

171 Grove St.
Clifton, NJ 07013



973 – 869 – 4086
www.citygreenonline.org

Join City Green's SNAP Network!

City Green's SNAP Network is New Jersey's premier network for SNAP-authorized Farmers Markets to convene, network, share resources and ideas, and promote their services. By accepting SNAP, you are working towards a shared mission of creating greater food access in the Garden State, supporting local farmers and producers, and improving the local food infrastructure in New Jersey. Each year, approximately \$1.2 billion in SNAP benefits are issued to nearly 900,000 New Jerseyans – all of which has the potential to be spent with local farmers and producers. By joining this network, New Jersey's farmers markets can work together to implement best practices for growing SNAP customer bases and increasing redemptions with local farmers. The collective impact of this network will help to improve the lives and health of New Jersey residents by creating affordable access to high-quality, locally produced food.

Membership Benefits:

Free Membership Benefits:

- ✓ **Inclusion** in New Jersey's only network for farmers markets and farmers who serve SNAP customers, where we can share best practices, as well as highlight the collective impact of our efforts to increase food affordability, food access, and business for local farmers
- ✓ **Listing on our website** to be easily recognized as a SNAP-authorized market in online searches
- ✓ **Technical assistance and marketing support** from City Green, including exclusive access to free downloadable marketing templates, guides, and toolkits
- ✓ **Access to a "SNAP at Your Farmers Market" Webinar Training**, discussing best practices for operating and improving a SNAP program at your market or farm stand

Premium Membership Benefits: (\$25 Annual Fee):

By becoming a paid member, you will get all the benefits included in the free membership, as well as:

- ✓ **Paid Social Media Ads** and advertisement boosting on Facebook and Instagram by City Green promoting your market and SNAP program
- ✓ **Marketing Collateral** including items such as stickers, buttons, and banners letting customers know that SNAP is welcomed at your farmers market or farm stand

Who is eligible?

Farmers Markets, Farm Stands, Mobile Markets, or CSAs in New Jersey who are authorized by the USDA to accept SNAP.

Collective Impact

City Green will request that members complete an annual survey about SNAP data and customers so that we can show the collective impact of our work. This will show how much we are helping our communities by improving food access, affordability, and farmer livelihoods, and will help to generate interest in funding related programs and efforts.

How do I join?

Fill out the SNAP Network Membership Application Form here and return to LMartin@city-green.org or mail to **City Green, Attn: Lisa Martin, 171 Grove St., Clifton, NJ 07013**. Membership application forms are accepted on a rolling basis and can also be filled out online at www.GoodFoodBucks.com/farmers-markets

Questions?

Contact Lisa Martin at LMartin@city-green.org or 973-869-4086 for more information about the SNAP Network or how to become a member

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City Green's SNAP Network - 2019 Membership Application Form:

Name of Farmers Market/Farm Stand: _____

Market Website Address: _____

Address of Farmers Market:

Mailing Address of Farmers Market:

Contact Information:

Name: _____

Title/Affiliation with Farmers Market: _____

Email: _____

Phone: _____ Alternate Phone: _____

Market FNS Number (6-digits): _____

When did your market obtain its FNS number and in whose name?

Date Obtained: ____ / ____ / ____ Name: _____
(month / date / year)

Who is your current SNAP/EBT Equipment Provider? (Please circle)

TSYS FIS Global Novo Dia PaymentSpring MerchantSource

Other: _____

How many years has this farmers market been in operation? _____

How many total vendors participate in this market on average? _____

How many vendors selling SNAP-eligible items participate in this market on average? _____

How many farmers or fresh produce vendors participate in this market on average? _____

Approximately how many SNAP customers do you serve annually? _____

Approximately how many SNAP dollars are redeemed at your market annually? \$ _____

Do you offer a SNAP Double Bucks or other SNAP incentive program? Yes No

If yes, what is the name of this incentive program? _____

Which Membership Level would you like to join? Please check:

Free Membership

Premium Membership (\$25 annual fee) – Please send in the \$25 annual membership fee with your application, paid with cash or check made out to City Green, Inc.

Once your application is received, you will be contacted by City Green with details about your membership and how to access your benefits!