

A guide for farmers and famers' market managers:
Accepting SNAP, FMNP, FreshConnect checks, or Double Up Food Bucks?

FreshConnect Checks Program

[Program Linked Here](#) (Scroll down to FreshConnect)

- Eligibility Verification: Farmers interested in participating in the FreshConnect Checks program should verify their eligibility with the New York State Department of Agriculture and Markets. This may involve meeting certain criteria related to the types of produce they offer and their participation in farmers' markets.
- Registration: Once eligibility is confirmed, farmers can register for the FreshConnect Checks program through the appropriate channels provided by the Department of Agriculture and Markets. This typically involves completing an application form and providing necessary documentation.
- Participation Requirements: Farmers must comply with program guidelines and requirements, which may include accepting FreshConnect Checks as a form of payment for eligible produce sold at designated farmers markets. Farmers should familiarize themselves with the rules and regulations governing the program to ensure compliance.
- Record-Keeping: Participating farmers may be required to maintain accurate records of FreshConnect Checks transactions, including the amount of checks redeemed and the corresponding sales. This information may need to be reported to program administrators periodically.

Farmers' Market Nutrition Program (FMNP)

[Program Linked Here](#)

- Certification: Farmers interested in accepting FMNP vouchers must first become certified as authorized FMNP vendors. This process involves applying for certification through the state agency overseeing the FMNP program and meeting eligibility criteria.
- Training: Certified FMNP vendors may be required to undergo training on program rules, procedures, and requirements. This training helps ensure that vendors understand how to properly accept and process FMNP vouchers at farmers markets.

- Redemption Process: Once certified, farmers can accept FMNP vouchers from eligible participants, including seniors and WIC recipients, at designated farmers markets. Farmers must follow the redemption process specified by the FMNP program, which may involve verifying the validity of vouchers and maintaining transaction records.

Accepting SNAP Benefits

[Program Linked Here](#)

- SNAP Retailer Status: Farmers interested in accepting SNAP benefits must first obtain authorization as SNAP retailers. This involves applying for SNAP retailer status through the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS).
- Equipment and Training: SNAP retailers need to acquire the necessary equipment, such as EBT card readers, to process SNAP transactions. Additionally, farmers may need to undergo training on how to use this equipment and comply with SNAP regulations.
- Compliance: Farmers must adhere to SNAP regulations and guidelines when accepting SNAP benefits as payment for eligible food items. This includes maintaining accurate records of SNAP transactions and ensuring compliance with program rules.

Double Up Food Bucks NY

[Program Information Linked Here](#)

- Program Overview: Double Up Food Bucks NY is a nutrition incentive program operated by Field & Fork Network. The Double Up Food Bucks NY program provides individuals and families who use SNAP benefits with a \$1 for \$1 match on SNAP eligible purchases, up to \$20 per day, to purchase additional fresh local fruits & vegetables. For example, if a customer spends \$20 of SNAP at a site, they will earn \$20 of Double Up Food Bucks that they can spend on fresh produce. Most farmers markets and farm stands run the program during the peak of the NY-state growing season July 1 to October 31.
- Program Enrollment: Farmers interested in participating in the Double Up Food Bucks program should inquire about enrollment opportunities through the program administrator, Field & Fork Network. To enroll in Double Up Food Bucks interested sites must complete an application and be able to meet program requirements. The

2024 application can be found at this link - [2024 Double Up Food Bucks Application](#) – and closes on Sunday, March 31, 2024.

- **Training and Support:** Participating farmers and markets will receive training and ongoing support from the Double Up Food Bucks program team on how to effectively run and participate in the program. This includes guidance on promoting the program to SNAP-participating customers, processing transactions, and customer support.
- **Promotion:** Farmers and market managers can promote their participation in the Double Up Food Bucks program to customers at farmers markets to encourage SNAP recipients to take advantage of the program's benefits. The Double Up Food Bucks team will provide participating sites with a variety of physical and digital marketing materials.
- **Reimbursement/Payment:** Double Up Food Bucks operates on a monthly reimbursement schedule. Participating sites submit a monthly reimbursement report to the program and receive a check based on the amount of Double Up Food Bucks that customers spend at the site to bring home fresh produce.
- **Double Up Food Bucks Contact:** If you have any questions about Double Up Food Bucks or the application please reach out to Double Up Food Bucks NY Program Manager, Jake Kowal, at jkowal@fieldandforknetwork.com.

By following these steps and meeting program requirements, farmers and market managers can increase access and participation in programs such as FreshConnect Checks, FMNP, SNAP benefits acceptance, and Double Up Food Bucks, thereby increasing access to fresh, locally grown produce for underserved communities while supporting their own businesses.