



LET'S GROW ARIZONA

CASE STUDY



FROM CONCEPTION TO IMPLEMENTATION TO ULTIMATE SUCCESS, THE ARIZONA- GROWN FRUIT AND VEGETABLE INCENTIVE BILL CAMPAIGN WAS A TRULY COLLABORATIVE AND STRATEGIC EFFORT.

About the Bill:

SB 1245, or the Arizona-Grown Fruit and Vegetable Incentive Bill, will use state funding (which will be federally matched), to boost local economies and uplift Arizona farmers. The bill will fund a produce incentive program for SNAP/EBT (formerly known as food stamps) users, allowing customers to take home more locally-grown produce from a variety of outlets, including farmers markets, community supported agriculture (CSA) sites, farm stands, and grocery stores.



The bill passed through the state legislature with broad bipartisan support.

SB1245



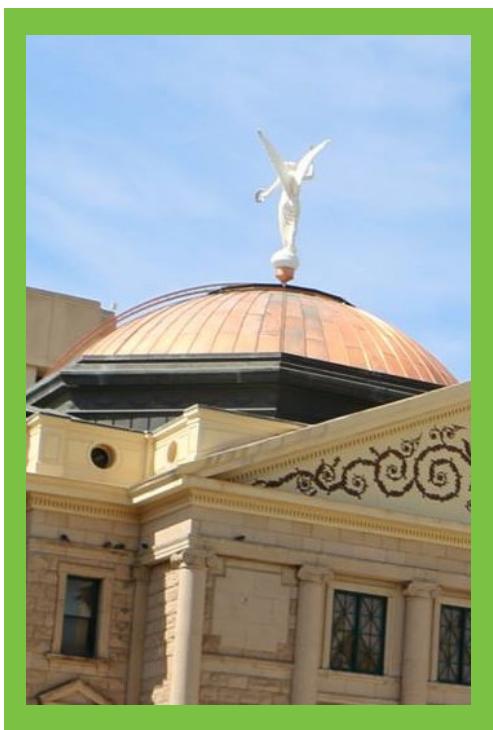
SB 1245 appropriates funds from the Arizona State general fund to grow programs like the statewide fruit and vegetable incentive program Double Up Food Bucks Arizona (Double Up AZ). Through Double Up AZ, for every dollar spent on SNAP-eligible foods at participating farmers markets across the state, recipients receive a dollar to spend on Arizona-grown produce items, up to \$20 per visit.

There are also other local incentive programs offered through Community Food Bank of Southern Arizona and International Rescue Committee. Because the extra food dollars can only be spent on Arizona-grown produce, the money directly supports local farmers and stays in local economies.



PRE-SESSION

Finding the right sponsor for the bill was critical. Senator Kate Brophy McGee (pictured to the right) was a perfect champion in pulling together bi-partisan co-sponsors for the bill and garnering supportive votes. Our team assisted in drafting the bill language so we could frame issues around the economic and farmer impact, thus the importance of dedicating the incentive to Arizona grown fruits and vegetables as Double Up already does.



Having the Arizona-grown component allowed us to successfully make the economic case for the bill. We knew this was important to do for those who may have different values or perspectives surrounding SNAP. We also convened key stakeholders from health plans, food banks, and others from the social sector for stakeholder meetings with the bill sponsor before the bill was launched to show broad community and organizational support.

LAUNCHING THE CAMPAIGN

Before the bill was introduced in January, our team worked to create a campaign concept, brand, and messaging that could ensure consistency, recognition, and effective storytelling to uplift this incredibly important bill. The tagline and overall branding of our campaign needed to reflect the truly holistic benefits the bill would provide for everyone in our state – from uplifting local farmers and economies to increasing access to nutritious food for families and individuals.

FINAL CAMPAIGN CONCEPT: “LET’S GROW ARIZONA” A WIN FOR ARIZONA’S FARMERS, FAMILIES, AND FUTURE.

Once the bill was introduced, we launched into utilizing our network of stakeholders, advocates, and resources. We developed talking points and compiled them into clean, attractive, and branded-out documents to distribute to stakeholders and community leaders, both on and off line.

Introducing SB1245:
Arizona-Grown SNAP Fruit and Vegetable Incentive Bill



We are excited to announce that the SNAP fruit and vegetable incentive bill (SB1245) was officially introduced last week in the state Senate by Senator Kate Brophy McGee. The bill calls for an appropriation from the general fund to enhance the buying power of SNAP participants through the [Double Up Food Bucks Arizona program](#) to buy Arizona-grown fruits and vegetables at farmers markets, farm stands, mobile markets, community supported agriculture (CSA) and grocery stores.

This is an exciting opportunity for Arizona farmers and families! Here's how you can stay updated and get involved:

- [Track the status of the bill](#).
- Keep an eye out for updates on social media:
 - Follow and join the conversation with the hashtag [#LetsGrowAZ](#)
 - Find us on [Twitter](#) and [Facebook](#), and feel free to share our posts!
- [Sign-up](#) for our weekly Lets Grow AZ campaign [e-mail updates](#) or to receive our [convenient campaign highlights](#) straight to your phone.

LAUNCHING THE CAMPAIGN



We also developed a partner toolkit including a one-page brief on the bill, official bill language, an endorsement letter, the talking points document, and social media graphics for partners to share with their networks. We then created a website to act as central hub for stakeholders to access these resources, and to raise awareness for the general public.

These pieces were critical to the process, as we knew the success of this important bill depended on clear, concise, and carefully crafted messaging – messaging which needed to be delivered by stakeholders from all levels and sides of the various issues with which a bill like this is intertwined.

| Files | Last modified |
|--|---------------------|
|  PDF WIN-WIN-WIN Leaflet... | 2018-03-01 10:45 AM |
|  PDF SB1245.pdf | 2018-03-01 10:45 AM |
|  PDF FV Incentive Bill E... | 2018-03-01 10:45 AM |
|  LGAZ.jpg | 2018-03-01 10:45 AM |
|  LGAZ-social-1.pn... | 2018-03-01 10:45 AM |
|  LGAZ-social-2.pn... | 2018-03-01 10:45 AM |
|  LGAZ-social-3.pn... | 2018-03-01 10:45 AM |
|  PDF LGAZ-Talking Poi... | 2018-03-01 10:45 AM |

MOVING THROUGH THE LEGISLATURE

Once we laid the foundation of stakeholders, legislative support, resources, and platforms for communication and calls to action, we were ready to move the bill through the legislative process as one strong voice with a clear and consistent message.

Throughout the legislative process, we shared updates with stakeholders, advocates, and our social media networks. We sent updates and calls to action before and after each hearing. We also shared pictures and stories when community leaders and stakeholders testified in support of the bill, which strengthened the overall narrative and message: Arizona's farmers, families, and future.



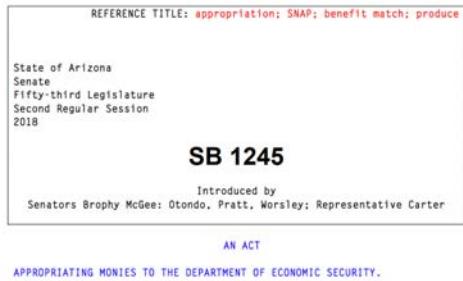
Staying Connected:

We knew we needed an effective way to send out updates and calls to action to our stakeholders and advocates. We used the Phone2Action platform (paired with Constant Contact email pushes to our advocate network) frequently throughout the campaign to:

- Update advocates on the status of the bill and notify them of details (i.e. time, meeting room, agenda, etc.) of the next bill hearing
- Encourage advocates to send “thank you” emails (generated through Phone2Action) to bill sponsors and legislators who voted in support of the bill throughout the entire legislative process
- Encourage advocates to send emails to urge legislators in upcoming meetings and hearings to support the bill
- Encourage advocates to send a final email thanking the bill sponsors and Governor for supporting and signing the bill

In total, this strategy helped over 200 advocates in our state send nearly 1,600 emails to their elected officials concerning this important bill.

MOVING THROUGH THE LEGISLATURE



The Arizona-Grown Fruit and Vegetable Incentive bill was introduced January 18th, 2018.

Bill Sponsor:

Senator Kate Brophy McGee [R]

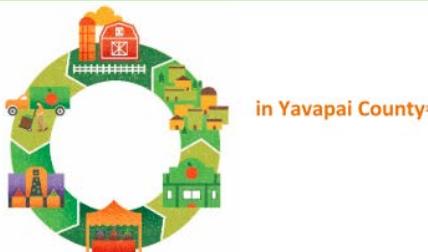
Bill Co-Sponsors:

Senator Lisa Otundo [D]

Senator Franklin Pratt [R]

Senator Bob Worsley [R]

Representative Heather Carter [R]



The bill was assigned to both the Health and Human Services and Appropriations Committees in both the Senate and the House.

2,479 Number of farms
 1,263 Full-time farmers
 \$35,683 Average income for farms
 72 Vegetable farms
 290 Orchards

Our team then developed a plan for meeting with Committee members and presenting the Legislative District profiles we had created with each Legislator that included information on the numbers of farms, farmers markets, and double up sites in their district. It also included average farmer income so they could understand the value of investing in AZ farmers. Many Legislators were surprised by this information and asked a lot of great questions about Double Up program logistics and how the program works. Because our Pinnacle Prevention team implemented and continues to manage the Double Up Arizona Food Bucks Program, we were able to answer all of their questions in detail from our direct program experience.

MOVING THROUGH THE LEGISLATURE

When the bill was on the agenda for its very first hearing, we sent out an email campaign to help advocates use the Arizona Legislature's Request to Speak system to record their support for the bill. We knew it would be critical – and create a lasting civic impact – to help our stakeholders understand and participate in each aspect of this process.

LET'S GROW ARIZONA

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Ask your legislators to make SB1245 a priority!

SB1245, the Arizona-grown fruit and vegetable incentive bill, is now in the budget process. We need your help as we thank the Arizona legislators who have supported the bill so far, and as we urge them to make SB1245 a priority in their budget discussions.

Fill out this form to say thank you, and to ask your Representatives and Senators to keep this important bill in mind throughout this process.

[Click here to learn more about the budgeting process, and please stay tuned for any further updates and calls to action!](#)

Email your legislators to thank them for supporting SB1245, and ask them to make the bill a priority during budget discussions!

Send an email to your officials with one click!

Mr. Full Name
 Email (jsmith@email.com)
 Mobile Phone
 Home Address (123 Any St)
 Zip Code

 Send me emails about this campaign
 Send me text messages about this campaign

Once the bill was in the budget discussions process, we knew it was important to update stakeholders and advocates, as well as educate them about this step in the process. We sent out emails with P2A links advocates could use to send emails urging legislators to keep the bill in mind during the discussions. We also provided resources to help stakeholders, advocates, and the public to better understand this process.

This strategy also allowed those in rural areas or unable to attend in person the opportunity to stay engaged and involved in the process, as we didn't want distance or in-person ability to be a barrier for anyone.

We continued to send updates, calls to action, and resources throughout the entire legislative journey of SB 1245, ensuring in every way we could that this was a community-driven effort.

MOVING THROUGH THE LEGISLATURE

SENATE

Senate First Read:

| | Actions | Vote |
|--------|---------|---------|
| APPROP | DPA | 9-1-0-0 |
| HHS | DPA | 7-0-0-0 |
| RULES | PFC | 0-0-0-0 |

"The Arizona-Grown Fruit and Vegetable Incentive bill is a win for everyone."

- Senator Kate Brophy McGee

Senate Third Read:

AYES **NAYS**



HOUSE

House First Read:

| | Actions | Vote |
|--------|---------|--------------|
| HEALTH | DP | 9-0-0-0-0-0 |
| APPROP | DP | 10-0-0-3-0-0 |
| RULES | C&P | 7-0-0-2-0-0 |

"This bill will help me make a decent living."

- Dave Brady, vegetable producer from Pinal County who testified in support of SB 1245

House Third Read:

AYES **NAYS**

38 22



SIGNED BY GOV. DUCEY

05/16/2018

RED FOR ED CURVE BALL



Cronkitenews.azpbs.org

No campaign during the legislative session would be complete without a curve ball. In mid-April, Arizona teachers and supporters turned out in huge numbers for “Red for Ed,” a campaign centered around funding for Arizona public schools and pay raises for teachers and support staff. At least 75,000 people in red marched to the Capitol as budget discussions started.

Arizona teachers ultimately went on strike for a week long period. During this time, there were many people who said we/the bill wouldn’t be able to overcome this giant curve ball, but we took it as an opportunity to re-frame the narrative. As both issues were equally critical to fund for the well-being of all Arizonans, we supported the movement, offered resource lists for working parents, and opted to take a united front in moving us all forward. This strategy proved to be successful.



First term State Senator, Sine Kerr was also a huge champion of the bill during the budget process. Her experience with Kerr Family Dairy, along with her passion for addressing food insecurity and the needs of farmers and ranchers in Arizona played a critical role in keeping the bill alive and relevant during this process.

TELLING THE STORY

Pushing a bill like this is not easy in a state like Arizona, but we continuously secured bipartisan support by presenting the data, and perhaps most importantly, humanizing the issue. With the help of our incredible network of partners and stakeholders, we told the story of the potential impact SB 1245 could have on each and every Arizonan, from the families to the farmers.



It was critical to have each and every partner at the table, and even more beneficial to have them speaking in Committee.

Committee Speakers included Dr. Wilson and Kelli Williams with Mercy Care Plan/Mercy Maricopa Integrated Care; Elyse Guidas with Farm Express; Dave Brady with Bar-B Produce and Sun Produce Co-Op; and, Maya Dailey with Maya's Farm and Sun Produce Co-Op. Each speaker shared a different and extremely valuable perspective, effectively demonstrating the true benefits of this impactful bill.



Excitement and dialogue about the bill also spread outside of the hearing rooms. The bill brought national attention to the relationships between poverty, agriculture, and legislation in Debbie Weingarten's incredible Talk Poverty article published in March

TELLING THE STORY

TalkPoverty.org
March 23 at 7:13am ·

Rural farmers need to sell to their neighbors—who are often low-income—to survive. But the program that makes that possible is running short on funds.



How Food Stamps Are Keeping Small Farms In Business
Median farm income is projected to be -\$1,316 in 2018.
TALKPOVERTY.ORG

"I was basically at the point where farmers markets just weren't working for me. But the one thing that made sense to me was the Double Up SNAP program. It just makes it possible for me to get my volumes up to a level that's practical, that I can actually make a decent living at it."

- Dave Brady, vegetable producer from Pinal County who testified in support of SB 1245

Pinnacle Prevention shared TalkPoverty.org's post.
Published by Lindsay Robinson [? · March 23 at 9:54am ·

This is an incredible (and incredibly important) dive into Double Up Food Bucks, food security, and local agriculture in our state and across the country.

"The local food movement has been criticized for catering to middle- and upper-class Americans... But in the last decade, food justice activists have sought to correct this."
#DoubleUpFoodBucks #DoubleUpAZ #FarmFreshAZ... See More

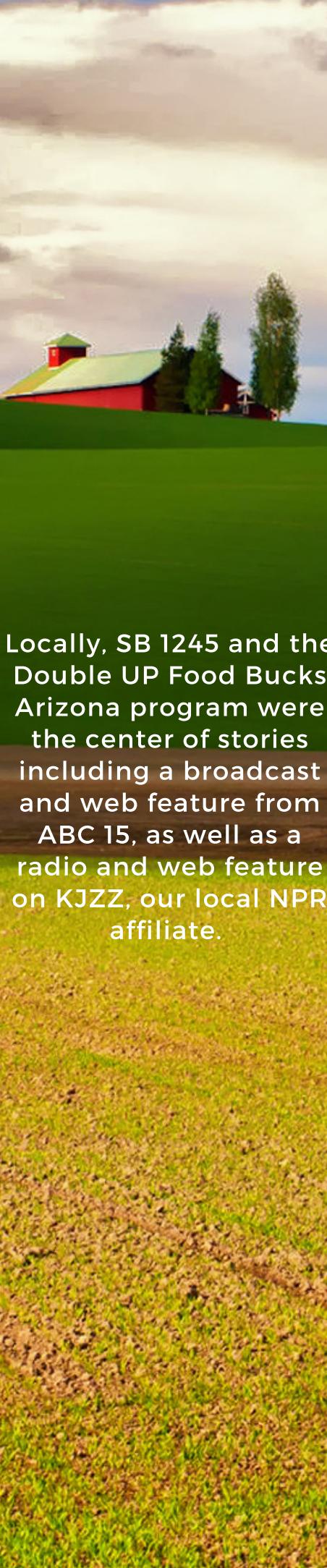
TalkPoverty.org
March 23 at 7:13am · Like Page

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TELLING THE STORY



Locally, SB 1245 and the Double UP Food Bucks Arizona program were the center of stories including a broadcast and web feature from ABC 15, as well as a radio and web feature on KJZZ, our local NPR affiliate.



TELLING THE STORY

Throughout the campaign, we elevated the dialogue, shared stories, and gained support throughout social media networks. By sharing various graphics, quotes from local farmers and families, calls to action, and more, we made the future of Arizona's farmers and families a topic in newsfeed and inboxes across the state.

*Reach: Number of unique users who saw the content.

*Engagement: Number of times users shared or reacted to the content.

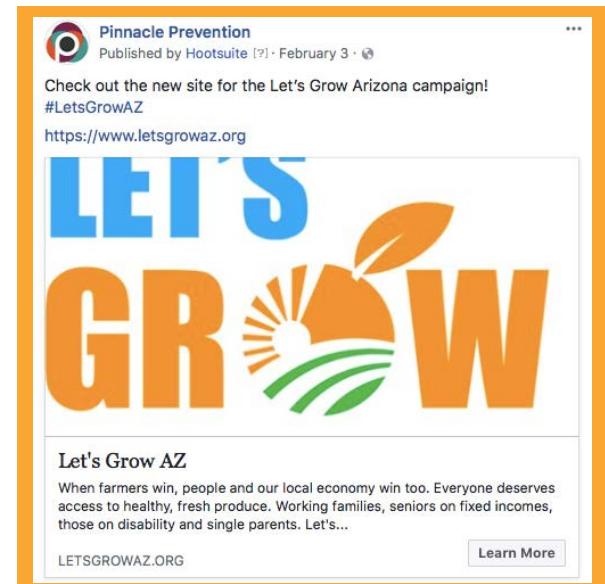
*Impressions: Numbers of times users saw the content in their news feeds.

GENERAL PROMOTIONS: (GRAPHICS, PHOTOS, UPDATES, ETC.)

8,457
REACH

663
ENGAGEMENT

13.9K
IMPRESSIONS



FINAL NUMBERS

4,990
ADDITIONAL
REACH

455
ADDITIONAL
ENGAGEMENT

6,900
ADDITIONAL
IMPRESSIONS



CONCLUSION

We wish to extend our deepest gratitude to everyone who helped us and supported this vital bill!

SPECIAL THANKS TO:

- Association of Arizona Food Banks
- Vitalyst Health Foundation
- Bar-B-Produce and Sun Produce Co-Op
- Arizona Community Farmers Markets
- United Food Bank
- Flagstaff Foodlink
- Farm Express
- Valley of the Sun United Way
- Prescott Farmers Markets
- Maya's Farm
- Community Food Bank of Southern Arizona
- American Heart Association, Arizona Affiliate
- Valley of the Sun United Way
- Heirloom Farmers Markets
- Mercy Care
- Arizona Public Health Association
- Fennemore Craig



"The way to do fieldwork is never to come up for air until it is all over."

– Margaret Mead