



### Attachment C:

## Farmers Market Coalition Free SNAP EBT Equipment Program Rules

March 10, 2015

### Program Summary

The United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) has partnered with the Farmers Market Coalition (FMC) to provide eligible farmers markets and direct marketing farmers with free electronic benefit transfer (EBT) equipment necessary to process Supplemental Nutrition Assistance Program (SNAP) benefits. The equipment will be distributed through FMC's Free SNAP EBT Equipment Program.

These equipment funds may be used to cover:

- a. Cost of purchasing or leasing EBT equipment, including EBT card readers and terminals, printers, smart phones or other wireless enabled devices necessary for SNAP processing; and
- b. Service costs (contracts, account fees, etc.), wireless plans, and licensing costs, for up to three years.

**NOTE:** It is permissible to purchase or rent equipment that processes credit and debit transactions in addition to EBT transactions.

2. Replacement equipment funds may **NOT** be used for:
  - a. Fees to terminate an existing contract;
  - b. Transaction costs;
  - c. Costs of scrip systems (tokens, etc.).

After their application has been approved by FMC, eligible direct marketing farmers and farmers markets will choose their own SNAP EBT service provider from a list of participating companies.

### Eligibility & Program Priorities

SNAP-authorized farmers markets and direct marketing farmers (who sell at one or more farmers markets) are eligible for funding if they became SNAP-authorized before Nov. 18, 2011, AND fall into one of the following two categories:

- A. They do not currently possess functioning EBT equipment; or

- B.** They currently possess functioning EBT equipment, but received that equipment before May 2, 2012.

Farmers markets and direct marketing farmers are not in possession of functioning SNAP EBT equipment if:

- They currently rely on manual/paper vouchers to accept SNAP;
- They do not currently accept SNAP and have never possessed functioning SNAP EBT equipment; or
- They do not currently accept SNAP because their EBT equipment cannot successfully process SNAP transactions. The EBT equipment is:
  - / Damaged beyond repair.
  - / Non-operational because their SNAP EBT service provider no longer offers SNAP EBT processing in their state.
  - / Stolen or lost.

In an effort to assist those with the most urgent need (those who qualify under Category A), markets and direct marketing farmers who qualify under Category B will be automatically placed on a waitlist for 60 days. After 60 days, waitlisted applications will be reviewed in the order they were received, and support will be provided based on the availability of remaining funds. Additionally, farmers markets and farmers that qualify under Category A and have been accepting SNAP via manual/paper vouchers will be prioritized.

Each approved farmers market and direct marketing farmer is entitled to funding for one and only one set of SNAP EBT equipment (including any necessary accessories), or one and only one system consisting of a card reader, printer, and smart device (including service options associated with that system). A farmers market or farmer that receives SNAP EBT equipment funded through this program is **NOT ELIGIBLE** to receive a second piece of SNAP EBT equipment under this program before March of 2018. This one system rule does not limit any warranties, benefits, or remedies that a farmers market or farmer may be entitled to under the applicable terms of service with their service provider. (Note: one point of contact may apply for EBT equipment for more than one farmers market, if the farmers markets are separate entities, with unique SNAP authorization numbers).

### **Application Process**

Beginning at 9:00am EST on February 17, 2015, eligible farmers markets and farmers may visit [FMCToolbox.org](http://FMCToolbox.org) to fill out the online application. An email address, FNS number, the date of SNAP-authorization, contact information, and some general information about the farmers market or direct marketing farmer is required to complete the application. One application may be submitted per unique SNAP authorization number. This is a first-come, first-serve opportunity, which will end when all the funds (\$700,000) have been allocated.

Applications must be signed (electronic signature) by a responsible official on behalf of the market (the same official who has accepted responsibility for SNAP authorization) or the SNAP

authorized direct marketing farmer, verifying that all statements are true and accurate. If the SNAP authorization point of contact information is not current, applicants should call the FNS Retailer Service Center at 1 (877) 823-4369 to update the information.

If SNAP authorization was obtained as a nonprofit or government entity, the application must be completed and signed by an appropriate representative of that entity (someone who will oversee or implement the SNAP program). USDA has authority to confirm statements made in the application.

FMC anticipates alerting applicants of their status within three weeks of application submission. Applicants will be approved, rejected, waitlisted, or directed to alternative funding sources.

### **Equipment & Service Selection**

Approved applicants will receive an email from FMC containing information on participating service providers and an FMC order number (FMCXXXXX). Approved applicants shall present their FMC order number to the service provider of their choice, and make arrangements to secure equipment and service. FMC's Free SNAP EBT Equipment Guide for Approved Applicants will include equipment and service options from each of the participating service providers.

### **Reporting**

At the end of the 2015 market season (in late November), FMC shall email you a brief survey, which shall serve as your first year report. The survey will ask for general information about your SNAP EBT and farmers market participation. If the participant is a farmers market, the following information will be collected for 2015:

- Market schedule;
- Number of full time and part-time employees and volunteers;
- SNAP redemption total;
- Number of SNAP transactions;
- Total dollar value of credit and debit transactions;
- Number of vendors;
- Estimated number of visitors per weekend market day in (if applicable);
- Estimated number of visitors per weekday market day (if applicable);
- Days the farmers market was open; and
- Types of SNAP eligible foods available at your market (all that apply on an average market day).

If the participant is a direct marketing farmer, the following information will be collected for 2015:

- Names, locations and dates of farmers markets where your goods were sold;
- Number of full time and part-time employees and volunteers;
- SNAP redemption total;
- Number of SNAP transactions;

- Total dollar value of credit and debit transactions; and
- Types of SNAP eligible foods available.

### **Early Termination of Funding**

If a program participant ceases operation, or ceases operation of their SNAP program, they are required to alert FMC via phone or email. No further funding shall be released to the participant, or to a service provider on behalf of these participants. Further, if the yearly review demonstrates that no transactions are being processed on equipment, FMC shall contact the program participant to determine the reason for inactivity. If it is determined that the participant is no longer using the equipment and service, and there is no plan in place to begin offer SNAP EBT access, FMC shall terminate future funding on behalf of the participant.