

SNAP AND GOOD FOOD BUCKS ONLINE

This guide provides a brief overview of how New Jersey farms, food hubs, and CSAs can accept SNAP and Good Food Buck nutrition incentive payments online using three pre-approved online sales platforms. SNAP online is new for retailers, and it is expected that information will evolve frequently. All information should be verified with the FNS and with each service provider. Only the USDA Food and Nutrition Service (FNS) can authorize a retailer to accept SNAP payments online. **For More Info: fns.usda.gov/snap/retailer/online/requirements**



ELIGIBILITY

- Direct Marketing Farmers
- Non-profit Food Buying Cooperatives
- “Stores” - some farms and food hubs are categorized as stores or speciality grocers; FNS will determine this case-by-case
- Delivery Routes (Food Hubs) with no permanent store location

Farmers Markets are not eligible to accept online SNAP payments at this time.

CSA PROGRAMS:

Subscriptions, CSA, and retail models with autorenew/auto-pay features cannot be paid with online SNAP.

Instead, merchants operating a CSA must enable customers that pay with SNAP benefits to make one-time, à la carte purchases.

PROS

- Increases accessibility
- Streamlines / automates SNAP & incentive transactions and reporting
- Can help with SNAP customer retention
- Robust TA and support

CONS

- Delivery fees not covered
- Not available or effective for all retail models
- Lengthy set-up time
- Platforms only available in English
- Requires online inventory & storefront management

PROCESS

1. Having your SNAP-Retailer authorization for offline sales is recommended before pursuing online SNAP
2. Set up your account with preferred platform and processing service (Grocerist/Forage, GrownBy/WorldPay, Local Food Marketplace/Forage)
3. Submit a Letter of Intent to FNS
4. Prepare storefront for online testing and complete any follow-up questions from FNS
5. Coordinate Good Food Bucks incentive method (credit vs. discounted items vs. discount codes) with City Green's Good Food Bucks team
6. FNS testing and validation
7. Storefront goes live!

This process from start to finish can take 3 months - 1 year

SNAP AND GOOD FOOD BUCKS ONLINE

Updated February 2025



<p>FARM-DIRECT ONLINE SNAP PLATFORMS</p> <p>PROCESSING SERVICE</p>	 <p>WORLDPAY/ FIS</p>	 <p>FORAGE</p>	 <p>FORAGE</p>
<p>INCENTIVE (GOOD FOOD BUCKS) MECHANISM</p>	<ul style="list-style-type: none"> • SET UP “SNAP ITEMS” AT DISCOUNTED PRICE 	<ul style="list-style-type: none"> • INCENTIVE CREDIT APPLIED TO ACCOUNT FOR FUTURE USE • DISCOUNT CODE 	<ul style="list-style-type: none"> • INCENTIVE CREDIT APPLIED TO ACCOUNT FOR FUTURE USE • DISCOUNT CODE
<p>FEATURES</p>	<ul style="list-style-type: none"> • INVENTORY MANAGEMENT • ROUTE/DELIVERY LOGISTIC MANAGEMENT • AUTOMATED REPORTING • MARKETLINK GRANT FUNDING AVAILABLE TO COVER FEES 	<ul style="list-style-type: none"> • INVENTORY MANAGEMENT • ROUTE/DELIVERY LOGISTIC MANAGEMENT • AUTOMATED INCENTIVES AND REPORTING 	<ul style="list-style-type: none"> • INVENTORY MANAGEMENT • ROUTE/DELIVERY LOGISTIC MANAGEMENT • AUTOMATED INCENTIVES AND REPORTING • SHOPIFY IS HIGHLY CUSTOMIZABLE
<p>COST AND FEES</p>	<ul style="list-style-type: none"> • FREE FOR FIRST YEAR THROUGH MARKETLINK GRANT; ESTIMATED \$300 ANNUALLY AFTER THAT 	<ul style="list-style-type: none"> • PLATFORM RANGES FROM \$150 - \$350/MONTH • FEES OF 2.9% PLUS \$0.30 PER SNAP TRANSACTION 	<ul style="list-style-type: none"> • PRICING PACKAGES FOR PLATFORM VARY • FEES OF 2.9% PLUS \$0.30 PER SNAP TRANSACTION
<p>LEARN MORE</p>	<p>marketlink.org/services/snap-online-grant/</p>	<p>home.localfoodmarketplace.com/ebtthroughlfm/</p>	<p>grocerist.com/food-hubs---csa-s</p>