



Application Information: Farmers Market SNAP Support Project



In October 2015, Mass Farmers Markets (MFM) was awarded \$240,000 for contractual agreements with farmers markets across the state of Massachusetts. Funds were provided by the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) through the Farmers Market SNAP Support Grant (FMSSG (OMB CONTROL NO.: 0584-0512)). The goals of the FMSSG program are to increase access and participation for SNAP shoppers at farmers markets, and to support the establishment, expansion, and promotion of SNAP/Electronic Benefits Transfer (EBT) sales at farmers markets.

The USDA defines a farmers market as a multi-stall market at which farmer-producers sell agricultural products directly to the general public at a central or fixed location, particularly fresh fruit and vegetables (but also meat products, dairy products, and/or grains).

The FMSSG funding is intended to increase the number of farmers markets accepting SNAP sales, increase access to local agricultural products for SNAP shoppers, develop strategies to operate SNAP/EBT programs in the future, and to help managers integrate Massachusetts's Food Insecurity Nutrition Incentive (FINI) grant program (i.e., Healthy Incentives Program (HIP)) into the market.

MFM will provide support for SNAP operations at farmers markets by awarding contracts to market managers across Massachusetts in two cycles. This allows MFM to better coordinate with the state's FINI/HIP grant. Cycle #1 is for markets not currently operating a SNAP program and Cycle #2 is for markets currently operating a SNAP program.

FMSSG Cycle #1: \$88,000 is set aside for farmers markets not currently offering SNAP/EBT services. Cycle #1 funds will be utilized by farmers market managers in conjunction with, and supported by, FINI-HIP implementation activities. Funds must be used by September 2018.

FMSSG Cycle #2: \$152,000 will be made available in Fall 2016 to farmers markets currently offering SNAP/EBT services, as well as farmers markets intending to offer SNAP/EBT services in 2017 or 2018. The timeframe for use of the Cycle #2 funds is November 2016 through September 2018.

Eligible Funding Uses: FMSSG funds may be used to offset the costs of operating SNAP programs in three areas:

- a) **Labor Costs:** hire a SNAP Coordinator, or compensate existing staff, for time spent on SNAP activities including: operating EBT equipment at market, training vendors and staff, completing SNAP accounting and reporting tasks, etc.
- b) **Equipment/Supplies** (other than POS devices): purchasing necessary scrip, wifi hotspots, accounting and/or database software, receipt books, etc.
- c) **Outreach Activities:** paid time for staff to create and distribute outreach and educational materials to SNAP participants, attend meetings and webinars, speaking engagements, tabling at events, hosting events, etc.

Uses that are **NOT** eligible include:

- General overhead costs of running a farmers market
- Equipment and supplies not used exclusively for SNAP program operations
- Activities not directly related to operating a SNAP program at farmers markets
- Activities benefiting only one agricultural producer or individual
- Activities that depend upon a critical component not in place at the time of application submission



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- Duplicate activities funded by another organization or federal grant program
- Food-related incentives including bonuses, coupons, and vouchers

Content of Application

Basic Information

See *2_Application_SNAP Support Project*

- a) Market name and address
- b) Market day(s) and operating hours
- c) Primary contact person's information and if applicable, the managing organization
- d) Description of farmers market: the number and types of vendors, number of SNAP eligible vendors, estimated customer attendance per day, and zip codes served by the market
- e) Your FNS number. See www.fns.usda.gov/snap/store-farmers-market-application to apply for FNS authorization number. Markets are required to have an FNS number prior to receiving contract funds.
- f) Your DUNS number (required prior to submission) <http://fedgov.dnb.com/webform>

Project Description

See *2_Application_SNAP Support Project*

- a) Background Statement/Brief History of Market
- b) Project Summary
- c) Workplan with dates/timeline of how you will use contract funds.
In the workplan also detail:
 - 1) How you will track and analyze SNAP sales;
 - 2) How you will track contract spending;
 - 3) Additional resources that will be used to conduct activities; and
 - 4) Your future plan once contract funds are expended.
- d) Key Personnel Biographies

Budget Information

See *3_Budget_SNAP Support Project*

Accurate reporting of the funds that will be used to offset the costs of operating SNAP activities is required. All proposed budget items must correspond with your workplan. Each item must be justifiable and reasonable given the scope of your proposed project. Include a brief explanation for each line item in the Budget Narrative section.

Electronic Application Submission

The completed application should be emailed to Jeff Cole at jeff@massfarmersmarkets.org.

The attachments can be downloaded as a PDF document (except *3_Budget_SNAP Support Project* which is an Excel document). Whether you're using a Mac or a PC, save the form to your Desktop (or Documents folder), then 'Choose' your Adobe document reader to open it, otherwise it will use the default document viewer which will not open the forms. Firefox, Internet Explorer, or Safari are the best browsers to use. If you need to use Chrome, you need to turn on the Chrome PDF viewer by going to <chrome://plugins> and under 'Chrome PDF Viewer,' click 'Always allowed to run.' Chrome will now open PDFs automatically when you click on them.



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If you have difficulty accessing any document, please contact MFM as soon as possible.

Applications are accepted on a rolling basis and contract awards are contingent upon the availability of funding. The average award is approximately \$2300.00 per calendar year. The contract's end date is no later than August 31, 2018.

Evaluation Criteria

Responses will be evaluated using the following criteria:

- a) Extent to which your project meets the FMSSG objectives;
- b) Demonstration that your project will be successfully completed within the given timeframe;
- c) Workplan contains attainable goals and project activities are well planned;
- d) Quality of budget and project description.

Administrative Requirements

Required Information

All applicants must obtain a Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) in order to receive funding. Please visit the following website for more information <http://fedgov.dnb.com/webform>.

There is no fee although it may take several days to complete this step.

In addition, all applicants must obtain a FNS number in order to receive funding. To apply for your FNS authorization number, go to <http://www.fns.usda.gov/snap/store-farmers-market-application> .

Progress Reporting

The Standard Terms and Conditions of the FMSSG grant require MFM to submit quarterly progress reports to USDA Food and Nutrition Service. If your organization is awarded funding, you must submit information to MFM no later than 5 days after the end of each calendar quarter. For specific reporting requirements, please see page 5 of this document. The reporting requirements and reporting schedule will also be provided in your award letter. Note that if these reporting requirements change during the award period, you will be notified immediately and required to adhere to the new reporting requirements.

Food Nutrition Service Standard Terms and Conditions

Sub-awardees must abide by the Terms and Conditions of the awarded funds for Mass Farmers Markets. These Terms and Conditions will remain in full force and in effect throughout the agreement period. For more information, see *4_ Standard Terms and Conditions*. Please note that the document has been partially modified, it does not include the federal reporting requirements that pertain only to MFM.

updated 1/17/17



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Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

*(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;*

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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QUARTERLY PROGRESS REPORTS

Farmers Market SNAP Support Grant (FMSSG) recipients (and sub-recipients) are required to submit Quarterly Progress Reports to monitor all contract activities. Sub-recipients will collect the information below, which includes a brief narrative section, and send to Mass Farmers Markets **no longer than 5 days after the end of each calendar quarter**. If awarded funding, or if requested in advance, Mass Farmers Markets will send an additional Excel document intended to help applicants more easily collect data which includes the Daily Accounting Log, the Reporting template, the Reporting schedule and a sample Daily Transaction Log.

Quarterly Progress Report Narrative

Written summary includes the following information:

- A description of project progress, tasks completed and goals achieved
- Findings or activities which may require changes in schedule, accomplishments, or costs
- List key activities planned for the next report period
- Public Accessibility & Outreach
 - Description of SNAP-related events you attended and/or hosted
 - Description of SNAP outreach marketing materials distributed
- Training
 - Number of market staff, volunteers, farmers and vendors trained
 - Description of training received

Quarterly Progress Report Data

- # of SNAP Transactions
- Amount of SNAP Redeemed
- # of Farmers able to accept SNAP
- # of Educational Events Hosted
- # of Event Participants
- # of SNAP Outreach Materials Distributed

In addition to the above information, Mass Farmers Markets requires awardees send the following SNAP data:

- Daily # of SNAP shoppers
- Daily # of SNAP transactions
- Amount of SNAP benefits distributed
- Amount of SNAP benefits redeemed
- # of farmers and vendors able to accept SNAP benefits
- # of farmers and vendors redeeming SNAP benefits

The Recipient must report any problems, delays, or adverse conditions that impair your ability to meet the contract terms and conditions. The notification must include information on action taken or contemplated in response to the problem. Note that if USDA reporting requirements change during the contract period, you will be required to adhere to the new reporting requirements. We will notify you if additional information is needed.



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ESTIMATED COSTS

This list is only a guideline for applicants. Project budgets may include additional items not listed below, fewer items, or items at a lower or higher cost. ***Please do your research, use your best judgement and be specific in your budget proposal and budget narrative (3_Budget_SNAP Support Project).*** Detailed instructions are outlined in that document as well.

LABOR COSTS:

It is assumed most markets in Massachusetts operate 4 hours a day, once a week for 20 to 25 weeks. The average effective wage for market labor (i.e. hiring a SNAP Coordinator) is \$12-\$16 per hour. This does not include payroll taxes and other fees.

Other estimated costs from markets currently operating SNAP programs:

- Point of Purchase Customer Service at market- 4-5 hours/week
- Staff time for payments, reporting & tracking- about 2 hours/week
- Staff time for SNAP outreach i.e. writing emails, attending events and trainings, posting flyers, hosting events, etc.- 1-3 hours/week

EQUIPMENT/SUPPLIES:

- Tokens: ~\$150 – \$300 (from \$0.13 to \$0.30 ea.)

www.brander.com

www.wooden-nickel.com

[Kardwell International](http://www.kardwell.com)

MFM has found that markets offering SNAP sales average 160 to 306 tokens per market; utilizing both \$1 and \$5 denominations.

- Manual vouchers: Free
<https://www.goebt.com/product-category/vouchers/?v=7516fd43adaa>
- Accounting software:
 - o Microsoft Excel or equivalent open source software (www.openoffice.org) is sufficient for SNAP accounting.
 - o Quicken Home & Business can be purchased on line from a variety of sources. Prices range from \$29.99 to \$57.99.
- Other supplies: paper, checks, batteries, receipt books, computer equipment and market supplies used exclusively for SNAP operations, printing costs (note: DTA will provide materials when the FINI-HIP program rolls out in 2017), etc. - \$200 annually

OTHER INFORMATION:

- Obtain a SNAP FNS number: Free
- SNAP POS Terminal: Free
For more information on the Farmers Market Coalition's Free SNAP EBT Equipment Program, go to:
www.farmersmarketcoalition.org/programs/freesnapebt/
- Transaction costs may be eligible expenses, in which case you should anticipate about \$0.10 – \$0.15 per EBT card swipe