



USDA Food and Nutrition Service: Creating Healthy Food Access with SNAP



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Agency Priorities

- Provide Americans with access to nutritious food
 - Support and increase the use of American agricultural products





FNS Nutrition Programs

Serving Americans

- SNAP (formerly food stamps)
- School Meals (Breakfast, Lunch, After School Snacks)
- Special Milk Program
- Summer Food Service Program
- WIC (women, infants and children)
- Commodity Supplemental Food Program
- Farmer's Market Nutrition Programs
- Child and Adult Care Food Program
- The Emergency Food Assistance Program
- Food Distribution of Indian Reservations
- USDA Foods
- Disaster Assistance
- Fresh Fruit and Vegetable Program
- Senior Farmers' Market Nutrition Program



Supplemental Nutrition Assistance Program

Nutrition Assistance Benefits

- Reaches approx. 34 million people each month
- FY 2020 Estimated average monthly benefit for family of 4 = \$465*

Benefits

Issued through Electronic Benefit Transfer (EBT) Cards

Reach and Issuance in NJ

- Average 649,000 NJ residents/month
- \$954 million issued during FY 2019
- Average \$79.5 million/month



*Center on Budget and Policy Priorities. Quick Guide to SNAP Eligibility Benefits.

<https://www.cbpp.org/research/food-assistance/a-quick-guide-to-snap-eligibility-and-benefits>



SNAP Redemptions

- In FY 2018, 82% of SNAP benefits redeemed in supermarkets and super stores
- During FY 2018, 7,206 Direct Marketing Farmers and Farmers' Markets authorized to accept SNAP nationwide
- In FY 2018, about 0.03% of SNAP benefits redeemed at FM/DMF nationwide

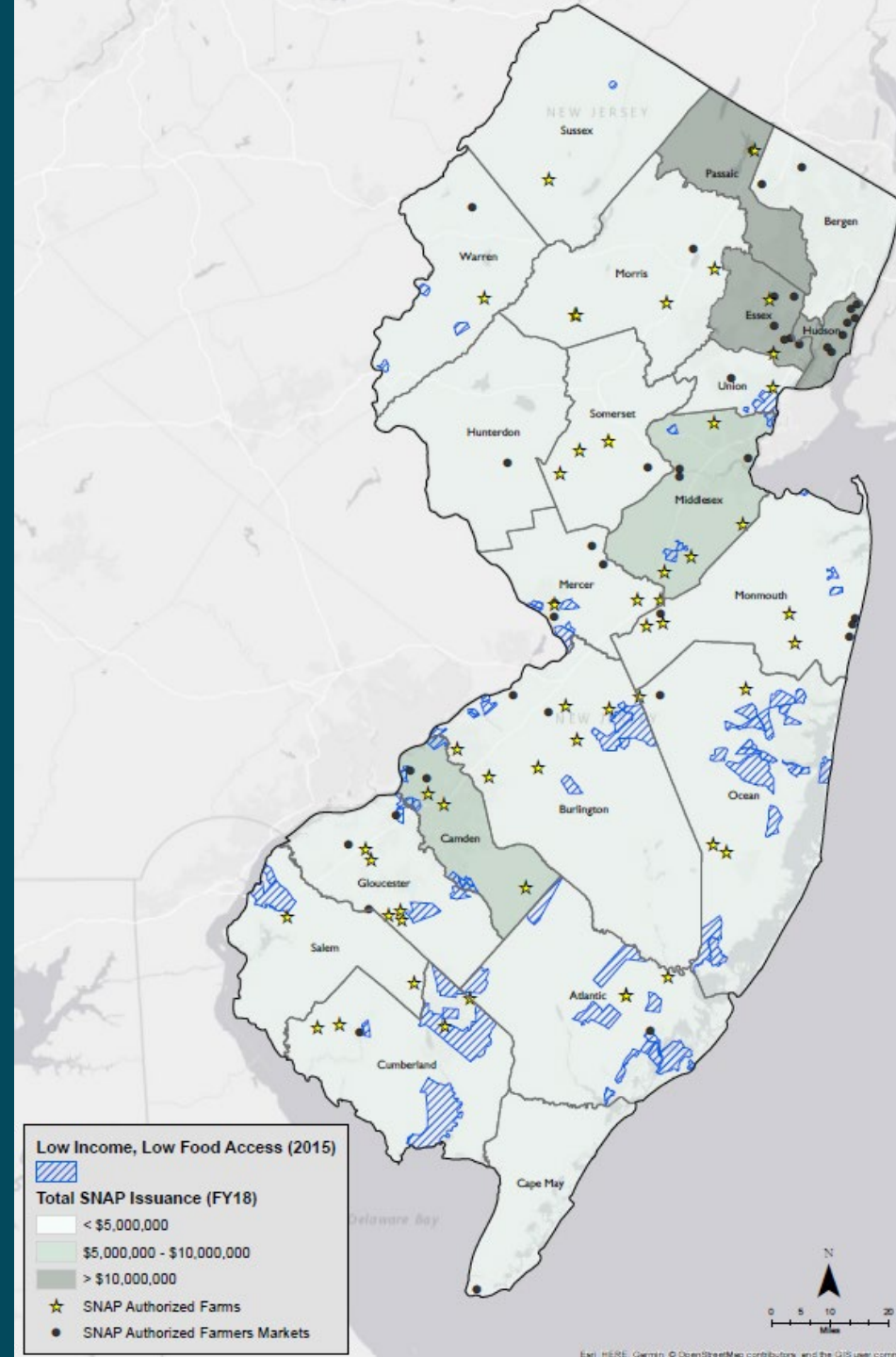


SNAP FM/DMF Redemptions in NJ

- Authorized FM/DMF:
 - 23 authorized FM / 21 DMF in NJ (as of 1/17/20)
- Redemptions:
 - \$267,193 redeemed at DMF/FM in NJ in FY 2018
 - \$284,194 redeemed at DMF/FM in NJ in FY 2019

FY18 Highest SNAP Issuance Counties:

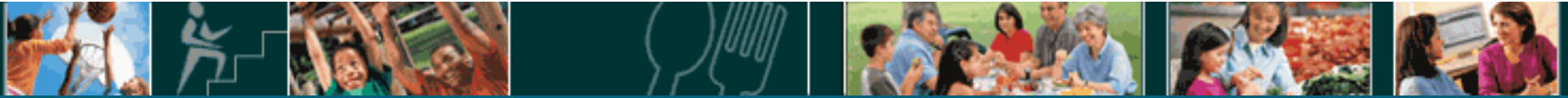
1. Essex
2. Hudson
3. Passaic
4. Camden
5. Middlesex





Getting SNAP Authorized

- Online: <https://www.fns.usda.gov/snap/apply-to-accept>
 - E-Authentication
 - Application Guidance
 - Can take up to 30-45 days once your application package is complete
 - Call to check on the status: (877) 823 – 4369



Becoming SNAP Authorized

SNAP Farmers Market defined:

- Farmers Market - a multi-stall market at which farmer-producers sell agricultural products
- Direct Marketing Farmer - individual producers of agricultural products



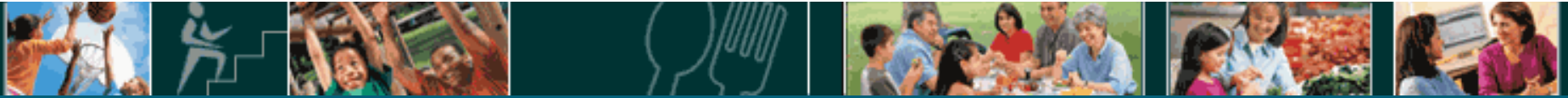
SNAP and FMNP in NJ

- In January 2018, New Jersey passed a law allowing farmers or farmers' markets that were authorized to accept SNAP benefits through the New Jersey Department of Human Services to automatically accept FMNP and SFMNP benefits.
- Now, not only can farmers be authorized, but also farmers' markets who enroll a "grower," or an entity that has less than five acres of land that produces food for human consumption and is willing to participate in a WIC-authorized farmers' market.



Keeping Your Authorization

- Responsibilities
- Inform FNS when there is a change in management/ownership
- Reauthorization every 5 years



Getting SNAP EBT Equipment

- Free wireless equipment from the SNAP State agency's EBT vendor
- Marketlink option (www.marketlink.org)
- Purchase/rent equipment
- In cases where a retailer is unable to operate an EBT device on site, the retailer may use a manual voucher



Farmers' Market Nutrition Program vs. SNAP

Program	WIC FMNP/SFMNP	SNAP
What agency runs the program?	Designated State Agency	Designated State Agency
Who authorizes farmers/markets?	Authorized at the State level	Authorized at the Federal level (USDA/FNS)
What can participants buy?	Locally grown eligible produce (F&V, Herbs and Honey) only	Any SNAP eligible food item
What is the form of payment?	Paper voucher	SNAP EBT card
How much can a participant spend?	FMNP: no less than \$10 and no more than \$30/yr. SFMNP: no less than \$20 and no more than \$50/yr	Funds available on their SNAP EBT card
Duration	Seasonal (May-Nov)	All-year round



Increasing Customer Base

- Outreach:
 - Get buy in from staff, volunteers, and community
 - Partner up to get the word out – SNAP-Ed
 - Market signage, flyers, posters
 - Use social media, website, or newsletters/flyers
- Bust barriers/myths:
 - Price comparisons
 - Cooking demos/recipes
 - Transportation



Increasing Customer Base

- Incentive/double bucks programs
 - 74% and 94% of participants of incentive programs reported an increase in either their consumption or purchase of fruits and vegetables as a result of the incentive program
 - Food security status improved
 - For every \$1 spent in SNAP, \$1.80 was generated in economic growth

Farmers' Market Coalition: Year 1 of the USDA FINI Program: Incentivizing the Purchase of Fruits and Vegetables Among SNAP Customers at the Farmers' Markets
Gretchen Swanson Center for Nutrition: A Qualitative Evaluation of the USDA's FINI Grant Program



Shopping Patterns

- Most redeem benefits at supermarkets and large grocery stores
- Those receiving support from other nutrition assistance programs were **1.4 times** more likely to shop at farmers' markets
- The most commonly reported reason for shopping at farmers' markets was access to high-quality fruits and vegetables
- Reasons for not shopping at farmers' markets had to do with convenience and price
- Study participants who knew that farmers' markets offered financial incentives to participants were **40 times** more likely to shop at the farmers' market

Nutrition Assistance in Farmers' Markets: Understanding the Shopping Patterns of SNAP Participants (October 2014)



It's a win-win-win situation

- Provide access to healthy food and improve the nutrition of the community
- Support the local economy
- Tap into a revenue stream of approximately \$79.5 million NJ SNAP benefits each month
- That's about 326,000 NJ households each month



Applicants and Recipients

- > Am I Eligible for SNAP?
- > How Do I Apply for SNAP?
- > Where Can I Get My State Information?
- > When Are Benefits Available?
- > What Can SNAP Buy?
- > Where can I use SNAP EBT?

Retailers

- > Is My Store Eligible?
- > How Do I Apply to Accept Benefits?
- > What's My Application Status?
- > What Can SNAP Buy?
- > Store Training Information
- > SNAP and Farmers Markets
- > Retailer Data
- > Frequently Asked Questions

Browse by Subject

- > Topics A-Z
- > Able-Bodied Adults without Dependents
- > Disaster Assistance
- > Employment and Training
- > What is Electronic Benefits Transfer (EBT)?
- > Eating Healthy with SNAP
- > Income Eligibility and Benefits
- > Federal Register Documents
- > Program Improvement
- > State Options Report

SNAP and Farmers Markets



America's farmers markets and direct marketing farmers are a great source of fresh fruits, vegetables, and other healthy foods; we have made it a priority to expand access to such food for SNAP participants.



Application Information for Farmers Market and Direct Marketing Farmers

- Definitions of Farmers Market, Direct Marketing Farmers, and other related terms
- SNAP-authorized Market and Organization Responsibilities
- Apply to accept SNAP at your farmers market
- Check your application status
- Farmers Market Application Guidance



EBT Equipment for Farmers Market and Direct Marketing Farmers

- SNAP EBT equipment resources
- Using smartphones and tablets as EBT terminals
- Scrip System (paper scrip, tokens or receipts)
- State Farmers Market SNAP Contacts



Resources and Data

- Grant opportunities and other funding resources
- Get listed in the AMS directory
- SNAP Farmers Market FAQs
- Attracting SNAP customers
- Bonus incentives
- Archives
- SNAP redemptions report



SNAP at Farmers Markets Webinars

- Building Partnerships
- Advertising and Marketing
- Incentives

Announcements

FNS letter to State agencies regarding wireless, no-cost, SNAP-only point-of-sale (POS) option for markets and farmers.

Farmers Market and Direct Marketing Farmers Sign Up Days



Farmers Markets accepting SNAP benefits nationwide.





Questions?

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