

# Bring SNAP to Your Farmers Market

## WHAT IS SNAP?

SNAP is the federal Supplemental Nutrition Assistance Program (formerly food stamps) for low-income families. SNAP participants use electronic benefit transfer (EBT) cards to make purchases at SNAP authorized markets equipped to accept EBT.

## Benefits of SNAP



### INCREASED SALES

Some markets accepting SNAP in Utah have seen sales double or even triple. Since 2008 SNAP sales at Utah markets have seen a 1000% increase.



### LARGER CUSTOMER BASE

Cater to the needs of your entire community.



### HEALTHIER COMMUNITY

Accepting SNAP at your market increases low-income residents' access to fresh local produce and supports healthy diets.

## HOW DOES SNAP WORK AT A FARMERS MARKET?

Individuals with SNAP benefits have an EBT card they use to purchase qualifying food items. Markets may elect to provide a central location with an authorized EBT point of sale (POS) machine. SNAP users use their EBT card to purchase tokens. The tokens are then used to make purchases from qualifying vendors. The vendors exchange these tokens for payment from the market.

## HOW TO MAKE SNAP SUCCESSFUL AT YOUR MARKET

- Spread the word to customers and vendors.
- Educate your customers and vendors on how SNAP works at the market.
- Post signs with vendors selling eligible food items.

## HOW TO GET SNAP AT YOUR FARMERS MARKET

1

Apply for a Food and Nutrition Services (FNS) SNAP-Authorization number through the USDA.

Apply at:  
<https://www.fns.usda.gov/snap/retailer-apply>

2

Purchase a POS terminal capable of accepting SNAP EBT cards, and set up an account with an EBT service provider using your SNAP-Authorization number. To apply for funding visit:  
<http://www.fmctoolbox.org>

3

Design and purchase tokens or scrip for your SNAP customers to use to buy from vendors. Train your vendors on token redemption rules and develop an accounting system for reimbursing vendors.