

Conducting a Successful SNAP EBT Sign-Up Day: *Farmers Markets and Direct Marketing Farmers*

January 12th, 2016

Agenda

- What is a Sign-Up Day?
- Benefits
- Key Players
- Logistics
- Staffing
- Equipment Providers
- Three Stations
- Publicity
- Tips for Success
- Stories from the Field
- FNS Support of Markets and Farmers
- Questions

What is a Sign-Up Day?

- Day-long event for markets/farmers to become SNAP-authorized
- One-stop-shop
- Fast/easy way for markets/farmers to participate in SNAP

Benefits of Sign-Up Days

- Enable more SNAP participants to shop at markets; increasing their access to fresh/local fruits and vegetables
- Support local farmers/markets through simplified application process
- Help markets and farmers grow their business
- Support local economies/communities

Key Players

- ***YOU!***
 - State agencies,
 - Non-profits,
 - Other local partners/advocates
- FNS Regional Offices
- Retail Operations Division (ROD)
 - RQAB (sometimes)
- Equipment Providers
 - Contact FMC two weeks in advance!

Logistics

- Work with stakeholders. Identify:
 - Potential attendees (Is there a critical mass?)
 - Availability of Key Players
 - General location (In a city? Rural setting? City outskirts?)

- Secure Adequate Space (Large Room or Facility)
 - State agency (HHS, Department of Agriculture, etc.)
 - University or community college
 - Community center
 - Non-profit, market, or other partners' office space
 - Hotel conference room

Logistics

- Equipment and Supplies
 - Laptops
 - Internet Connection/Hotspots
 - Paper Applications
 - Chairs/Seating
 - Copier/Printer/Scanner
 - Pens, Post-Its, etc.
 - Local and State information on other programs (food incentives, SNAP-Ed, etc.)
 - Vendor/Equipment Provider Information

Staffing

- Event Manager
- Application Data Entry Personnel (2 to 4 individuals)
 - Can be any person with E-auth access
- ROD On-site Application Approval Staff (2 to 4 individuals)
 - KENT.WELLS@fns.usda.gov
- Equipment Providers
 - If available, you must contact and set up representation
 - State EBT supported vendor (if there is a specific one)
 - FMC station for markets and farmers to register
- State SNAP Representative

Equipment Providers

- **MarketLink**

www.Marketlink.org

Amy Crone

443-212-8084

amy.crone@marketlink.org

- **MerchantSource**

www.MerchantSource.com

Kim Lyons

239-246-7732

KimL@MerchantSource.com

- **TSYS**

www.tsysmerchantsolutions.com

Chris Shanahan

402-574-7016

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Three Stations

- **Station 1: Application Entry**
 - Copies of paper application
 - Application Data Entry Personnel
- **Station 2: SNAP Authorization**
 - ROD Staff and needed supplies
 - Approval Packets
 - Copier/Printer/Scanner
- **Station 3: Equipment Provider/FMC Registration**
 - Attending equipment provider staff and materials (as available)
 - Laptop/Station for FMC registration
 - Contact FMC two weeks in advance!
 - State EBT vendor (as available)

Publicity

- Inform FNS and FMC when you have a sign-up day so that your event can be added to the centralized list and promoted online
 - Mary.Hulse@fns.usda.gov
 - Jen@farmersmarketcoalition.org
- Collaborate and promote through local and State partnerships
 - Farm Bureau
 - Agricultural Cooperative Extension Offices
 - Universities and community colleges
 - High schools
 - Civic organizations/foundations
 - Farmers markets
 - Libraries
 - Hospitals/clinics
 - Senior/childcare centers
 - Food Banks/Pantries
 - Think outside the box!!!
- Publicize to local media using article/flyer and photo
- Utilize social media

Tips for Success

- Create welcoming atmosphere
- Be flexible
 - Attendance can vary
 - Creative use of available space
 - Differing expectations
- Ensure adequate supplies
 - Internet access/hotspots
 - Paper applications
 - Pens
 - Chairs/seating
 - Printer paper
 - Business Cards

Tips for Success

- Test all equipment prior to arrival
- Have signage/posters/banners for event
- Provide water and snacks for applicants and staff
- Create system for counting individuals who attend event
- Have personnel able and willing to answer questions

Stories from the Field

- Kevin – FNS Northeast Regional Office

FNS Support of Markets and Farmers

- FY12 Equipment Funds (still available)
- Farmers Market Coalition
- Farmers Market SNAP Support Grants (FMSSG)
- Technical assistance and training
- Sign-Up Days
- Monthly Conference calls
- SNAP Farmers Market Website (ongoing project)

Questions?

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