

SNAP Mini-Grant Report 1 Keya Wakpala Community Market



The funds we have received from this SNAP Mini-Grant program will be used to mitigate the expense of acquiring new mobile EBT and Credit/Debit processing equipment for Keya Wakpala Community Market. We have identified the equipment that is appropriate for our needs through the MerchantSource provider, and the \$500 from this grant will go towards the purchase of the Clover Flex, a mobile payment device with app-based technology that will allow it to be updated to new software as technology advances. We anticipate the Clover Flex to be an investment that will serve our market and our community's needs long-term. MerchantSource also offers a Healthy Ways Incentive Card program, which works with the Double Up Food Bucks program to allow our customers' SNAP purchases to stretch as far as possible. Using the Mini-Grant for this large up-front investment in the new equipment means that our farmers' market profits can be reserved for the monthly service fees of running the equipment.

Located in Mission, SD on Rosebud Reservation, the Keya Wakpala Community Market not only functions as a direct farm-to-consumer market for our own 1-acre garden, but also as an opportunity for other local producers to sell their own produce, baked goods, handmade products, jams and jellies, and hot foods. This past season, our community market hosted 16 total vendors with an average of five vendors weekly. As a result, the acquisition of this equipment will not only benefit our own garden but will also allow other producers in the community to accept EBT and Credit/Debit as forms of payment for their goods. We are currently the only community market occurring weekly during the growing season that is open to any local producers to set up a stand without paying to rent a space.

The ability of our market to accept SNAP/EBT as a payment option is crucial to getting the produce to the community members. Due to high unemployment rates on the reservation, many tribal members depend on SNAP to feed themselves and their families. This SNAP Mini-Grant will enable us to continue accepting SNAP at our market so that all community members have equal access to healthy, local foods.