

**DID YOU KNOW MANY NEW YORK FARMERS MARKETS NOW ACCEPT EBT/FOOD STAMP/SNAP CARDS?**

Launched by the Farmers Market Federation of NY, the NYS Office of Temporary and Disability Assistance, and the NY Department of Agriculture and Markets, this program encourages benefits recipients to shop their local farmers market for wholesome, fresh food.

Through your direct, often daily, contact with clients – some of whom may be benefits recipients – you can increase awareness of this valuable program. To assist you, we’ve included a brief overview of the program along with tips for “marketing the market!”

VISIT [WWW.SNAPTOMARKET.COM](http://WWW.SNAPTOMARKET.COM) WHERE YOU CAN DOWNLOAD BROCHURES, POSTERS, AND GET MORE INFORMATION ABOUT THE PROGRAM.



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# MARKETING THE MARKET

**ENCOURAGING EBT/FOOD STAMP/SNAP CARDHOLDERS TO VISIT THEIR LOCAL FARMERS MARKET**



**A Guide for Human Service Professionals**

## HOW THE PROGRAM WORKS

The program revolves around a token system. Cardholders exchange their benefits at a wireless card terminal.

1. Benefits recipients head to the table at the farmers market with the “Use Your Food Stamp (EBT) Card Here!” banner.
2. Using their EBT/Food Stamp/SNAP card, benefits recipients may purchase as many \$1 wooden tokens as they want. These tokens act as cash within the market.
3. Benefits recipients may use \$1 tokens at any market booth that displays the “Food Stamp (EBT) Tokens Accepted Here” sign.

## WHY GOING TO MARKET MATTERS

- 🍎 Some of the freshest, most wholesome food – direct from local farms – is available at farmers markets
- 🍎 Vendors at farmers markets are eager to give complimentary recipe and prep tips to shoppers
- 🍎 Farmers markets promote a sense of community; visitors come from diverse cultures and varied socio-economic backgrounds
- 🍎 Children are welcome at NY farmers markets; a market trip becomes a family bonding activity and a memorable experience

## OVERCOMING OBJECTIONS

*Benefits Recipient: “I can just shop at a supermarket.”*

*Your Response:* There’s no substitute for the valuable information that farmers and vendors distribute. You can’t get prep and storage tips along with recipes from the average grocery store! Plus, market food is often fresher as it comes direct from local farms instead of traveling cross-country to a store. Shoppers are often surprised at the many varieties of produce: For example, there may be a dozen varieties of pepper while the grocery store has only six.

*Benefits Recipient: “Farmers markets are too expensive.”*

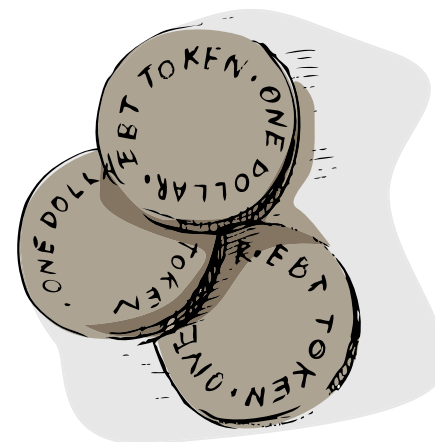
*Your Response:* Farmers markets revolve around seasonality, and what is in season locally is typically lower priced than food from other locations. If an item is slightly more expensive at a farmers market, it’s often of higher quality and is complemented by advice and recipes from the farmer.

*Benefits Recipient: “The supermarket is easier.”*

*Your Response:* While you can often accomplish multiple tasks at the supermarket, the farmers market is an enjoyable shopping experience and one that kids especially enjoy. Children are easily occupied with the sights, sounds, smells, and special kid-friendly activities at farmers market – this makes shopping easier on the parent/s!

*Benefits Recipient: “It’s hard to visit the farmers market.”*

*Your Response:* Most farmers markets are located in the town center on main transportation routes – easily reached by car, bus, and in some cities, by subway. In addition, some housing authorities (both low-income and senior), provide weekly transportation to their local farmers market.



## WHAT YOU CAN DO TO HELP

### BUILD YOUR KNOWLEDGE BASE

Take a few moments to familiarize yourself with the program. Again, [www.snaptomarket.com](http://www.snaptomarket.com) contains step-by-step instructions for benefits recipients on how to use their EBT/Food Stamp/SNAP card at market. You can also contact your local farmers market manager for advice and guidance.

### TALK TO YOUR CLIENTS

Talk to your clients about the opportunity to improve their family’s health by using their benefits at a local farmers market.

### ORGANIZE A “GUIDED TOUR”

To familiarize clients who are first-time market visitors, set a time to meet at the market manager’s booth (where benefits are exchanged for tokens) and explore the market together.

### DISTRIBUTE LITERATURE AND SIGNAGE

Visit the “Materials for Service Providers” section of [www.snaptomarket.com](http://www.snaptomarket.com) where you can download and print materials that explain the program. Hang posters in your office and place brochures nearby. If you have a computer available for client use, consider putting literature there and encourage all to *visit* [www.snaptomarket.com](http://www.snaptomarket.com).

### ORGANIZE WEEKLY BUS TRANSPORTATION TO MARKETS

Work with the local housing authority, senior center or transportation authority to secure weekly bus transportation to the market for low-income individuals.