

Eat Better Tonight

a resource for operating SNAP at your farmers' market



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Market Manager Supply List

- Cash Box
- SNAP/EBT Tokens
- Pens
- EBT Machine (charged)
 - extra EBT receipt paper
 - Manual Vouchers
- Copies Daily Data Collection Sheets
- Copies of Vendor Reimbursement Receipts
- Checks for vendor reimbursement, if applicable
- Market flyers / handouts
- Laminated copy of "Use These Here!" sign
- Laminated list of market vendors that accept SNAP tokens

Market Start Up Cheat Sheet

- 1. Set up your market manager table. Make sure that SNAP Tokens are secure in the cash box. Make sure that all of your supplies are accessible to you.
- 2. Make sure that all of the back up copies of your Daily Data Collection sheets are handy.
- 3. If you are reimbursing vendors, do that now. Make sure that they are initialing the form titled "Vendor Reimbursement" when they receive their checks.

Market Wrap Up Cheat Sheet

- 1. Vendors will approach you with SNAP/EBT Tokens.
- 2. While the vendor is present, count the dollar amount of SNAP Tokens the vendor is redeeming with you on the Vendor Reimbursement Form. Market Manager and Vendor should initiate the appropriate line on the form.
- 3. Vendors can be reimbursed on a daily basis or on a pre-determined date.
- 4. Produce the "Batch Report" from the EBT terminal and staple it to the Daily Data Collection Sheet.



Accepting EBT/SNAP Payments and Distributing SNAP Tokens at Your Market

When a customer wishes to use their "Families First" (EBT/SNAP) Card at the farmers' market, the market manager will give the customer SNAP Tokens to use on eligible items with participating vendors.

- * Encourage first-time customers to take a walk around the market to see the selection and prices of items. This will help them determine how much they wish to spend on their EBT card. Market tours are a great way to orient new customers to vendors and offerings and should be offered in as many languages as possible.
 - 1. Customer visits market manager before purchasing.
 - 2. Market manager asks customer if it is his/her first time at the market EVER. If yes, mark "1" in the "first time at the market" box on the **Daily**Data Collection Sheet.
 - 3. Market manager asks customer how much they want to spend, then swipes the SNAP/EBT card for that amount and records that in the Daily Data Collection Sheet. As per USDA regulation, you must at least offer the customer the receipt from the EBT terminal.
 - Record any other information your market requires in the Daily Data
 Collection Sheet (Zip Code, Number of Persons in Household, How Did You Find Out About This Program?)
 - Market manager distributes to the customer the market currency, in tokens, representing the dollar amount a customer swiped on their EBT card. A combination of \$1 and \$5 can be distributed to ease in purchasing.
 - Market manager **should** show first time customers the list of eligible foods and participating vendors. **Ask** the customer if they have any questions and **answer** any remaining questions for the customer at this point.

Communicating with Vendors

New systems and procedures can sometimes a difficult to implement, especially when considering the wide variety of market vendors that any given farmers' market may have to work with in order to operate a successful SNAP program. Frequent and regular communication with your market vendors will make the difference between smoothly run operation and one that requires lots of maintenance and "putting out" of fires.

Although many market vendors are enthusiastic participants in SNAP programs, market vendors are for-profit businesses and as such, their priorities, needs and points of view may not always align with the goals of a food security initiative such as a SNAP program. While market vendors are most certainly a primary beneficiary of a farmers' market incentive program, it is our job continually be open to feedback from market vendors but also maintain the long-term collective impacts we are all working towards through this program. With consistent and straightforward communication, market vendors will be proactive participants in your SNAP program and will

Farmers start planning for their season in the winter, so the first communication about their before the start of the market send out the initial communications with vendors. If your market hosts pre-season meetings, this would be the time to initiate communication and plans for the market's SNAP program. Provide vendors with an introduction of the program and the benefits to their companies, the consumers and the market as a whole. Some important points to remember to communicate with vendors:

- What is SNAP and how does it benefit consumers and farmers?
- The "on the ground" operation of how the market's SNAP program will be implemented. Make sure to explain how tokens are distributed, used by customers and redeemed by farmers.
- Review the "checks and balances" system your market has in place for vendor redemptions.
- Review the SNAP eligible items and non-eligible items.
- Provide vendors with an end of year summary as to how their individual business and market as a whole was impacted by SNAP sales.
- Remind vendors that they can direct their or customers' questions to the market manager.

Tokens and Token Alternatives

- SNAP Tokens can be purchased online or with your local printer as a "Wooden Nickel"
 - Wooden-Nickel.com 500 with one color, approx. \$110.00. 15-Day production, 5day shipping.
 - Other online retailers include <u>anickelsite.com</u>, <u>wrapwithus.com</u>, <u>4imprint.com</u>. The prices are approximately the same, as is the production and shipping time.
- As an cost-effective and much faster alternative to wooden nickels, we
 recommend printing embossed, metallic, or raised image business cards as
 SNAP tokens. All of these methods of printing are not replicable on
 standard printers. <u>vistaprint.com</u> offers specialty printed and papered
 business cards starting at \$30.00 for 500.

Attachments

I. Daily Data Collection Sheets

- A. These sheets will be used daily at the farmers' market to keep track of customers served and how many SNAP dollars your market is processing on a daily basis. Print these sheets and keep them in a binder at the market. The sheet provided tracks basic market data and your market may choose to track additional data other than what we have provided.
- B. We recommend creating a Google Form to track the daily totals that you are tracking in the sheet. The Google Form will organize all of the data into an spreadsheet and allow for easy viewing and calculating.
- C. Daily Data Collection Sheets are available for download at http://citygreenonline.org/farms-and-markets

II. Vendor Reimbursement Tracking Sheets

- A. Each participating vendor should have their own form in your binder. The market manager and vendor should initial each reimbursement each day that reimbursement occurs.
- B. The Vendor Reimbursement Tracking Sheets will allow you to give each vendor an end-of-season report of their participation in the SNAP program.
- C. Vendor Reimbursement Tracking Sheets are available for download at http://citygreenonline.org/farms-and-markets

III. Use These Here! Sign

- A. This signage is designed to be posted to all vendors selling SNAP eligible items as well as the at the market manager table. The eligible items are listed in GREEN and the non-eligible items are listed in RED.
- B. A blank version of this form is available for download at City Green's website http://citygreenonline.org/farms-and-markets

IV. Running A Paper Voucher at Your Market

A. Use this guide in case you ever lose power charge on your EBT terminal. You will need a telephone, paper vouchers and your FNS number. We recommend filling in the FNS number on into the blank yellow line and keeping a laminated copy at your market.

V. Wholesome Wave's Guide "Partnering with Your SNAP Agency"

A. This document focuses on best practices for engaging with your local SNAP agency. In New Jersey, your County Social Service Agency administers the SNAP program. If you plan on accepting SNAP at your farmers' market, we recommend introducing yourself to the appropriate representative at the County Social Service Agency and their team. Building a good working relationship with your SNAP agency is critical

to the success of your market's SNAP program. Keep them updated on all market actives that impact SNAP consumers and be sure to send them a copy of your end of season report.

Daily Data Collection Sheet

| \$ in SNAP ZIP Tokens Code | | Number of Vendors at the Market Who Accept SNAP | Number of Ve | Number of Vendors at the Market |
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| | Total New Total SNAP SNAP \$ Customers | | | |
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| Total SNAP \$ | Total SNAP Customers | | | |
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Vendor Reimbursement Tracking Sheet

| Mark | Market Name. | ٥ | | | | Vendor | |
|------|--------------|---|-------------------|------------------------------|--------------------|---------|-------|
| Type | s of Iter | Types of Items Sold: | | | | 200 | |
| | | | | | | | |
| | Date | \$ in SNAP Tokens Redeemed by Vendor | Farmer Initial | Market Manager Initial | Date Reimbursed | Check # | Notes |
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| | | Total SNAP \$ in Season | | | | | |
| | | | | | | | |

Oh SNAP!

Use These SNAP Tokens Here!

insert image of your SNAP token here

insert image of your SNAP token here

SNAP Token Eligible Purchases

- Foods for the household to eat, such as:
- breads and cereals;
- fruits and vegetables;
- meats, fish and poultry; and
- dairy products.
- Seeds and plants which produce food for the household to eat.
- Honey, maple syrup, spices and condiments
- Soft drinks, candy, cookies, snack crackers, and ice cream are food items and are therefore eligible items, as long as they are not "single servings"
- Seafood, steak, and bakery cakes are also food items and are therefore eligible items

Foods that are ineligible

- Beer, wine, liquor, cigarettes or tobacco
- Any nonfood items, such as:
- pet foods
- soaps, paper products
- household supplies
- Vitamins and medicines
- Food that will be eaten in the store (single serve)
- Hot foods