

MICHIGAN'S INVESTMENT IN HEALTHY FOOD ACCESS



In 2018, the State of Michigan invested \$500,000 to expand healthy food access through farmers markets.

The Michigan Department of Health and Human Services used the funding to purchase and maintain the equipment that farmers and markets need to accept Supplemental Nutrition Assistance Program benefits, also known as food stamps, through the Michigan Bridge Card. The Michigan Farmers Market Association (MIFMA) has supported the state's implementation of this funding by assisting with outreach, application support, and technical assistance for farmers and markets receiving this equipment.



USDA is an equal opportunity provider and employer.

57 

counties in Michigan use
state-funded devices

123 

devices are in use across
Michigan

It's projected that the state's original investment in this important program will be exhausted during the 2021 farmers market season. While the State has committed funding to cover the ongoing costs of operating the devices already in use, there is no funding designated to replace devices when they fail or become outdated (commonly every two to four years). There also aren't any dollars designated to provide additional devices to markets or farmers still in need.

Please join MIFMA in advocating for the State of Michigan to make another investment to continue connecting families to healthy food through Michigan farmers markets.

163 

farmers and markets have applied to receive equipment

49 

farmers and markets began accepting SNAP for the first time due to this funding

Many farmers markets that accept SNAP benefits also participate in Double Up Food Bucks, an incentive program which matches SNAP benefits spent at participating retailers with additional dollars to purchase more fruits and vegetables.

To participate in this program, markets must establish and maintain the ability to accept SNAP. Fair Food Network secures a combination of federal, state, and private funding for this program in Michigan, generating more than a \$1 million annually in farm revenue and creating access to nutritious fruits and vegetables for Michigan's most vulnerable families.

CREATING A BIG IMPACT IN MICHIGAN

\$650,000+

matched with

\$609,000+

spent in SNAP benefits through these devices with farmers and at markets

in Double Up Food Bucks funding

\$1.2 million

created in buying power for Michigan families

Data reflects funding impacts for 2018-2020.

Being able to accept SNAP Bridge Cards requires each farmers market or farmer to acquire and maintain their own payment processing device.

Farmers markets often rely on wireless equipment to process transactions in their market location and may lack reliable access to electricity and telephone lines.

These devices require an initial investment for the equipment (\$600-\$800 per device), continued monthly service and data fees, and they also incur transaction fees (ongoing fees average \$50/a month or more). These costs are a barrier to most farmers and markets and, without the technology, prevent them from accepting SNAP Bridge Cards.