

How to Become a SNAP-Authorized Farmers Market or Farmer in NJ

Brought to you by City Green's Good Food Bucks Program



7 steps to becoming a SNAP Authorized Farm/Farmers Market

Applying to become a SNAP Authorized Retailer is a simple process that is free to you, and can take less than 20 minutes to complete the application.

[Watch the Free Webinar Here!](#)

- 1** Determine which application (FARMERS MARKET or STORE) you should fill out using the chart on Page 2 (2 mins)
- 2** Create a USDA eAuthentication account online on www.eauth.usda.gov/eauth/b/usda/registration (5 mins)
- 3** Gather your required documents and information listed in Step 3. Complete your application online and upload any necessary documentation (15-20 mins)
- 4** Receive your SNAP authorization approval and 7-digit FNS# from the USDA (2-8 weeks)
- 5** Obtain EBT (Electronic Benefits Transfer) card-reader equipment with a third-party processor (TPP) to process SNAP transactions (2-4 weeks)
- 6** Start Accepting SNAP! City Green offers "SNAP at Your Farmers Market" trainings to help farmers markets set up a token/scrip system if needed.
- 7** Join City Green's Good Food Bucks SNAP Nutrition Incentive Program to DOUBLE the value of SNAP dollars at your market!

1

Determine which application (FARMERS MARKET or STORE) you should fill out using this flow chart (2 mins)

Which Market Type are you applying for?

A community farmers market at a **SINGLE LOCATION** with **MULTIPLE VENDORS**. You are the managing entity of the market and have a Market Manager staffed on-site.

This is considered a **FARMERS MARKET (FM)**

Fill out the SNAP **RETAILER FARMERS MARKET APPLICATION**

A **SINGLE VENDOR / SINGLE PRODUCER** farmer, farm stand, farmer booth, or mobile market that operates at a single location, **OR** at multiple locations.

This is considered a **DIRECT MARKETING FARMER (DMF)**

Fill out the SNAP **RETAILER STORE APPLICATION**

*Note: Community Supported Agriculture (CSA) and Food Buying Cooperative programs should fill out the **STORE APPLICATION**.*

2

Create a USDA eAuthentication account online on www.eauth.usda.gov/eauth/b/usda/registration (5 mins)

Visit www.eauth.usda.gov/eauth/b/usda/registration

Choose "Customer" as your user type and complete the registration

3

Gather your required documents and information and complete your application.

- Use your USDA eAuthentication account to complete the correct application type online. As of this publication, paper applications are not accepted.
 - [SNAP FARMERS MARKET RETAILER APPLICATION](#) (Farmers Markets)
 - [SNAP STORE RETAILER APPLICATION](#) (Direct Marketing Farmers)
- You will be asked to provide information about your market regarding:
 - Contact Information and Market Location
 - Market Sales (Wholesale and Retail; % of sales by food category)
 - Food Inventory (types of food available at the market)
 - Market's Operating Schedule
 - Financial Institution name and address for SNAP deposits
 - EBT Equipment Provider (if already obtained)

Market Ownership Type:	<ul style="list-style-type: none"> • LLC • Partnership • Sole Proprietorship • Privately-Held Corporation 	Nonprofit	Government-owned
Designated Responsible Official	✓	✓	✓
Certification and Signature Statement signed by Responsible Official	✓	✓	✓
Name, address, date of birth, title, and email address for Responsible Official	✓	✓	✓
Photo ID of Responsible Official	✓	✓	✗
Social Security Card of Responsible Official	✓	✗	✗
Business license (if applicable; not required if market does not have one)	!	!	!
IRS 501c3 Determination Letter	✗	✓	✗
Government Ownership Letter	✗	✗	✓

Call the SNAP Retailer Service Center:

1-877-823-4369

Farmers Markets

Question-by-Question
Application Guide for
FARMERS MARKETS
(from MarketLink)

Application Guide for Farmers
Markets from the Food and
Nutrition Service

Farmers Market Legal Toolkit
farmersmarketlegaltoolkit.org/snap

Direct Marketing Farmers

Question-by-Question
Application Guide for
DIRECT MARKETING FARMERS
(from MarketLink)

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Receive your SNAP authorization approval and 7-digit FNS# from the USDA (45-60 days)

- Check the status of your application and documents using the eAuthentication account you created for your application
- If the USDA requires any additional information, they will contact you. Provide any missing information or documents requested.
- Once your SNAP certificate is received, make a copy and keep it in a safe place. Keep this certificate with you during your markets.
- Mark your calendar to renew your SNAP retailer authorization in 5 years.

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Obtain EBT (Electronic Benefits Transfer) card-reader equipment with a third-party processor (TPP) to process SNAP transactions (2-4 weeks)

Option 1: Apply for free EBT Equipment from the State of NJ

Option 2: Apply for free EBT Equipment from [MarketLink](#)

Option 3: Purchase EBT Equipment and Third-Party Processor service

Option 1: Free EBT Equipment from the State of NJ

The State of New Jersey offers Free Wireless EBT Equipment to eligible Farmers Markets and Direct Marketing Farmers. The device available is the PAX A80 POS.

Once you receive your SNAP Authorization license and FNS # from the USDA, contact DeWanda Kelley at Dewanda.Kelley@dhs.nj.gov with the following information to get started with the process:

- FNS#
- Name of Market
- Address of Market
- Contact name, phone number, and email address



Free equipment will be available for the duration of the state's contract to provide free EBT equipment. The equipment can be integrated with existing credit/debit services, however, the State does not cover those charges. There are no transaction fees for SNAP EBT transactions.

Option 2: Free EBT Equipment from MarketLink

[MarketLink](#) is the National Association of Farmers Market Nutrition Program's (NAFMNP) complete solution for electronic payments at farmers markets nationwide. Through this program, SNAP, debit, and credit card payments can be accepted via wireless technology. You will need a smart device that has iOS version 11.0+ for the application to work. (This is a "Bring your own device" program.)

- 1 Apply for the MarketLink grant program to cover the costs of a one-year subscription to the TotilPay Go app and free Bluetooth card reader.
- 2 Complete the Novo Dia Group Merchant Application to set up your Totilpay Go account.
- 3 Receive your free Bluetooth card reader and Set Up Your Total Pay Go account (including optional Credit/Debit processing).
- 4 Start Accepting SNAP payments and start promoting your new program!



Option 3: Purchase EBT Equipment and Third-Party Processor

If you don't qualify for free equipment, or the free equipment options don't suit your needs, you'll need to purchase your own wireless EBT card reader. It's worth contacting a few different providers to see who has the service options that best suit your needs and budget.

Some of the most popular options among Good Food Bucks partners include FIS Global, PaymentSpring, TSYS, MerchantSource, and TotilPay Go. You can choose to only accept SNAP/EBT, or to also include credit/debit services in your contract.

The Farmers Market Coalition, Nutrition Incentive Hub, and FNS offer guidance and toolkits on how to select your EBT equipment:

- [EBT Point of Sale Technology Overview](#)
- [Farmers Market Coalition EBT Equipment, Services, and Implementation](#)
- [Nutrition Incentive Hub EBT Technology Market Discovery](#)
- [USDA SNAP/EBT List of Third Party Processors](#)



Ingenico Desk 3500



TotilPay Go



PAX S920



Verifone VX520



First Data 150 (FD150)



Clover Flex

Commonly seen terminals for processing SNAP-EBT

Image sourced from the Nutrition Incentive Hub, created by Katie Myhre, Farm Direct Technology Manager with Farmers Market Coalition (FMC), and support from Joe Lesausky of Michigan Farmers Market Association (MIFMA)

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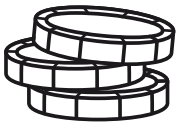
Start Accepting SNAP! City Green offers "SNAP at Your Farmers Market" trainings to help you set up a token/scrip system.

Once you are authorized to take SNAP from the USDA and have your SNAP retailer certificate, FNS number, and EBT equipment in hand, you are ready to start taking SNAP as payment at your market!

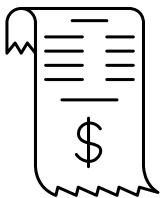
Direct Marketing Farmers: You're ready to go! Let your shoppers know that you accept SNAP by posting clear, bilingual "We Welcome SNAP" signs at your tables. Make sure your cashiers know the [list of SNAP eligible foods](#), [how to process a manual voucher](#), and how to process and record a SNAP card transaction.

Farmers Markets: You'll need to set up a token/scrip or receipt system, and a vendor reimbursement system, to start accepting SNAP on behalf of your vendors.

1 Decide if you want to use a "Swipe First" or "Shop First" model.



Swipe First: Customers visit the market manager table first and swipe their SNAP card to purchase tokens or scrip representing their SNAP dollars. Tokens/scrip can be redeemed with any vendors or farmers for SNAP eligible foods. At the end of the market day, vendors get reimbursed by the market manager for any tokens/scrip received that day.



Shop First: Customers shop with vendors and farmers first and get a receipt for their SNAP eligible items. Customers bring their receipt to the market manager to pay for their items, and bring verified receipt marked as PAID back to the Vendor/Farmer. The market manager reimburses vendors for any SNAP purchases made at their booth.

2 Let your Vendors know the market now accepts SNAP for SNAP-eligible items. Ensure they understand the Shop First or Swipe First model you will be using, and the manner and frequency with which they will be reimbursed. We recommend giving each vendor a "SNAP Cheat Sheet" and having a pre-season meeting.

3 You're ready to go! Let your shoppers know you now accept SNAP by posting clear, bilingual "We Welcome SNAP" signs at your tables.





Join City Green's growing network of farmers and retailers that participate in the Good Food Bucks SNAP fruit and vegetable nutrition incentive program to **DOUBLE** the value of SNAP.

What is the Good Food Bucks program?

City Green's Good Food Bucks program is New Jersey's only statewide SNAP nutrition incentive program. City Green provides funding, training, and technical assistance to farmers markets, farm stands, mobile markets, CSA's, and grocery stores so NJ SNAP shoppers can double their fresh produce purchasing, while at the same time supporting the people who grow our food. Every time a customer spends \$1 of their SNAP benefits at any partner site, they receive a 50% fresh produce discount, or an additional matching \$1 in Good Food Bucks for more fresh fruits and vegetables!

Who is Eligible to Join?

Any SNAP-authorized farmer, farmers market, farm stand, mobile market, CSA program, or grocery store based in New Jersey. City Green recommends operating SNAP at your market for a minimum of 6 months before joining the Good Food Bucks program. However, farms and markets currently in the process of becoming SNAP-authorized are still eligible to submit an application.

By joining the Good Food Bucks program, partners will receive:

- Funding for the Good Food Bucks SNAP nutrition incentive program, with awards up to \$10,000 for farmers and farmers markets
- Outreach and marketing support and materials
- Access to networking opportunities
- Food access trainings, webinars, and monthly newsletters
- Participation in a program that improves food affordability and accessibility in your community

Visit GoodFoodBucks.com to learn more!

*Good Food Buck applications are accepted on a rolling basis
November 15th - April 15th
[Apply at GoodFoodBucks.com/Markets](http://GoodFoodBucks.com/Markets)*



NJ Farmers & Markets can receive up to **\$10,000** in Good Food Bucks



Join over **35 New Jersey Farms & Markets** already participating in Good Food Bucks to **Double SNAP**

About

- Good Food Bucks is a SNAP nutrition incentive program. NJ farms and markets receive funding and training from City Green to offer fruit and vegetable discounts or coupons to shoppers who use SNAP/EBT. This means **more healthy, fresh food for families**, and **more income for farmers**.

Awards

- Up to **\$10,000** reimbursement for fruit and vegetable incentives ("Good Food Bucks")

Benefits

- Increased revenue from SNAP and incentive sales
- Marketing materials & inclusion in statewide promotion
- Trainings, webinars, and monthly newsletters
- SNAP and WIC/FMNP technical assistance
- Participation in New Jersey's largest statewide farmers market affordability initiative

Apply Here!



goodfoodbucks.com/markets

Eligibility

- All SNAP-authorized NJ farms, farmers markets, farm stores, mobile produce markets, and CSAs

Timeline

- **Rolling Applications Accepted:**
11/15- 4/15
- **Final 2024 deadline:**
April 15
- **Notice of award:**
within 60 days of submission.

SNAP Reference Sheet

Keep track of your SNAP/EBT authorization information here and save in a secure place for future reference.



Application Type Submitted:

Farmers Market

Store (Direct Marketing Farmer, CSA)

Entity Type:

LLC, Partnership, Sole Proprietorship, or Privately-Held Corporation

Non-Profit

Government Owned

eAuthentication Account Login: _____

eAuthentication Account Password: _____

Name of Responsible Official: _____

Title: _____

Email: _____

Phone: _____

Assigned FNS # (7 digits): _____

Date FNS # Obtained: _____

Renewal Date (add 5 years to above date): _____

EBT Service Provider (ex. TSYS, MerchantSource, etc.): _____

Account # or Merchant I.D. #: _____

Date Service Contract Signed: _____

Name of EBT Device (ex. Verifone VX520): _____

Device Serial #: _____

Customer Service Contact Info: _____



goodfoodbucks.com

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