Double Up Food Bucks
Farm Stand Application 2016

Program Description

Fair Food Network (FFN) is founded on the belief that vibrant local food systems can create health and economic opportunity for all. A national nonprofit, we work with a diverse network of partners and pioneer solutions that support farmers, strengthen local economies, and increase access to healthy food—especially in our most underserved communities.

FFN’s Double Up Food Bucks program makes it easier for low-income shoppers to eat more fresh fruits and vegetables while supporting family farmers and growing local economies. Since 2009, Double Up has expanded from five farmers’ markets in Detroit to more than 140 direct market sites and 22 retail grocery locations. Low-income families have bought more than 4 million pounds of healthy food with SNAP and Double Up since 2009, contributing over $7 million to Michigan’s economy in combined sales. Today, nearly 90 percent of Michigan consumers live in one of the 47 counties where the program operates.

Who Should Apply

FFN is inviting applications from Michigan fruit and vegetable farmers who are enthusiastic about the Double Up Food Bucks program and interested in partnering directly with FFN to expand in this new arena. This application is for farm businesses or organizations that operate farm stands, food share programs, or CSA farms, whom do not reimburse individual vendors for food assistance sales.

To apply, please complete the online application by Fri. March 18th: https://fairfood.co1.qualtrics.com/jfe/form/SV_7OPC7rWKIADESwF. Successful participation will require farmers to be flexible and innovative. Farmers who are only interested in selling produce at participating farmers markets where they are reimbursed for SNAP and Double Up Food Bucks sales by the market management do not need to apply to FFN.

Farmers markets, where locally grown fruits and vegetables are direct marketed to customers and where site administrators reimburse individual vendors for food assistance sales, are also encouraged to apply through a separate application: http://msucarrs.az1.qualtrics.com/SE/?SID=SV_4NrXT7Lq5DG5CF7.

Program Expectations

To qualify to participate in this expanded Double Up Food Bucks pilot, FFN expects that farms:

- Have experience accepting SNAP benefits (minimum one season of experience is preferred)
- Have a point of sale device in their possession by April 30, 2016
- Demonstrate enthusiasm and willingness to be flexible and innovative throughout the pilot
- Have a designated person responsible for program implementation and email correspondence with FFN
- Attend required webinar trainings in spring 2016 (dates TBD)
- Disburse and redeem Double Up Food Bucks incentives to SNAP customers from 6/1 - 10/31
- Widely promote the program at their outlet/s and in the local community
- Complete all reporting requirements, including short monthly online SNAP and Double Up sales reports
- Provide FFN with third party verification of SNAP sales during the program season (e.g. copies of batch reports or monthly statements)
- Participate in all evaluation methods, including allowing customers to be surveyed and FFN site visit/s
- Have adequate staff capacity to operate the program and cover any associated administrative costs
Priority will be given to farms who:

- Have had significant SNAP sales in previous years or demonstrated commitment to selling product to low-income consumers
- Exclusively sell Michigan-grown fruits and vegetables
- Operate in communities that are not currently being served by the Double Up Food Bucks program
- Sell produce to low-income consumers who live in rural communities or have significant barriers to accessing fresh fruits and vegetables
- Offer the opportunity for FFN to pilot electronic (non-token) implementation of the program, especially those using the Mobile Market app to process SNAP transactions
- Have a unique business model which allows for program experimentation in FFN areas of interest
- Have business models and core values which align with FFN mission and values

If selected, FFN will provide:

- Monthly reimbursement funds for Double Up Food Bucks incentives redeemed by customers in exchange for eligible produce (Michigan-grown fruits and vegetables)
- Training and all necessary materials for implementation (e.g. Double Up silver tokens, flyers and posters advertising the program for distribution on your community, and signs)
- Templates and tools for required record-keeping and program reporting
- Online access to an operations manual and technical assistance throughout the season

If your farm does not yet accept SNAP (EBT) benefits

To be eligible to participate in the Double Up Food Bucks program, your farm must be authorized and equipped to accept SNAP (EBT) benefits.

In partnership with the United State Department of Agriculture (USDA) Food and Nutrition Service (FNS), the Michigan Farmers Market Association is offering SNAP training and on-site sign-up at their annual conference in Lansing on **Wednesday, March 9 from 3:30 to 5:30 p.m.** This is an incredible opportunity for your farm to accept EBT and become eligible for the Double Up Food Bucks program. Learn more at [http://mifma.org/2016/02/michigan-farmers-market-conference-to-offer-snap-sign-up/](http://mifma.org/2016/02/michigan-farmers-market-conference-to-offer-snap-sign-up/)

Additionally, on **Monday, April 25 from 7 - 9 p.m.** Michigan State University Extension is offering a session on how to accept food assistance benefits to increase your sales as part of a Beginning Farmer Webinar Series. More information or registration link: [http://events.anr.msu.edu/event.cfm?folder=BegFrmrWeb2016](http://events.anr.msu.edu/event.cfm?folder=BegFrmrWeb2016). There is a cost of $10 for each session. Accommodations can be made to make the sessions more accessible – this include financial assistance.

**2016 Application**

The questions follow are included in the online application. Please review in advance of beginning the application. Contact Fair Food Network with any questions at info@doubleupfoodbucks.org or by calling 734-213-3999.

**Farm & Business Information**

Farm and business name:

Name, phone, and email of primary contact:
In what ways does your farm sell produce directly to consumers? (check all that apply)

- Farm stand (on-farm) - How do consumers purchase produce on your farm?
- Farm stand (off-farm) - Describe where your farm stand is located
- Community support agriculture farm - Please describe your CSA model.
- Food share program - Please describe your food share program
- Farmers market/s - List the farmers market/s you plan to sell at in 2016
- Other ____________________

Public phone number (if different than above):

List days and hours of operation for each non-farmers market sales outlet: April – July 2016; Aug – Nov 2016; Dec 2016 - Mar 2017

What is the complete mailing address of the farm?

What county is your farm located in?

What is your business address?

What year was your farm first in production?

What year did your farm first start selling direct-to-consumer?

What is the tax status of the business or organization that is (or will be) fiscally responsible for accepting SNAP (EBT) benefits?

- 501c3 nonprofit organization
- Downtown Development Authority, Chamber of Commerce, or Community Development Corp - NOT designated 501(c)3
- City / Township / Municipal government or government department
- State of Michigan not-for-profit
- LLC or other for-profit entity
- Other (explain) ____________________

What is the EIN for the business or organization that is (or will be) fiscally responsible for accepting SNAP (EBT) benefits?

If applicable, what is your estimated average weekly customer attendance at your farm stand/s. Please briefly describe how you estimate.

If applicable, how many people are reached by your CSA or food share program? Please describe.

Do you sell any fruits or vegetables that have not been grown in Michigan?

- If yes, how do you verify the point-of-origin for produce? Please describe.
- If yes, can consumers identify Michigan and non-Michigan produce? Please describe.

SNAP Acceptance

What month and year did your farm become authorized to accept SNAP (EBT)?

Please describe challenges and benefits you have experienced since beginning to accept SNAP (EBT) benefits. If you have not yet begun, what do you anticipate?
Provide the farm’s total SNAP (EBT) Bridge Card sales ($) in 2015?

What is your USDA FNS Permit Number for SNAP Authorization? This is a seven-digit number (usually starting with zero) which your market was assigned by the USDA Food and Nutrition Service (FNS) when you became authorized to accept SNAP benefits.

Please describe the specific type of point-of-sale device does your market use to accept SNAP (EBT) benefits?

Is your SNAP (EBT) point-of-sale device wireless or hard-wired?

If applicable, what company provides your Third Party Processing service?

Do you currently use the Mobile Market Plus app to accept SNAP (EBT) benefits?

If your farm is not currently authorized and equipped to accept SNAP (EBT) benefits, please describe the steps you will take, or have taken to be equipped by April 30, 2016?

What other food assistance programs does your farm participate? (check all that apply) Please provide the year the farm first started participating in each as applicable.

- WIC Project FRESH ______________
- Market FRESH (for seniors) ______________
- Hoophouses for Health ______________
- Other (explain) ______________
- None

General

Tell us what interests and excites you most about the possibility of implementing the Double Up Food Bucks program at your farm. What opportunities and challenges do you anticipate?

Do you sell produce to low-income consumers who have substantial barriers to accessing to fresh fruits and vegetables? If YES, please describe.

Do you plan to offer educational programming targeted at low-income consumers in the 2016 season, either independently or in partnership with other organizations? If yes, please briefly describe.

What questions do you have about the program or application process?