

For Direct Marketing Farmers



Expand Your Customer Base by Accepting SNAP Bridge Cards

Expanding your customer base is important to any food or farm business that sells directly to consumers. One way to make your farm or business accessible to more customers is by accepting Supplemental Nutrition Assistance Program (SNAP) benefits distributed via the Michigan Bridge Card.

Accepting SNAP creates a win-win opportunity for your business and the health of your community. You can expand your customer base and increase revenue for your business while at the same time increasing access to fresh, nutritious, local food for residents of your community.

Take these next steps:

Learn More

Accepting SNAP as a Direct Marketing Farmer Webinar

*Thursday, February 23, 2017
10 a.m. - 11 a.m. EST*

Attend this webinar to learn how accepting SNAP benefits can help your farm business and the steps to getting started.

Participate from any device with speakers and a consistent internet connection.

www.mifma.org/snap

Get Started

Become Authorized to Accept SNAP: Application Assistance and On-Site Review

March 7 - 8, 2017

The first step to accepting SNAP benefits is to apply to the USDA Food and Nutrition (FNS) Service for authorization. Attend the Michigan Farmers Market Conference to receive one-on-one assistance with the application and to have your application reviewed on-site by FNS.

Register for the conference at www.mifma.org/conference and select this session to set up a meeting, or call 517-432-3381 to set up a meeting only.