



Did you know that Farmers' Markets are also food outlets where SNAP dollars may be used?

SNAP:

Supplemental Nutrition Assistance Program, formerly Food Stamps

FOODSHARE:

Wisconsin's SNAP program

EBT:

Electronic benefits transfer

QUEST:

Wisconsin FoodShare benefits card

Extending Reach of EBT in Wisconsin Farmers' Markets Project

Nonprofit partner

WHAT IS SNAP?

The Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps) is the United States' largest anti-hunger safety net.¹ In 2015, 45.8 million people in 22.5 households participated in the program across the U.S.

WHAT ABOUT WISCONSIN?

In 2015, an average of 800,000 individuals in just over 400,000 families participated monthly in FoodShare, the Wisconsin Supplemental Nutrition Assistance Program, and received an average monthly allocation of \$215.35 per household.²

HOW DOES THE PROGRAM WORK?

SNAP funds are distributed to families through Electronic Benefits Transfer, or EBT, where funds are electronically deposited on special cards (called Quest, in Wisconsin) each month. Participants can spend these dollars at places like grocery stores, convenience stores, and other food outlets that are authorized to accept the cards.

Did you know that Farmers' Markets are also food outlets where SNAP dollars may be used?

While redemption rates are on the rise, a small amount of SNAP funds nationwide are redeemed at farmers' markets. The same goes for Wisconsin. But we're trying to change that.

We are working hard to promote the use of SNAP/FoodShare at our farmers' market, and we need your help! Here are some quick and easy actions you can take to help us get the word out that individuals and families can use their SNAP/FoodShare benefits at our farmers' market:

ASK: Do the staff and volunteers leading our programs know that the farmers' market accepts SNAP/FoodShare?

ACTION: Ask one of our farmers' market staff to attend a staff/volunteer meeting to relay this information! To get the word out to low-income families, we'll include information on the date, time, location, and where to go once participants are at the market to swipe their cards. We'll also promote our incentive program, where participants can double their bucks spent at the market.

ASK: Do we communicate with our families on a regular basis that they can use SNAP/FoodShare at the farmers' market?

ACTION: Make it a policy to tell each family that they can use their SNAP/FoodShare benefits at the farmers' market during each event or activity. It helps if you have a poster or flyer to distribute with information on the market, such as location, date, and time.

¹www.fns.usda.gov/snap/supplemental-nutrition-assistance-program-snap

²www.fns.usda.gov/sites/default/files/snap/2015-State-Activity-Report.pdf