



THE QUEST TO INCREASE FRUIT AND VEGETABLE INTAKE

DIANE PECK, MPH, RD
DHSS OBESITY PREVENTION
AND CONTROL

Photo courtesy of Spenard Farmers' Market

Alaska Farmers' Market - Quest Card Program



Terms to Know:

- ❑ Food Stamps – known as SNAP in most states
- ❑ EBT – Electronic Benefits Transfer card

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- ❑ Food Stamps – known as SNAP in most states
- ❑ EBT – Electronic Benefits Transfer card
- ❑ Quest – Alaska's Food Stamp EBT card
- ❑ Wireless EBT or POS (point of sale) machine



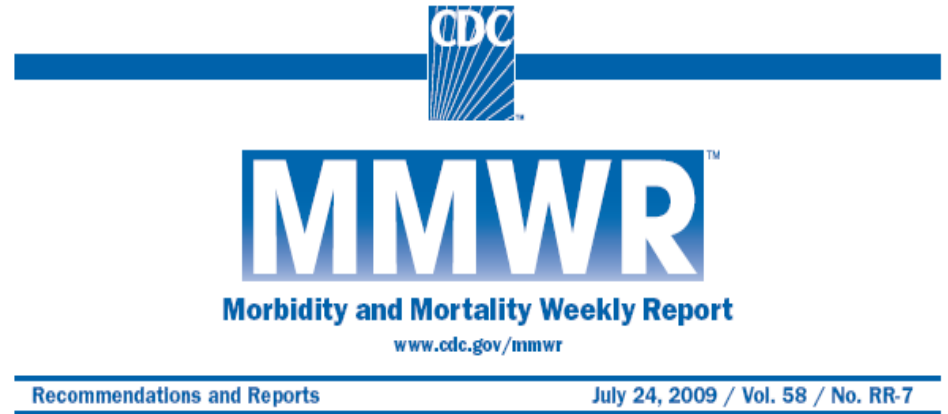
Why is DHSS Working in Farmers' Markets?

**The CDC Guide to
Fruit & Vegetable
Strategies to Increase
Access, Availability and
Consumption**



“Include or Expand
Farm-to-Where-You-
Are Programs in All
Possible Venues”

“Promote the availability of affordable healthy food and beverages”



**Recommended Community Strategies
and Measurements to Prevent Obesity
in the United States**

Partners



Purpose of the Project

- Make healthy, local foods more accessible to low income Alaskans, and
- Provide market vendors' with new sources of revenue.



Results - Quest

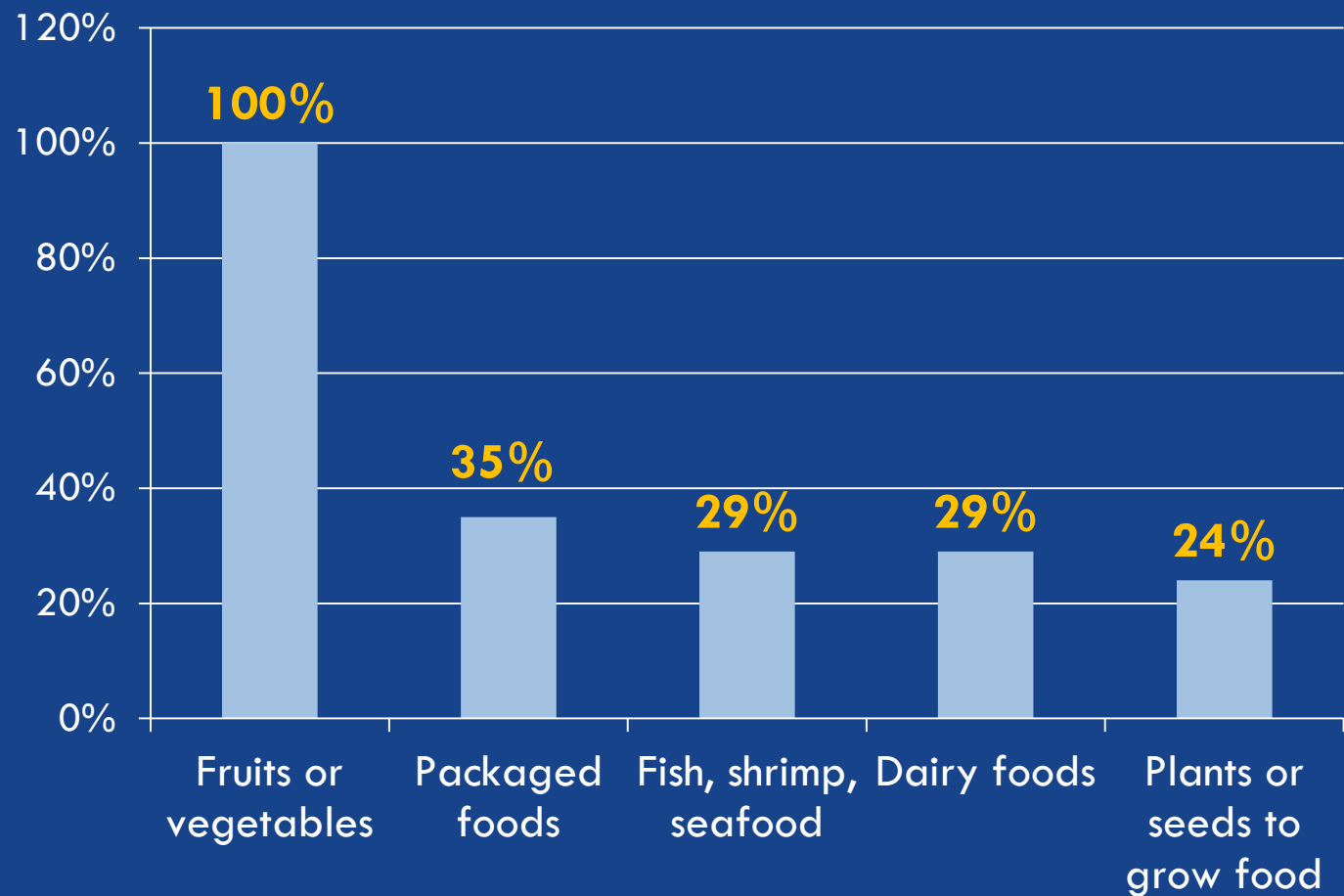
Quest – 2011 Market Season	HFM	SFM	Total
Total number of new Quest customers	5	98	103
Total number of Quest transactions	33	191	224
Total Quest dollars spent	\$1,061	\$3,769	\$4,830

Results - Debit

Debit – 2011 Market Season	HFM	SFM*	Total
Total number of new debit customers	55	12	67
Total debit transactions	140	12	152
Total debit dollars spent	\$6,860	\$388	\$7,248

*SFM implemented debit for last 2 market days only

Products Purchased by Quest Customers



Quest Customer Comments

- “Thank you for giving us access to local produce!”
- “This program is a godsend! . . . I am on a TIGHT budget and cannot buy any food w/o my EBT card! However, I LOVE super fresh vegetables!”
- “Thanks for the opportunity and for letting me support local food!”

“Increase
Availability,
Accessibility &
Affordability”



ALASKA QUEST

USE YOUR QUEST CARD

www.spenardfarmersmarket.org

FOOD STAMP MATCH!
The first \$20 in Quest card purchases will be matched with \$20.*
That's \$40 to spend on

FRESH ALASKAN PRODUCE!

Limit one per Quest card holder;
Saturday, September 1

*Match limited to the first 50 customers

spenardfarmersmarket.org
SATURDAYS
9:00 am to 2:00 pm thru Sept. 29
Under the Windmill at W 26th & Spenard

FARMER'S MARKET



SPENARD

Future of the FM-Quest Program



For more information, contact:



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