No-Cost Wireless Equipment for Michigan Farmers Markets and Farm Stands

MICHIGAN FARMERS MARKET ASSOCIATION

> *"In 2020 alone, Mt. Pleasant Farmers' Market was able to process just over $14,000 in SNAP transactions. Not only does having the capability to manage transactions benefit shoppers, it helps our farmers, too!"*
>
> — Carol Moody, Market Manager, Mt. Pleasant Farmers Market

The Michigan Farmers Market Association, in partnership with the State of Michigan, is dedicated to increasing the number of farmers markets and direct-marketing farmers that are able to accept SNAP Bridge Card benefits. A key advantage of this partnership is the state's ability to provide **no-cost wireless equipment to process SNAP transactions.**

Benefits of accepting SNAP Bridge Cards at your farmers market or farm stand include:

Attracting new customers.

Each month, over 1 million Michigan residents receive more than $233 million in SNAP benefits. Accepting SNAP welcomes these potential customers to your market or farm stand![1]

Qualifying for Double Up Food Bucks.

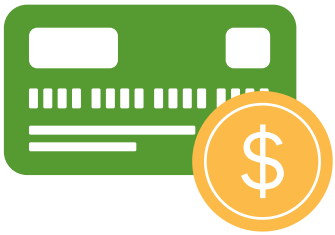
Markets and farm stands that accept SNAP are eligible to participate in Double Up Food Bucks, a program that allows shoppers to double their SNAP dollars. This means shoppers get twice as much fresh produce, and vendors make twice as many sales!

Increasing food access.

Help low-income families in your community get the food they need to feed their families by accepting different types of food assistance programs at your market.

Interested in accepting SNAP at your market or farm stand and receiving your own no-cost wireless equipment?

Let us help! MIFMA can support you every step of the way through the application process. For more information and to get started, contact us at FoodAccess@MIFMA.org with the subject line "No-Cost Wireless Equipment" or call 517-432-3381.



SNAP Bridge Card benefits refer to the Supplemental Nutrition Assistance Program and may also be called EBT or Food Stamps.

"Our market is beyond grateful for our wireless SNAP device. We process many SNAP transactions during our year-round season, and having such a reliable device supports our ability to offer SNAP without any issues."

— Rori Jean Trench, Market Manager,
Fulton Street Farmers Market

[1]Michigan Department of Health and Human Services (2020). Green Book Report of Key Program Statistics: DHS-Pu-67. Retrieved November 15, 2020 from https://www.michigan.gov/mdhhs/0,5885,7-339-73970_61179_10830---,00.html.

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