



Filling the Market Bag: Farmer Needs & Incentive Impact

Rachel Tayse, Ohio Ecological Food and Farm Association



OHIO ECOLOGICAL FOOD AND FARM ASSOCIATION

Formed in 1979, the Ohio Ecological Food and Farm Association (OEFFA) cultivates a future in which sustainable and organic farmers thrive, local food nourishes our communities, and agricultural practices protect and enhance our environment.

- ❖ Organic certification
- ❖ Annual conference
- ❖ Farm tour & workshop series
- ❖ Policy program
- ❖ Technical assistance: production, transition
- ❖ Begin Farming program

Goals

- Increase awareness of farmer needs in local food system interventions
- Share how incentives benefit farmers in Ohio



Apprentice and farmer at [Mile Creek Farm](#), 2019, photo by Rachel Tayse

2017 CENSUS OF AGRICULTURE *State Profile*



Ohio

Farms by Value of Sales

	Number	Percent of Total ^a
Less than \$2,500	27,164	35
\$2,500 to \$4,999	7,998	10
\$5,000 to \$9,999	8,171	11
\$10,000 to \$24,999	9,284	12
\$25,000 to \$49,999	5,889	8
\$50,000 to \$99,999	5,460	7
\$100,000 or more	13,839	18

Farms by Size

	Number	Percent of Total ^a
1 to 9 acres	10,333	13
10 to 49 acres	26,533	34
50 to 179 acres	23,671	30
180 to 499 acres	10,574	14
500 to 999 acres	3,955	5
1,000 + acres	2,739	4



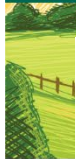
United States Department of Agriculture
National Agricultural Statistics Service

www.nass.usda.gov/AgCensus

Ohio farms are generally small in size and value of sales.

beginfarming.oeffa.org

2017 CENSUS OF AGRICULTURE *State Profile*



Market Value of Agricultural Products Sold

	Sales (\$1,000)	Rank in U.S. ^b	States Producing Item
Total	9,341,225	16	50
Crops	5,426,253	13	50
Grains, oilseeds, dry beans, dry peas	4,553,242	10	50
Tobacco	3,573	11	18
Cotton and cottonseed	-	-	17
Vegetables, melons, potatoes, sweet potatoes	148,848		
Fruits, tree nuts, berries	44,520		
Nursery, greenhouse, floriculture, sod	485,156		
Cultivated Christmas trees, short rotation woody crops	4,889	11	50
Other crops and hay	186,024	27	50
Livestock, poultry, and products	3,914,972	19	50
Poultry and eggs	1,082,069	18	50
Cattle and calves	681,356	22	50
Milk from cows	1,001,507	11	50
Hogs and pigs	1,010,793	9	50
Sheep, goats, wool, mohair, milk	23,055	13	50
Horses, ponies, mules, burros, donkeys	48,379	5	50
Aquaculture	9,305	27	50
Other animals and animal products	58,507	8	50



Produce sales = \$1,933,680



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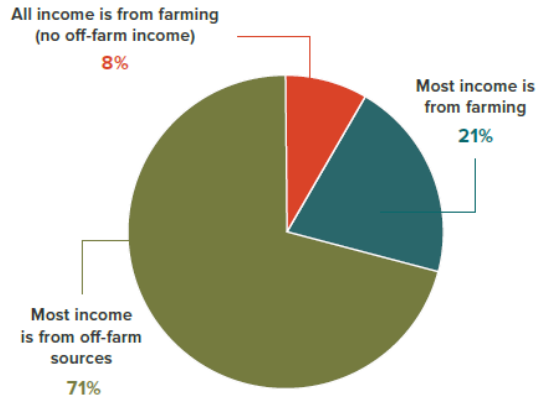
Most Ohio farmers work off farm to support their farm and family.

Nearly 1 in 3 farmers have a health condition that makes it difficult to work.

40% of farmers relied on households savings to meet farm business expenses.

More than one-third delayed purchases for the farm business and 29% cut back on household spending.

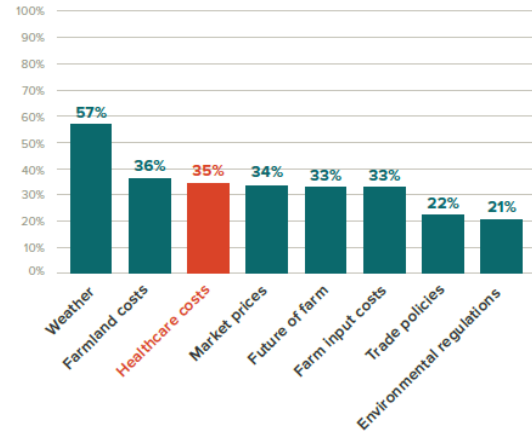
Majority of farms rely on off-farm income to survive



Source: [Ohio Farm Poll Insights published April 2021](#)

3. Farm survival is linked to both household and farm business well-being.

Healthcare costs a major source of stress equal to farm business concerns



Almost 60% of Ohio farmers have a family member with a preexisting or chronic health condition.

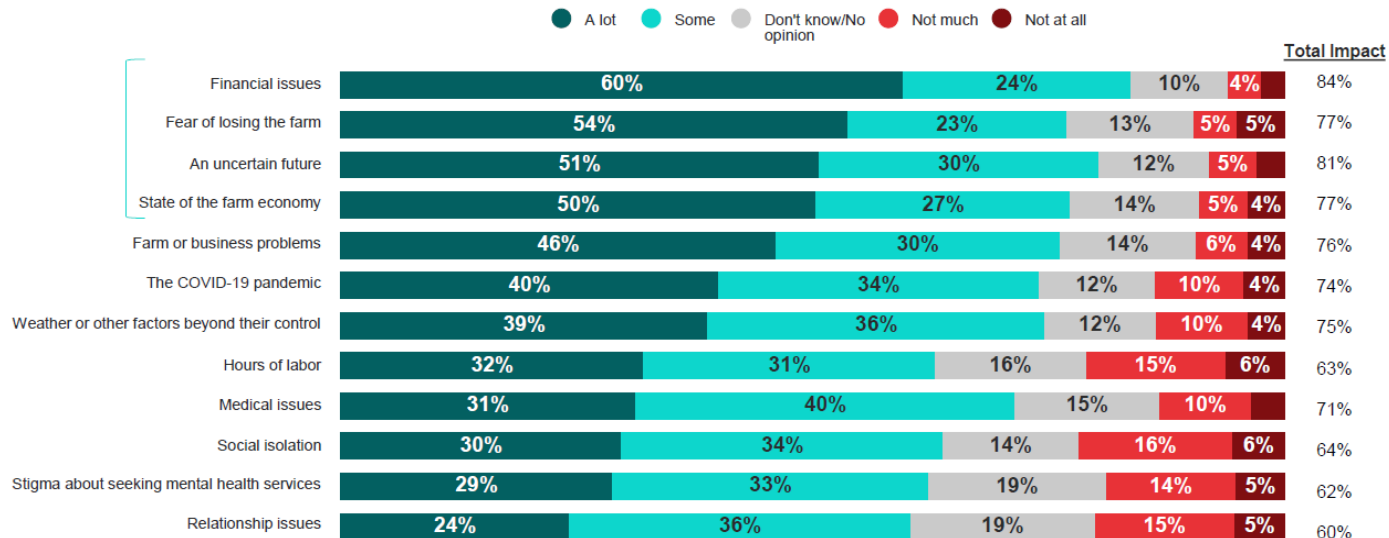
Farmers face significant mental health challenges.



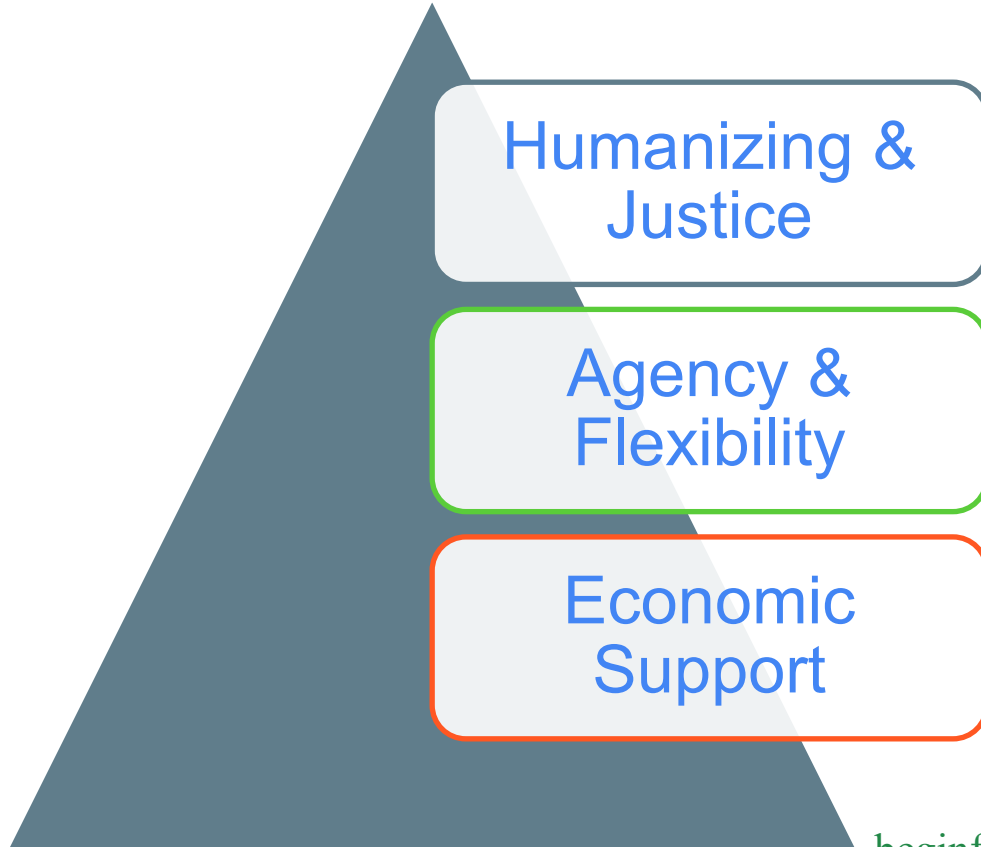
CONTRIBUTORS TO MENTAL HEALTH OF FARMERS

More than half of rural adults think financial issues (60%), fear of losing the farm (54%), an uncertain future (51%) and the state of the farm economy (50%) impact the mental health of farmers *a lot*.

Based on what you know, how much do you think each of the following impacts the mental health of farmers?



How are farmer and low-income shopper needs related?





Produce Perks: 2020 Program Evaluation

Ohio Nutrition Incentive
Network Meeting

March 19th, 2021

Presented By: Lauren Vargo

Incentive Programming Across Ohio

\$2.3 Million
Incentives Distributed

\$855,515
Incentives Redeemed



In 2019...

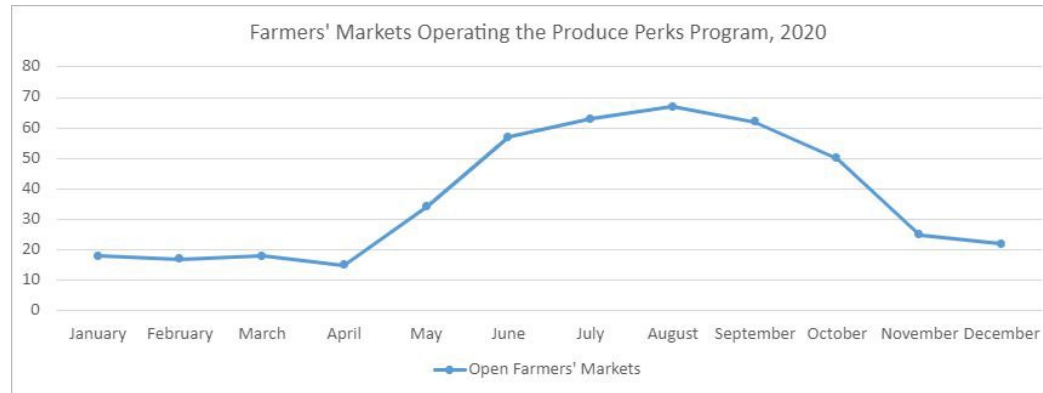
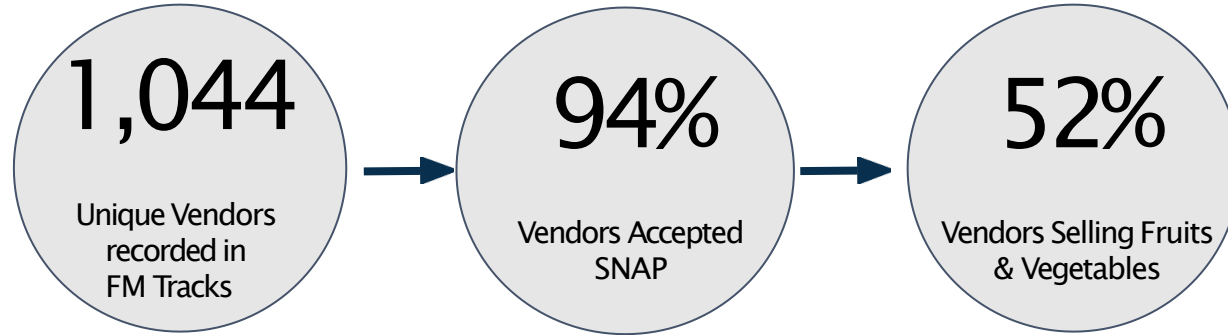
\$1.1 Million
Incentives
Distributed

\$437,197
Incentives
Redeemed

**113 Participating
Locations**

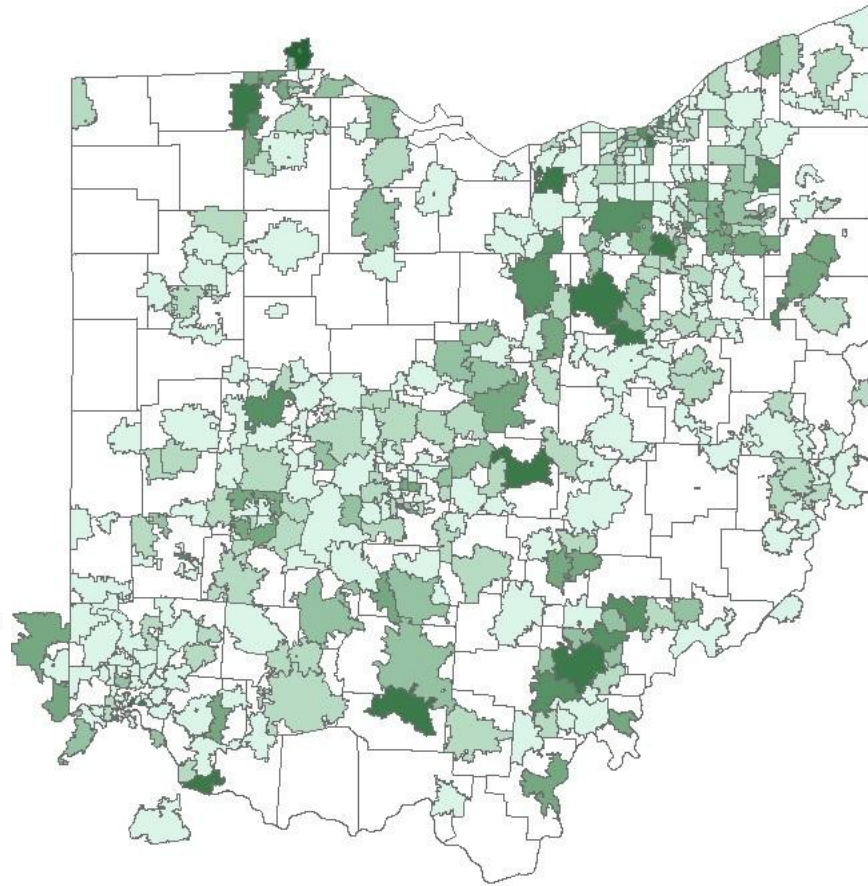
All statistics in this slide include PPM and YNDC data to provide a full picture of Ohio's SNAP incentive programming.

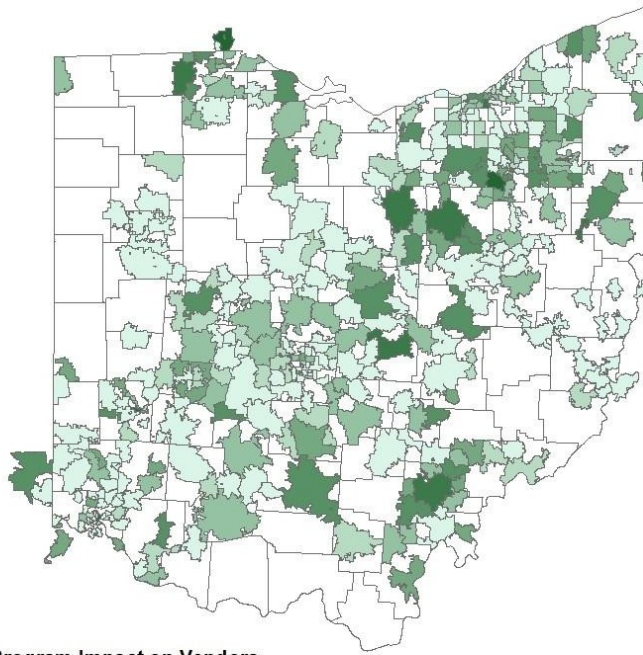
Vendor Details at DTC Sites



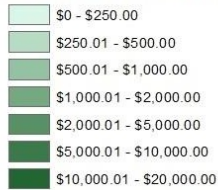
SNAP & Incentives Redeemed by Vendors at DTC Sites, 2020

Total Program Impact on Farmers Market Vendors
SNAP & Produce Perks Spent in Ohio, 2020

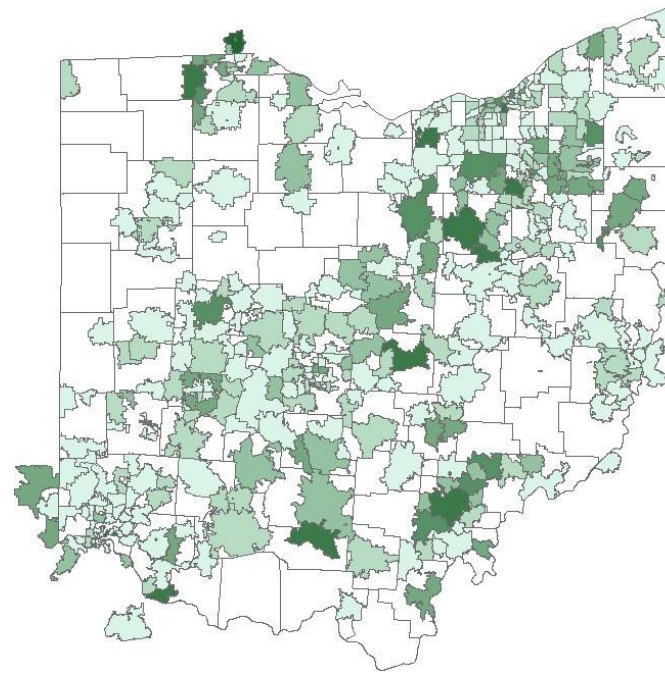




**Total Program Impact on Vendors
SNAP & Produce Perks Spent, Ohio 2019**



2019



**Total Program Impact on Farmers Market Vendors
SNAP & Produce Perks Spent in Ohio, 2020**



2020

Connecting the Data?

2020 incentives redeemed:

\$855,815

2017 produce sales:

\$1,933,680

44%?

Looking ahead, what's best for Ohio low-income shoppers AND farmers?

incentivize healthy
food purchasing

growing practices
that mitigate
climate change

infrastructure that
serves
communities

reduce mental
health stigma

affordable,
accessible health
insurance and
child care

just, equitable
programs



Further Reading:

[Ohio Farm Poll](#)

[Farm Bureau Rural Mental Health Poll](#)

[Opportunity In The Time Of Crisis Report](#)



Rachel Tayse

rachel@oeffa.org

614-598-3559