

MarketLink

New Technology for Electronic
Acceptance of Federal Nutrition
Benefits

NAFMNP Presentation



National Association of Farmers Market Nutrition Programs (NAFMNP)

NAFMNP, a 501(c)3 nonprofit, was established in 1992 concurrent with the FMNPs to cultivate access points for consumers to buy fresh produce from local growers.


MarketLink, an NAFMNP program, supports a long-term vision of sustainability for farmers and markets through a broader customer base, increased sales, and profitability.





MarketLink Summary

- \$71M+ in SNAP redemptions and \$62M+ redeemed in credit/debit by FMs/DMFs through the platform
- Since start of 2019 grant:
 - Assist FMs/DMFs in becoming SNAP authorized
 - Issued 1,500 sets of equipment
 - \$42.7M in SNAP redemptions *(average monthly increase of 119% over prev year)*
 - Technical assistance provided to thousands of FMs/DMFs



Technology for Federal Benefits Programs

WIC, Seniors FMNP, WIC-FMNP

- Funding included in the grant to enhance TPG app to accept other federal benefit programs beyond SNAP
- eWIC available in some states *now*
 - More States need to provide farmers with means to be authorized to accept eWIC
 - More technical development is in process to connect all processors and be able to accept eWIC nationwide
- Developing solutions for electronic incentive programs
- Piloting eFMNP in coordination with States

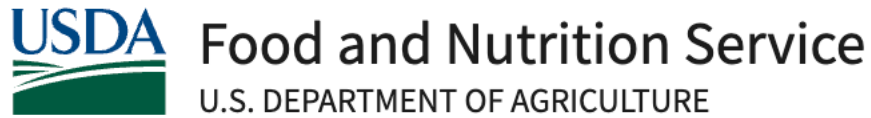
Technology Development

- ALL tender types included in the app (eWIC, eFMNP, loyalty, incentives)
- Development of eFMNP in conjunction with State Agencies
- MyMarketLink app
- TotalPay Incentive Management System (TIMS)
- **Online SNAP**





ONLINE SNAP



- Grant awarded to NAFMNP in 2021
- Working with 3 eCommerce providers
- New and innovative for USDA FNS
- Working out requirements as well as new path for approvals



Farmer Enrollment



Process:

- Must be SNAP authorized (can happen now)
- Then second Online SNAP authorization
- Selection of eCommerce provider
- eCommerce & processing account setup

Sign Up Days

NAFMNP Team can sign up farmers at local events and assist directly when available

Preparing for Online SNAP & Staying Informed

- Become SNAP authorized:
 - www.marketlink.org
- Let us know your interest:
 - <https://iurx0ojit93.typeform.com/MLOnlineSNAP>
- Research eCommerce platforms:
 - Farm Generations Coop ([GrownBy app](#))
 - [Fellow Farmer](#)
 - [Local Food Marketplace](#)
- Follow us on social media:
 - Facebook: [@mymarketlink](#)
 - Instagram: [@mymarketlink](#)



Questions?

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