

# A brief review of existing reports and resources on effective technology option for processing EBT at farmers markets

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Title	Organization	Date	Notes	Link or Contact information
Healthy Food Incentives Cluster Evaluation	Fair Food Network, Roots of Change, Wholesome Wave, & Marketumbrella	January 2013	Provides an overview of four different regional and national programs offering financial incentives for the use of nutrition assistance benefits at a total of 526 farmers markets in 2012. Includes survey results from vendors and SNAP customers, but does not discuss actual implementation of technology.	Oran Hesterman 734-213-3999 <a href="mailto:ohesterman@fairfoodnetwork.org">ohesterman@fairfoodnetwork.org</a> Fair Food Network <a href="http://www.healthyfoodincentives.org">www.healthyfoodincentives.org</a>
Farmers Market Access Project (Washington State)	King County Department of Natural Resources & Parks; Washington State Farmers Market Association	December 2012	Thorough report describing a statewide partnership to increase SNAP and nutrition program access at farmers markets, including a section on appropriate technology options as well as seven recommendations for statewide action. Includes an evaluation of existing WIC Cash Value Benefit use in farmers markets. Comprehensive appendix of survey results and other resources.	Karen Kinney 206-706-5198 <a href="mailto:info@wafarmersmarkets.com">info@wafarmersmarkets.com</a> Washington State Farmers Market Assn. <a href="http://www.kingcounty.gov/environment/waterland/agriculture/market-managers/FMAP.aspx">www.kingcounty.gov/environment/waterland/agriculture/market-managers/FMAP.aspx</a>
Texas WIC EBT Pilot Project Summary	Texas Department of State Health Services	December 2012	Presented on a Farmers Market EBT Working Group Conference Call, this summary provides an overview of a pilot of two mobile EBT solutions piloted with 6 farmers market organizations at 20 sites in 2012.	John Hannemann 512-341-4566 <a href="mailto:John.hannemann@dshs.state.tx.us">John.hannemann@dshs.state.tx.us</a> Texas Department of State Health Services <a href="http://bit.ly/TX_EBT_Pilot_Summary_Dec2012">http://bit.ly/TX_EBT_Pilot_Summary_Dec2012</a>
2012 Farmers Market Program Survey Results	National Association of Farmers Market Nutrition Programs (NAFMNP)	October 2012	Includes state participation, redemption, benefit levels, and other information about WIC and Senior FMNPs as well as the WIC Cash Value Benefit for Fruits and Vegetables. 91% of 23 responding agencies expressed interest in pursuing ways to allow farmers to use WIC EBT.	Andy Barbusca 916-928-8732 <a href="mailto:Andrew.Barbusca@cdph.ca.gov">Andrew.Barbusca@cdph.ca.gov</a> NAFMNP <a href="http://www.nafmnp.org/wp-content/uploads/2012/12/2012-NAFMNP-SurveyResults1.pdf">www.nafmnp.org/wp-content/uploads/2012/12/2012-NAFMNP-SurveyResults1.pdf</a>
Massachusetts Pilot of Centralized EBT System with Customer and Vendor Tracking	Federation of Massachusetts Farmers Markets	2011-2012 (report pending)	This project created and successfully tested an electronic POS (very simple electronic cash register) system that utilizes a central market terminal for SNAP, credit, and debit card processing and tracks the customer fund balances while crediting vendors for their sales.	Jeff Cole 781-893-8222 <a href="mailto:Jeff@massfarmersmarkets.org">Jeff@massfarmersmarkets.org</a> Mass Farmers Markets <a href="http://www.massfarmersmarkets.org">www.massfarmersmarkets.org</a>



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A Survey of Farmers Market SNAP Incentive Programs: Lessons, Challenges and Trends	Farmers Market Coalition (for The Food Trust)	March 2012	While this report largely focuses on incentive programs, it also includes a section on the future of wireless card service in farmers markets, with some recommendations for change as WIC transitions to EBT by 2020.	Suzanne Briggs 503-288-0824 <a href="mailto:sbriggs@att.net">sbriggs@att.net</a> <a href="http://bit.ly/Incentive-Survey_March-2012">http://bit.ly/Incentive-Survey_March-2012</a>
Technical and Cost Feasibility of EBT Equipage in Farmers' Markets and Mobile Food Retailers: A Case Study of Wireless EBT Technologies	USDA Food and Nutrition Service	February 2012	This report inventories wireless technology approaches to portable on-line authorization and reports on their technical and cost feasibility, advantages/disadvantages and potential impacts.	No author <a href="http://www.fns.usda.gov/ora/MENU/Published/snap/FILES/ProgramOperations/EBTFMK01.HTM">www.fns.usda.gov/ora/MENU/Published/snap/FILES/ProgramOperations/EBTFMK01.HTM</a>
Nutrition Assistance in Farmers Markets: Understanding Current Operations-Formative Research Findings	USDA Food and Nutrition Service	January 2012	These are key findings and detailed market profiles from in-depth analysis of nine farmers markets, as well as data about the built environment potentially influencing SNAP shopper purchasing decisions in those communities.	Kelly Kinneson 703-305-2124 <a href="mailto:Kelly.Kinneson@fns.usda.gov">Kelly.Kinneson@fns.usda.gov</a> USDA Food & Nutrition Service <a href="http://www.fns.usda.gov/ora/MENU/Published/snap/FILES/ProgramOperations/FarmersMarkets.pdf">www.fns.usda.gov/ora/MENU/Published/snap/FILES/ProgramOperations/FarmersMarkets.pdf</a>
Iowa Wireless Farmers Market Project (Year 7 Summary)	Iowa Department of Human Services	January 2012	Includes results from 116 producers participating in the 2011 Iowa EBT project, as well as 118 EBT customers. The report gives sales and transaction data for each year since 2005, when the program began. EBT sales accounted for 7.67% of total electronic transactions in 2011. Iowa did not use its 2012 allocation of FNS' SNAP EBT funds because agency rules prevented the state from using the funding to equip individual farmers with devices.	Tracy Penick 515-281-4935 <a href="mailto:tpenick@dhs.state.ia.us">tpenick@dhs.state.ia.us</a> Adult, Children & Family Services Iowa Department of Human Services <a href="http://bit.ly/XY34tD">http://bit.ly/XY34tD</a> 2012 data available in January 2013 newsletter <a href="http://www.dhs.state.ia.us/uploads/1.13_EBT_Nwsltr.pdf">www.dhs.state.ia.us/uploads/1.13_EBT_Nwsltr.pdf</a>
Montana EBT Third Party Processor Spreadsheet	National Center for Appropriate Technology	October 2011	The Montana Farmers Market Electronic Benefits Transfer Manual includes a spreadsheet of the fees and restrictions associated with local and national vendors and machines.	<a href="http://www.ncat.org/special/market_managers.php">http://www.ncat.org/special/market_managers.php</a>
SNAP at Farmers Markets: Four Case Studies from Connecticut	CitySeed and buyCTgrown	June 2010	Reports on the challenges of offering SNAP through EBT in four sites in CT (particularly in New Haven). Outlines issues with specific third party processors, and Appendix A includes a table comparing four terminals and service providers.	Nicole Berube 203-773-3736 <a href="mailto:nicole@cityseed.org">nicole@cityseed.org</a> CitySeed (New Haven, CT) <a href="http://buyctgrown.com/market#ebt">http://buyctgrown.com/market#ebt</a>



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SNAP/EBT at Your Farmers Market: Seven Steps to Success	Project for Public Spaces and Wholesome Wave	2010	Various options (with pros and cons) for setting up a SNAP redemption system are outlined beginning on page 33. Three case studies are provided.	Nora Owens and Kelly Verel (212) 620-5660, ext 331 <a href="mailto:kverel@pps.org">kverel@pps.org</a> Project for Public Spaces <a href="http://www.pps.org/pdf/SNAP_EBT_Book.pdf">www.pps.org/pdf/SNAP_EBT_Book.pdf</a>
Nutrition Incentives at Farmers Markets: Bringing Fresh, Healthy, Local Foods Within Reach	Rachel Winch	October 2008	Based on visits and interviews, this report profiles pioneering pilot programs that match and expand Nutrition Assistance Program dollars spent at farmers markets. Though somewhat outdated, it does recommend analysis of appropriate POS technology.	Farmers Market Coalition Resource Library <a href="http://bit.ly/ZXXnBv">http://bit.ly/ZXXnBv</a>
Oregon Farmers Market Association SNAP Merchant Services & Providers Webpage	Oregon Farmers Market Association	2008	Though the fees are based on 2008 research, this web page offers two tables are provided that compare service provider fees for wireless SNAP-only devices and wireless debit and SNAP devices.	Suzanne Briggs 503-288-0824 <a href="mailto:sbriggs@att.net">sbriggs@att.net</a> <a href="http://www.oregonfarmersmarkets.org/EBT/system_provider.html">www.oregonfarmersmarkets.org/EBT/system_provider.html</a>

As of this writing Novo Dia Group reports that it has deployed Mobile Market applications to Florida and South Carolina (using JP Morgan as the processor) as well as Michigan, Massachusetts, Alabama, and Louisiana (using Xerox as the processor), with additional interested markets in Georgia, Connecticut, California, and New York.



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