

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 the USDA Gus Schumacher Nutrition Incentive Program (GusNIP) 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 a participating farm 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 following in a transaction log: 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, but it **must** be tracked as EBT Cash/direct deposit on the transaction log.
 - 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, 2026 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. Fill out, initial, and return an MOU with our grant partners, Farm Fresh Rhode Island.
 - c. Return a [W9 form](#).
3. Once you are confirmed to participate in the program, NOFA-VT will schedule a pre-season training session to go over program details. Only after the training will you be allowed to begin offering the discount.
4. Fill in 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. Sign and return a *Farm Stand Match* document (provided by NOFA-VT in November, or at the end of your season), showing the number of hours spent administering the program at your stand.

What's the timeline of this program?

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

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