

FARM STAND MATCH: PROGRAM BASICS

The Northeast Organic Farming Association of Vermont (NOFA-VT) has a double value incentive program at direct markets, which provides FREE matching funds to Supplemental Nutrition Assistance Program (SNAP)—called 3SquaresVT (3SVT) in Vermont—customers when they spend their benefits at participating outlets. The 3SquaresVT Farm Stand Match Program is funded by a USDA Food Insecurity Nutrition Incentive (FINI) Program grant received in collaboration with four other New England states and is administered by Farm Fresh Rhode Island.

How does it work?

1. When a farm stand customer uses their SNAP/EBT card at the stand, they will receive a 50% discount on eligible products (fruits, vegetables, herbs, and edible plant starts/seeds).
2. For each SNAP/EBT transaction, the farm will record the date, whether the customer is new, the transaction total (i.e., all items they purchase), the produce total cost, the produce cost after the 50% discount, and the total 3SquaresVT/SNAP charged.
 - a. Customers who receive EBT as a direct deposit into their bank account are eligible for the match.
 - b. Out of state customers that spend SNAP benefits on an EBT card are eligible to receive matching funds.
3. Each month, the farm will send NOFA-VT these transaction logs. The farm will be reimbursed by NOFA-VT for the matching funds applied to each eligible transaction, within 30 days of receiving the transaction logs.
4. The farm will not issue more than \$2,000 worth of matching funds between May 1, 2022 and the end of the farm stand season without prior approval from NOFA-VT.

How does my farm participate?

1. Your farm must be authorized to accept 3SquaresVT/SNAP benefits by USDA Food and Nutrition Service (FNS), and staff your farm stand during the hours it is open. If your farm is not yet SNAP authorized, contact johanna@nofavt.org for assistance.
2. Send the following materials to johanna@nofavt.org:
 - a. Read, sign, and return the Farm Stand Outlet Agreement.
 - b. Return a [W9 form](#).
 - c. Fill out [NOFA-VT's online Farm Stand Directory](#) with the dates and times the farm stand will be open during the season.
3. Once you are confirmed to participate in the program, NOFA-VT will schedule a pre-season training session in April or May to go over program details.
4. Download the Transaction Logs provided by NOFA-VT to track SNAP/EBT transactions and matches, and submit these to NOFA-VT monthly for reimbursement.
5. At the end of the season, send the following to johanna@nofavt.org:
 - a. One story or testimonial of the program from an employee, customer, or other stakeholder.
 - b. Complete a Farm Stand survey (provided by NOFA-VT).
 - c. Sign and return a *Farm Stand Match* document (provided by NOFA-VT in November).

What's the timeline of this program?

- **By April 15th:** Complete and submit the paperwork described in Step 2 above
- **Late April:** Attend a pre-season training with NOFA-VT
- **May 1st, or first day of your farm stand:** Program begins
- **Monthly, until your farm stand closes for the season:** Send NOFA-VT your transaction logs for reimbursement
- **November 30th:** Submit end-of-year reporting requirements

Contact: Johanna Doren

Email: johanna@nofavt.org

Phone: 802-434-7162