



What's SNAP got to do with it? Customer Base Expansion with Nutrition Programs



Speakers:

Jemall Pittman Section Chief for Retailer Operations, Food & Nutrient Services (FNS)
jemall.pittman@usda.gov

Tarissa Johnson Team Lead for Retailer Operations, FNS, tarissa.johnson@usda.gov

David Webber Farmers' Market Coordinator, MDAR, david.webber@mass.gov

Rebecca Davidson Farmers' Market Nutrition Program/Environmental Justice Lead, MDAR, rebecca.davidson@mass.gov

Food & Nutrition Programs

Supplemental Nutrition Assistance Program (SNAP)

Provides nutrition benefits to supplement the monthly food budget of families in need

Healthy Incentives Program (HIP)

State-wide SNAP matching program

- All SNAP households in MA are automatically enrolled in HIP
- Provides SNAP clients with an instant rebate on their EBT card when buying eligible produce

Farmers Market Nutrition Program

Gives seniors and families coupons to buy fresh fruit and vegetables at farmers' markets

- SNAP participants get a \$1 to \$1 match on fruit and vegetable purchases year-round

Supporting Farmers to Reach New Customer Bases

Apply to become a SNAP retailer at farmers' markets:

1. Go to the [FNS SNAP website](#)
2. Select "I am a...**Retailer**"
3. First, ensure you have an account with the USDA. Then complete the online application

Once you're enrolled as a SNAP retailer, you may also apply to become a HIP retailer. Your business will also then be contacted to receive EBT equipment for your retail outlet.

Farmers Market Nutrition Program

New farmers:

- Must be certified by MDAR to accept coupons, and can only accept coupons at certified markets
- Complete the training for certification

Returning farmers:

- Read the guidelines and submit a new agreement form

Only locally-grown produce sold by authorized farmers and supply farmers is eligible.

Find more information on farm grants and loans in the [resource library](#).

This project is based upon work supported by USDA/NIFA under Award Number 2021-70027-34693.



Thanks to our partners!

National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE



NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION