

FY 2012 - The Ohio State University

\$89,544 to **The Ohio State University Office of Sponsored Programs**, Columbus, OH, to expand the consumption of locally grown farm products, particularly among SNAP recipients by: 1) developing and conducting producer training and outreach, 2) providing technical assistance to 100 farmers, 3) tracking the progress of markets that have established new EBT capacity; and 4) sharing lessons learned through printed reports and online publications.

[Final Report](#)

Farmers Market Promotion Program
Final Performance Report
For the Period of October 1, 2012 – March 31, 2015

Date: April 15, 2015
Recipient Name: *The Ohio State University South Centers*
Project Title: *Training and Technical Assistance for Ohio Farmers' Markets New to EBT*
Grant Number: *OH-004-2012-G-1614*
Project Location(s): **Piketon, Ohio**
Year of Grant Award: **2012**
Awarded Amount: **\$89,544**
Contact: **Christie Welch/740-289-2071 Ext. 234/welch.183@osu.edu**

Program Summary:

This goal of this project was to increase farmers' markets and vendors/producers in Ohio to utilize EBT terminals as a way to increase their sales by capturing those citizens who receive the Supplemental Nutrition Assistance Program (SNAP) benefits. Numerous education events; both face-to-face and online, were held for market managers, vendors, and community leaders. Prior to this project (2011) there were 52 Ohio farmers' markets that were authorized to accept SNAP benefits. At the completion of this project, the total number of Ohio farmers' markets that accept SNAP benefits is 122 (2015). This is an increase of 50 markets which was a goal of this project.

Goals and Objective:

The goal of the project was to promote the domestic consumption of agricultural products by expanding direct producer-to-consumer marketing to all of Ohio's citizens including those who receive Supplemental Nutrition Assistance Program (SNAP) benefits and to assist farmers' markets taking advantage of the USDA program to acquire EBT terminals at no-cost to markets. This was accomplished by providing training and technical assistance to Ohio farmers' markets that are new to accepting EBT.

Activities:

Activity A.1: Delivered three face-to-face trainings in three regions of Ohio: Columbus, Cincinnati, and Cleveland in Year 1.

Activity A.2: Delivered and recorded on-line training in Year 1 and Year 2.
2. <http://southcenters.osu.edu/farmers-markets/ebt-resources>

Activity A.3: Developed and delivered training at the Ohio Farmers' Markets Conference (annual 2-day conference for Ohio farmers' markets).

Activity B.: Provided five hours of technical assistance to 50 individuals in Year 1 and 50 individuals in Year 2 to assist with FNS application, promotions, recordkeeping, and vendor training.

Activity C.1: Assisted markets with tracking sales, number of customers, and average dollar amount per transaction of SNAP, credit, and debit card sales at markets.

Activity C.2: Reported successes to participants, stakeholders, and collaborators. Identified and addressed any challenges and assist markets with overcoming these challenges.

Activity C.3: Added best practices and lessons learned to the Ohio Farmers' Markets Handbook and website.

Accomplishments:

Prior to this project (2011) there were 52 Ohio farmers' markets that were authorized to accept SNAP benefits. At the completion of this project the total number of Ohio farmers' markets that accept SNAP benefits is 122 (2015). This is an increase of 50 markets which was a goal of this project.

Outcomes	Goal	Actual
Ohio farmers' market managers and/or vendors/producers will receive face-to-face training on how to accept EBT at farmers' markets	100	482
Farmers' market managers and/or vendors/producers will receive on-line training on how to accept EBT at farmers' markets	50	78
Individuals will receive training on best practices and lessons learned from experienced market managers who currently accept EBT at the Ohio Farmers' Markets Conference	80	85
Ohio farmers' markets will diversify their customer base through acceptance of EBT at markets	50	58
Individuals will receive information about best practices, successes, and challenges on accepting EBT	500	900
Ohio farmers' markets will report and increase in the sales at their farmers' markets by accepting EBT including debit/credit cards at market	25	11
Ohio farmers' markets will track the numbers of EBT transactions, average sale per transactions, and number of customers who use EBT, and the type of the transaction.	50	NA
Farmers' markets will acquire a wireless EBT terminal through the USDA program that provides no-cost terminals to farmers' markets new to accepting EBT	100	63
Hours of technical assistance will be provided to 100 individuals on how to accept EBT at markets	500	194

A survey of Ohio farmers' markets that have been assisted one-on-one or through presentations about accepting SNAP at their farmers' markets where asked to share their feedback on the effectiveness of the assistance provided. Responses indicated:

- Average time the market has accepted SNAP – **3.58 Years**
- Average number of weeks per year SNAP accepted – **27.2 weeks**
- Number of SNAP transactions processed per market ranged from **3 to 3300**. However, the majority indicated they did not know how many transactions were processed.
- Number of SNAP customers that shopped at the farmers' market ranged from **35 to 1100** per market. Again, the majority indicated they did not know how many SNAP customers shop at their market.
- The total amount of SNAP benefits used to purchase items in 2014 from the respondents was **\$111,145.00**. However, several markets reported they did not know the amount. According to a recent report from Wholesome Wave, \$224,395 SNAP benefits were redeemed at Ohio farmers' markets. This is an increase from \$167,040 in 2011, and increase of 34.3%.

(https://www.wholesomewave.org/wp-content/uploads/2014/01/Farmers-Market-SNAP-Redemptions-by-State-FY1994-2013_2-copy-2.jpg)

- Respondents indicated that they found information and assistance from a variety of sources when adding SNAP/EBT to their farmers' market. These include –
 - The Farmers' Market Management Network
 - The Ohio Department of Job and Family Services EBT Section
 - Farmers Market Coalition
 - Other farmers' markets that already accept SNAP
 - Webinars and presentations about accepting SNAP
 - MarketLink
- Through this FMPP project, the OSU South Centers organized the webinars and the conference presentations and co-presented on the topic of accepting SNAP/EBT at a farmers' market. In addition, the webinar was placed on our website and has been viewed a total of **76** times in the past 12 months.

All farmers' markets who newly accept EBT were asked to report:	Response:
Number of full-time jobs created/retained	0
Number of part-time jobs created/retained	25
\$ amount of sales increase	\$111,145.00
\$ amount of cost avoidance	\$30,858.00
Best practice for accepting EBT	Incentive Programs & Working with community partners
Start-up costs to accept EBT	\$2,185.00 (average/respondent)
Annual costs of accepting EBT (fees, promotions, labor, equipment, etc.)	\$2,043.00 (average/respondent)
Number of EBT transactions per market day	N/A
Number of market vendors who accept EBT	1,570 (estimated)
Total annual dollar amount of SNAP benefits redeemed at their market	N/A

- Any problems or successes with the EBT terminal on market day(s)
 - ODJFS direct mailing resulted in increased SNAP sales at markets
 - Working with community partners to “get the word out” that the market accepts SNAP
 - Funds to promote SNAP acceptance challenging
- As a result of working with Ohio farmers' markets, stakeholders, and agencies, the OSU South Centers organized an exploratory group to determine if Ohio could/should apply for the USDA's Food Insecurity Nutrition Incentive (FINI) funding. Many farmers' markets, agencies, and groups were involved in these discussions and as a result, Ohio partnered with Wholesome Wave to apply for these funds. Wholesome Wave was awarded FINI funding and Ohio will receive nearly \$260,000.00 and include 50 Ohio farmers' markets in offering SNAP incentives at their markets in 2015. In addition, the FINI project will assist with the development of an Ohio network that can apply on behalf of Ohio farmers' markets for the next round of FINI funding. This will result in additional dollars for local farmers that sell SNAP eligible items at these farmers' markets as well as increase the amount of fresh fruits and vegetables purchased by Ohio's SNAP consumers.
- Information about EBT and specific training events have been shared through website, Facebook (1,221 likes), Twitter (5,632 followers), and listserv updates (302 members).

Beneficiaries:

Local food producers and farmers' markets in Ohio benefited through the training and technical assistance offered to assist them in accepting EBT at farmers' markets. Over 900 individuals, producers and managers learned the benefits associated with accepting EBT which would increase their customer base to include SNAP benefits recipients. Through this project, the number of Ohio farmers' markets who accept EBT went from 52 in 2011 to 122 in 2015. This has allowed the farmers' markets to become more sustainable as their vendors/producers increase their sales. The SNAP consumer now has greater access to fresh, locally produced, and healthy foods and thereby receives increased health benefits. And the communities in which farmers' markets are located have a sense of community that farmers' markets create, the preservation of agricultural lands, and the resulting jobs created.

Lessons Learned:

Project Successes:

- The amount of individuals who attended trainings based on this project far exceeded the amount expected. Many groups wanted specific trainings to their area; especially those who had the incentive programs to speak about during the trainings.

Unanticipated Challenges:

- First, the Ohio Department of Job and Family Services changed vendors throughout the course of the grant. The SNAP recipients received new cards and new terminals were issued to the markets. Farmers' markets were reluctant to begin accepting EBT throughout this transition which slowed the acceptance of EBT overall.
- Second, we repeatedly heard from many markets and vendors that began the process of completing the FNS application that having to provide their personal Social Security Number on behalf of a market stalls the process. Some markets find an individual that is willing to provide their SSN, some do not. This has been a challenge for many as the fear of being personally liable for the EBT when it is affecting the market as a whole. We continually recommended to markets that are accepting SNAP that it is good practice to include a vendor agreement on accepting SNAP as part of their application to participate in the market. We also reminded markets of the importance of properly training their vendors about accepting SNAP.

Advice for Similar Projects:

- Many farmers' markets and vendors/producers are uneasy about sharing information and sales regarding their EBT sales.
- Any way to incorporate an incentive program (i.e. matching consumer EBT dollars) will increase sales at the market.

Succession of Project:

- In addition to the lessons learned from this project, some of the outputs from this project that will continue to benefit farmers' markets not only in Ohio but throughout the country. The on-line training programs are recorded and available via <http://southcenters.osu.edu/farmers-markets/ebt-resources>. The information on successes and lessons learned will be added to the Ohio Farmers' Markets Handbook which will be available for future reference. This audience also seems to learn effectively from peer-to-peer learning. The individuals who have been assisted through this project are willing to serve as mentors and are able to help train future farmers' market managers and farmers/producers.

SNAP Survey – 2014

1. Was 2014 the first year your farmers' market(s) accepted the Ohio Direction Card?
 - a. Yes
 - b. No
2. For how many weeks this year did your market accept the Ohio Direction Card?

3. How would you rate your experience with the Ohio Direction Card program at your farmers' market?
 - a. Very Positive
 - b. Positive
 - c. Neutral
 - d. Negative
 - e. Very Negative
4. What other forms of payment does your farmers' market(s) accept? Check all that apply.
 - a. Women, Infants and Children (WIC)
 - b. Farmers' Market Nutrition Program (FMNP)
 - c. Senior Farmers' Market Nutrition Program (SFMNP)
 - d. Debit Cards
 - e. Credit Cards
 - f. Cash
 - g. Other, Please describe: _____
5. How many Ohio Direction Card transactions took place at your farmers' market in 2014?
 - a. _____
 - b. We do not collect this information.
6. How many SNAP customers visited your farmers' market for the first time this year?
 - a. _____
 - b. We do not collect this information.
7. What was the dollar value of the Ohio Direction Card sales at your farmers' market in 2014?
8. Please note how 2014 Ohio Direction Card sales compared to the volume of sales in previous years and what you believe contributed to this change.
9. Please select the option that best describes how your farmers' market facilitates Ohio Direction Card transactions:
 - a. Through a central, hard-wired point of sale device and token/scrip system
 - b. Through a central, wireless point of sale device and token/scrip system
 - c. Each farmer/vendor is equipped with their own wireless point-of sale device
 - d. Each farmer/vendor is equipped with an iDevice and the Mobile Market+ App
10. How often does your farmers' market reimburse vendors for Ohio Direction Card sales?
 - a. Once a month
 - b. One a week
 - c. Daily
 - d. On demand
 - e. Other, please describe: _____
11. Thinking of the primary person responsible for accepting food assistance benefits at your farmers' markets, is this person paid or volunteer?
 - a. Paid position
 - b. Volunteer
12. Please fill in the table below with the number of people involved and how many hours each month they dedicate to accepting Ohio Direction Cards at your farmers' market.

Please include time spent conducting transactions, reimbursing farmers/vendors, and any other related activities.

	# of People Involved	Total Hours/Month
Paid Position		
Volunteers		

13. Please use the space below to share any additional comments or concerns about managing SNAP acceptance at your farmers' market.
14. *If you also participated in a SNAP incentive program*, fill in the table below with the number of people involved and how many hours each month they dedicate to accepting Ohio Direction Cards at your farmers' market. Please include time spent conducting transactions, reimbursing farmers/vendors, and any other related activities.

	# of People Involved	Total Hours/Month
Paid Position		
Volunteers		

15. *If you also participated in a SNAP incentive program*, is the amount of time needed to administer the program at your market:
- More than expected
 - About what was expected
 - Less than expected
16. How many vendors at your market are *eligible* to accept Ohio Direction Cards?
17. Of those eligible vendors, how many accept the Ohio Direction Card?
18. Please rank the following consumer outreach strategies to indicate how effective they are for increasing the Ohio Direction Card utilization at your farmers' market. Number 1 would be the most important strategy and number 10 would be the least important strategy.
- Signage and Banners
 - Working with Community Partners
 - Word of Mouth
 - Print Media (Posters and Flyers)
 - Newspapers
 - A Market Newsletter
 - Educational Events at the Market
 - Website
 - Radio
 - Social Media
 - Other
 - Other
19. Please describe any new and/or innovative outreach strategies used by your farmers' market to increase the number of food assistance clients shopping at your farmers' market.
20. What topics would you like to see covered in future educational offerings from the Farmers' Market Management Network (FMMN) or what additional information do you need to facilitate a successful food assistance program at your farmers' market?
21. Are you or is your farmers' market a member of FMMN?
- Yes, my farmers' market is a member
 - Yes, I am an individual member

- c. No, I am neither an individual member nor my farmers' market is a member
22. If you are not currently a member, what has prevented you or your market from joining the Farmers' Market Management Network?
23. What resources or tools would be helpful to you when using the Ohio Direction Card at your market?
24. Please tell us more about how SNAP has influenced sales and operations at your farmers' market. For each of the following statements, indicate how much you agree or disagree.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Don't know/Not sure
More vendors what to operate stands at the market						
More new customers are coming to the market						
More traffic moves less smoothly						
Repeat customers return to the market more often						
Dealing with customers is more time consuming						
People are not just looking, they are buying						

25. What are you hearing from customers about the SNAP Program?
26. Please share any additional comments or concerns about accepting food assistance benefits at your farmers' market in 2014.

Ohio Farmers' Markets SNAP Survey

Help us understand the needs of Ohio Farmers' Markets that are currently accepting Supplemental Nutrition Assistance Benefits (SNAP) also known as EBT (Electronic Benefits Transfer) or the Ohio Direction Card.

*** Required**

Does your farmers' market currently accept SNAP/EBT? *

If you answer no, you finished with the survey.

- () Yes
- () No, but would like to.
- () No, and no plans to in the near future.

What year did your farmers' market begin accepting SNAP/EBT?

How many weeks during the 2014 season did your farmers' market accept SNAP/EBT?

What other forms of food assistance benefits does your market accept?

Check all that apply.

- [] Women, Infants, and Children (WIC) Fruit and Veggie Vouchers
- [] Women, Infants, and Children (WIC) Farmers Market Nutrition Program Vouchers
- [] Senior Farmers Market Nutrition Program Vouchers
- [] SNAP matching incentives
- [] Veggie Rx

What other forms of payment does your farmers' market accept?

Check all that apply.

- [] Credit Card Payments
- [] Debit Card Payments

How many SNAP transactions were processed at your farmers' market in 2014?

Please estimate total number of transactions or enter 'I don't know'.

How many SNAP customers visited your farmers' market in 2014?

Enter the number of customers that used their SNAP benefits in 2014 or enter 'I don't know'.

What was the total dollar amount of SNAP sales at your farmers' market in 2014?

Enter whole dollar amount.

If your farmers' market has been accepting SNAP for multiple years, did your SNAP sales:

Please select one.

- () Increase significantly
- () Increase moderately
- () Remain the same
- () Decrease moderately
- () Decrease significantly

Select the one that best describes how your farmers' market accepts SNAP benefits.

Select only one

- () Through a central, hard-wired point of sale device and token/scrip system

- Through a central, wireless point of sale device and token/scrip system
- Through a central iDevice and the Mobile Market + App
- Through an off site hard-wired devices and voucher system

How often does your farmers' market reimburse vendors for SNAP sales?

Choose one

- End of each market day
- Once per week
- Every other week
- Once per month
- On demand
- Other:

Which best describes the person that operates the SNAP/EBT terminal at your market?

- Volunteer
- Paid staff
- Market Manager
- Market Vendor
- Other

How many people are involved in accepting SNAP/EBT at your farmers market?

Enter number

What is the total number of hours per week dedicated to managing SNAP/EBT acceptance at your farmers market?

Include time for all market personnel involved in accepting SNAP/EBT.

Of the hours listed in the previous question, how many of those are paid staff time? If you also participated in a SNAP incentive program, is the amount of time needed to administer this program:

Select one

- More than expected
- About what was expected
- Less than expected

Describe the vendors at your farmers' market that accept SNAP/EBT:

- All vendors with eligible items are required to accept SNAP/EBT
- Vendor choose whether or not to accept SNAP/EBT

If SNAP/EBT acceptance is voluntary, what percentage of your eligible vendors accept them?

- 100%
- 75-99%
- 50-74%
- less than 50%

What is the most effective promotional strategy for your farmers' market in promoting SNAP/EBT acceptance?

- Signage and banners
- Working with community partners

- Word of Mouth
- Print Media (posters/flyers)
- Newspaper advertisements
- Farmers' Market Newsletter
- Farmers' Market Website
- Radio advertisements
- Social media
- Educational Events at your farmers' market
- Other:

Please describe any innovative outreach strategies used by your farmers' market to increase the number of food assistance benefits recipients to shop at your market.

What resources/tools were most helpful for your market in accepting SNAP/EBT

Check all that apply

- The Farmers' Market Management Network
- Marketlink
- The Farmers' Market Coalition
- The OSU South Centers Growing! Ohio Farmers' Markets Program
- Other farmers' markets that already accepts SNAP/EBT
- The Ohio Department of Job and Family Services EBT Section
- Face-to-face training
- Webinar on accepting SNAP/EBT
- Presentation at the Ohio Farmers' Markets Annual Conference
- Other:

Help us better understand how accepting SNAP/EBT has influenced your farmers' market.

The number of vendors at our farmers' market has increased.

1 2 3 4 5

Strongly Agree	<input type="checkbox"/>	Strongly Disagree				
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The number of customers at our farmers' market has increased.

1 2 3 4 5

Strongly Agree	<input type="checkbox"/>	Strongly Disagree				
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Overall, vendors sales have increased.

1 2 3 4 5

Strongly Agree	<input type="checkbox"/>	Strongly Disagree				
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Dealing with customers is more time consuming.

1 2 3 4 5

Strongly Agree	<input type="radio"/>	Strongly Disagree				
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Foot traffic moves less smoothly.

1 2 3 4 5

Strongly Agree	<input type="radio"/>	Strongly Disagree				
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Please share any comments about accepting SNAP/EBT at your farmers' market.



For Immediate Release: January 15, 2013

Contact: Melissa Carter, Program Assistant
The Ohio State University South Centers Business Development Network
740-289-2071 Ext. 222

Upcoming Trainings Focus on Opportunities for Farmers' Markets

According to Ohio data, there are more than 300 farmers' markets statewide. While this trend provides expanded access for local farmers and food producers to direct market their products, it also poses challenges. Many consumers, who receive Supplemental Nutrition Assistance Program (SNAP) benefits, are unable to access fresh, locally produced foods.

The Ohio State University South Centers will be presenting upcoming trainings across Ohio which will focus on accepting Electronic Benefits Transfer (EBT) for food assistance cards at farmers' markets. There are currently only 60 Ohio farmers' markets that are EBT participants. The goal of these trainings will be to encourage and inform markets about the potential economic and community growth for the market and vendors by utilizing EBT.

Topics will focus on the EBT acceptance process, best practices, funding opportunities and products that can be accepted with food assistance cards. Farmers' market managers, vendors and community leaders are encouraged to attend this training and networking event.

Trainings will be held in three locations across the state. On January 30 from 9:00 AM until 12:00 PM, the training will be held at the Anderson Center near Cincinnati. On February 11 from 9:30 AM until 12:30 PM, the CanalWay Center in Cuyahoga Heights will be the location. The last training opportunity will be part of the fourth annual Ohio Farmers' Market Conference on March 11 at the Nationwide and Ohio Farm Bureau 4-H Center on The Ohio State University's main campus.

There will be no cost to attend these trainings. Registration is requested and seating is limited. To register or for more information about any of these trainings, contact Melissa Carter, 740-289-2071 Ext. 222, email carter.1094@osu.edu or log on to <http://ohiofarmersmarkets.osu.edu>. These trainings are being offered through funding by the United States Department of Agriculture.

Best Practices for Ohio Farmers' Markets

Join us for this workshop to help increase your knowledge about strategies that successful farmers markets implement including:

- Best, low or no cost marketing ideas.
- What are cottage foods?
- Food safety; what do vendors and managers need to know?
- How to accept Supplemental Nutrition Assistance Benefits (SNAP) at farmers' markets.
- Networking with other farmers' markets managers/vendors producers.

Presenter: **Christie Welch, Farmers' Markets Specialist**
The Ohio State University South Centers
<http://southcenters.osu.edu/farmers-markets>
welch.183@osu.edu

Wednesday, March 5, 2014
6:00 PM - 9:00 PM
Longview Center
1495 W. Longview Avenue
Mansfield, Ohio 44907

There is no charge for this workshop thanks to our sponsors:



For more information,
contact Karyl Price
419-774-4740
kprice@richlandhealth.org



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EBT Training

For Farmers' Markets

Electronic Benefits Transfer Training **for Farmers' Markets**

This training will focus on accepting Electronic Benefits Transfer (EBT) for food assistance cards at farmers' markets.

Topics will include:

- EBT acceptance process
- Products that can be accepted
- Cooperative business structure
- Best practices for utilizing EBT to increase your market's profitability
- Funding opportunities



Farmers' market managers, vendors, and community leaders are encouraged to attend.

Locations

Cincinnati

January 30, 2013
9:00 AM - 12:00 PM

Anderson Center
7850 Five Mile Road
Anderson Twp., OH 45230

Cleveland

February 11, 2013
9:30 AM - 12:30 PM

CanalWay Center
4524 East 49th Street
Cuyahoga Heights, OH 44105

Columbus*

March 11, 2013
3:30 PM - 4:15 PM

Part of the Ohio Farmers'
Market Conference at the Ohio
4-H Center, OSU



No cost! Registration is requested.

To register, contact Melissa Carter
740-289-2071 Ext. 222 or
carter.1094@osu.edu
<http://ohiofarmersmarkets.osu.edu>

* Attendees wanting to attend the entire Ohio Farmers' Market Conference will be charged registration fees.

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Accepting SNAP at Farmers' Markets

April 22, 2014



Accepting SNAP at farmers' markets

- What is Electronic Benefits Transfer (EBT)?
- Why accept EBT?
- What is needed to accept EBT?
 - Legal Structure*
 - Bank Account
 - Management Capabilities
 - Marketing Capabilities
 - Are your vendors ready?
 - Best Practices

*Not required, but is good business practice



Supplemental Nutrition Assistance Program (SNAP)

Formerly known as federal food stamps

Transitioned from paper coupons to
electronic “debit-like” card

Electronic Benefits Transfer (EBT)

In Ohio, the Ohio Direction Card





So, why accept EBT?

- In 2013 SNAP redemption at farmers' markets nationwide rose to \$21.1 million.
- In 2013, 116 Ohio farmers' markets and direct marketing farmers redeemed \$224,213 in SNAP benefits.
- Georgia had the great redemption of SNAP benefits which totaled \$3.3 million in 2013.

<http://wholesomewave.org/snapgrowth20112013/>



What is Needed to Accept EBT at farmers' markets?

- Is your farmers' market a legal entity (non-profit, LLC, etc.)?
- Are you affiliated with an “umbrella” organization (local chamber, visitors bureau, etc.)?
- Who is responsible? (SSN#)



Why be legally organized?

Pros:

- Legal separation from liability
- Potential funding opportunities
- Self-managed

Cons:

- Reporting & recordkeeping requirements (i.e. tax returns)
- Self-managed



Does your farmers' market have a bank account?

- EBT funds electronically deposited
- Separation of farmers' market funds from individuals
- Accountability of funds received



Do you have the management capabilities to accept EBT?

- Person to process transactions at the market
- Person to account for tokens/scrip
- Person to reimburse vendors for token/scrip
- Person to train vendors



Do you have the management capabilities to accept EBT? (cont.)

- Funds to cover associated costs (transaction fees, equipment fees, telephone line charges, token purchase, etc.)
- Financial resources to carry out the plan





Do you have the marketing capabilities?

- Person to plan and implement an effective marketing plan
- Person & process to manage matching program if available
- Funds to effectively market to EBT consumers (flyers, signs, advertisements, etc.)





Are your vendors ready?

- Do they recognize the benefits?
(increased sales/revenues)
- Do they understand what are eligible food items and what are not?
- Do they understand they cannot provide change?

<http://www.fns.usda.gov/snap/retailers-store-training-information>



Are your vendors ready? (cont.)

- Do they understand the reimbursement process?
- Do they have the proper marketing and promotional materials (recipes, information on how to store & prepare)?



Best Practices

- Develop relationship with organizations who serve this consumer to help “get the word out”.
- Access to transportation to/from the farmers’ market (local transit, etc.)
- Cooking demonstrations – easy to prepare meals, etc.



Best Practices (cont..)

- Education about seasonality.
- Education about value of local foods.
- Nutrition education (OSUE Food & Nutrition Education Program).
- Matching programs – Wholesome Wave, local foundations, etc.



Review

- Consider legal structure
- Consider management abilities (including costs)
- Consider marketing abilities (including costs)
- Consider vendor training
- Review & implement best practices



Where to get help?

Ohio Department of Job & Family Services

Melissa Wolfe melissa.wolfe@jfs.ohio.gov

OSU South Centers

Christie Welch, welch.183@osu.edu

The Farmers' Market Management Network

www.fmmn.org

The Farmers' Market Coalition

www.farmersmarketcoalition.org



To learn more:

<http://www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets>

<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5085298>

<http://jfs.ohio.gov/ofam/EBT%20Farmers%20Market.stm>

<http://southcenters.osu.edu/farmersmarkets>

Market Link – Markets new to accepting SNAP may qualify for no-cost equipment.

<http://marketlink.org/>



Christie Welch, Farmers'

Markets Specialist

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<http://southcenters.osu.edu/farmersmarkets>

Ohio

Department of Job and Family Services

Accepting the Ohio Direction Card at Farmers' Markets



February 18, 2014

Process

- ▶ 1. United States Department of Agriculture, Food & Nutrition Service (USDA/FNS) Certification
 - ▶ 2. USDA/FNS Contract
 - ▶ 3. EBT Equipment
 - ▶ 4. SELL!
- 

EBT Equipment

- ▶ Electronic Benefit Transfer (EBT)
 - EBT-Only Point of Sale (POS) Terminal
 - Third Party Processor (TPP) POS Terminal
 - Manual Vouchers

Matching Funds

- ▶ Some farmers' markets participate in a "bonus incentive" project.
- ▶ <http://www.fns.usda.gov/ebt/bonus-incentives>

ODJFS Resources

- ▶ 2014 Farmers' Market Conference
 - ▶ 2014 Survey Monkey
 - ▶ Other experienced farmers' markets
- 

Contact

- ▶ Electronic Benefits Section
- ▶ Melissa Wolfe

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