

## Farmers Market Workgroup

### Minutes

February 13, 2014

1. Farm Bill – Update on Farmer Market Programs – Jen O’Brien , FMC
  - a. Farm Bill was signed by the President on Feb. 7, 2014. Although, SNAP took a hit as far as cuts, other farmer market-related programs fared well.
  - b. Farmers Market and Local Food Promotion Program (formerly FMNP) has been funded for \$30 million a year for 5 years/\$150 million. 50% of the funds must be used toward “farmers markets, roadside stands, community-supported agriculture (CSA) programs, agritourism activities, and other direct producer to consumer market opportunities.” Admin funding is capped at 4%, versus the 10% that many advocacy groups asked for.
  - c. New program – Food Insecurity Nutrition Incentive Grants \$100 million over 5 years. An incentive program to promote SNAP use of farmers markets.
  - d. Community Food Projects - \$45 million over 5 years
  - e. Specialty Crop Block Grants - \$375 million over 5 years
  - f. Specialty Crop Research Initiative - \$400 million over 5 years
  - g. SFMNP (Senior Farmers Market Nutrition Program - \$20.6 million per year. No change in funding level.

For more information on farmer market funding or issues, go to [www.farmersmarketcoalition.org](http://www.farmersmarketcoalition.org)

2. Update on MarketLink Activities – Rogelio Carrasco (FNS) and Amy Crone (NAFMNP)
  - a. Rogelio provided the background information on the farmer market funding, beginning with the \$4 million allocated to states in 2012. Many states still have some of these funds available. States are urged to spend these funds before the end of the 2014 federal fiscal year, Sept. 30, 2014. At this time, FNS doesn’t expect to roll any remaining funds over to FFY 2015.
  - b. Marketlink.org was set up to provide farmers markets and direct-marketing farmers a 1 stop shop to guide these entities through the FNS enrollment process, selection of wireless equipment, education on what it means to become a SNAP retailer, and training on the use of the equipment and processes. NAFMNP and FNS is working on a FAQ document.
  - c. Contractual Fees –
    - i. Because FNS requires a paper receipt, a wireless printer will be provided to the market/farmer at no cost to them. A three year contract is required. A fee is required for early cancellation.
    - ii. 1<sup>st</sup> Yr. – Market/farmer only pays transaction fees plus cost of paper and other supplies. Service fee waived for the first year. Data plan for mobile phone is free for first two years. SNAP trans fees are \$.15 each, credit/debit trans fees are \$.15 plus 1.79%

- iii. 2<sup>nd</sup> Yr. – Same fees as first year. Plus \$120 annual fee.
- iv. 3<sup>rd</sup> Yr. – Same fees as the first year. Plus \$220 annual fee. Farmers markets/farmers would need to secure a data plan if they wish to continue to use the mobile device after the 3<sup>rd</sup> year.

d. Questions/Answers

- i. Rebecca Landis – Oregon, noted that the contract doesn't include the termination clause/penalties. Suggested modification to contract.
- ii. Jeff Cole – MA, Their state is using the original funds to promote farmers markets. They are working with Bank of America to get wireless equipment. Can the state continue to use BA? Per FNS, yes. States should look at the various packages that are available and see what works best for the state. Rogelio suggested still utilizing MarketLink for the initial certification process.
- iii. Kim Lyons – Merchant Source, Can states choose to go through other vendors? Yes, and use the remaining 2012 funding.
- iv. Laura Wendel -Oregon, Can states use remaining funding for either a traditional POS or a mobile solution? Yes, per Rogelio. Again, it was suggested to use MarketLink for the enrollment/certification process.
- v. Casey Foster – NE, Does the farmers market have to be listed on the AMS farmer market directory to qualify for the free equipment? No, per Rogelio. It could be a new market.
- vi. Paul - Utah, Will MarketLink staff be visiting Utah? Amy Crone responded that they are not doing a state by state visit. They are going to conference/meetings when invited and trying to hit the larger venues due to their limited staff.
- vii. Karen Stanley - NC, Would NAFMNP staff be willing to do a webinar or Skype? Yes