

- ★ What do farmers think about selling to low income consumers? What barriers do they experience when attempting to sell in low income neighborhoods? For those farmers selling directly to a low income customer base, what lessons could others learn from them?
- ★ What % do SNAP sales represent of total revenue for individual farmers?
- ★ What is the gap between the cost of production for specific crops and the price a family on a SNAP budget can afford? Which crops are the most affordable?
- ★ How can faith and community groups most effectively apply their resources to support market based solutions to food access?

Stay tuned to [www.rafiusa.org/bhr](http://www.rafiusa.org/bhr) as we begin publishing results from farmer interviews, and more!