



For Immediate Release

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Live Healthy Live Well Partners with Lexington Farmers' Market to Launch EBT Program

Initiative Aims to Increase Access to Healthy Foods

Fifteen percent of Lafayette County residents have limited access to healthy foods according to the latest County Health Rankings report. Missouri Kids Count also reports that over 30 percent of children living in the County receive Supplemental Nutrition Assistance Program (SNAP) assistance, formerly referred to as Food Stamps. **To increase access to healthy foods, the Lexington Farmers' Market will pilot an Electronic Benefits Transfer or EBT system on Wednesdays beginning July 18th through September from 4:00 p.m.- 6:30 p.m. at the Bank Midwest Parking lot.** The program also offers credit and debit card payment options.

"The market vendors are really excited about this," said Marsha Corbin, MU-Extension Lafayette Healthy Lifestyle Initiative program associate. "They feel this is a wonderful opportunity for children in the community to have access to fresh produce that they may not have had access to before."

Patrons enrolled in SNAP will be able to use their EBT card to purchase a variety of goods including fruits, vegetables, jam/jellies, homemade bread, rolls and other qualifying purchases like food-bearing tomato and herb plants, among other food items.

How it works:

Lexington Farmers' Market merchant Pam Luehrman will clerk the EBT system. SNAP customers who use the EBT system will receive tokens to purchase eligible food items. Vendors will return tokens to Luehrman who will provide vendor reimbursements at the end of each market evening.

Corbin says plans are underway to expand the EBT program to other markets in Lafayette County. "We want to get the program in Lexington up and running first and eliminate any glitches" Corbin said. "Then we'd like to find merchant partners in other communities to help with the bookkeeping. We were fortunate to partner with a merchant in Lexington willing to provide this service."

Upcoming Events at the Lexington Farmers' Market:

- August 15 - Peddle Tractor Pull, sponsored by Lexington FFA
- August 22 - Community Fair Week, Second Annual Veggie 500
- Largest Tomato contest through August

For more information, contact Marsha Corbin at 660.584.3658 or Tom Corporon, community health manager at Health Care Collaborative (HCC) of Rural Missouri at 660.259.2440. You may also visit HCCNetwork.org/live-healthy-live-well.

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Be Active. Eat Healthy. Live Tobacco Free.

About Live Healthy Live Well

Live Healthy Live Well is an initiative of the Social Innovation for Missouri Grant. Funding for the program, which is in its second year, comes from the Missouri Foundation for Health, Health Care Foundation of Greater Kansas City, and Blue Cross and Blue Shield of Kansas City.

Program partners include the Health Care Collaborative of Rural Missouri and serves as the grant administrator, University of Missouri Extension, and Lafayette County Health Department. Program focus areas include:

- Increasing access to locally grown food for low income residents and food service managers that will impact schools, worksites and restaurants
- Developing plans for increased connectivity of sidewalks, trails and paths
- Creating community-based tobacco cessation and obesity programs
- Incorporating measures to sustain all programming to create a healthy and active community