How to Add EBT Access to your Farm-Direct Site

Farmers’ Market Access & Equity Program
Ecology Center | Berkeley, CA

December 3, 2020 | 2pm - 3pm
Webinar Protocols

- Everyone is muted
- Use Chat for questions
- Q&A after each section and at the end
- Webinar is being recorded and recording will be sent out
Agenda

- About Us
- About CalFresh EBT
- FNS Application & POS Devices
- Marketing & Education
- Guest Presenter: International Rescue Committee - New Roots Farmstand (Sacramento)
- Ecology Center’s Resources
- Q&A
Write your name, organization/farm, and farm-direct site type you’re adding EBT to in the chat box.
MISSION: to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond

Founded in 1969 - Addressing Zero Waste, Sustainable Living, Food & Farming, & Climate Action
Committed to providing access to healthy food throughout California through our EBT Program, Market Match, and Farmers’ Market Finder.

Program Manager
Jenna Fahle

Program Coordinators
Lucy Asako Boltz
Heidi Kleiner
Jacqui VanLiew

FMFinder.org
About EBT

**What**

SNAP = Supplemental Nutrition Assistance Program

CalFresh = California’s SNAP

EBT = Electronic Benefits Transfer

FNS = Food & Nutrition Service

**Why**

Millions of Californians receive CalFresh (and millions more than usual now because of the pandemic)

Make your outlet welcoming to people of all income levels

Bring in more income
Where are you in the process of adding EBT?
Overview of the EBT Application Process
Basic Steps

FNS Application
Online application & supporting documents

POS Device
If eligible, you can get one for free from CDSS

Staff Training
Ensure all staff know eligible foods & how to process cards

Marketing & Outreach
Put up signage at the point of sale & get the word out

From start to finish, the whole set up usually takes about 2 months
Before getting started

Do you have a staff person who is able to be physically present to swipe EBT purchases?

Are you eligible for a free EBT point of sale device or will you have to pay for one?
FNS Application Tips

- Online application
- Once you start it, submit it within 30 days
- All farm-direct outlets that are not farmers’ markets should complete the **Store Application**
FNS Application Tips

Gather information about the business and Authorized Official(s):

- All outlets: A photocopy of your photo ID, copy of your business license (if you have one), sales data, EIN number, social security number or ITIN, photocopy of your social security card or a W2 form

- Non-profits: IRS tax-exempt nonprofit letter

- Mobile markets: Information about your delivery route, vehicle registration, mobile vendor license, and more*
FNS Store Type

CSAs & Farm Stands
Operated by a farmer: “Direct Marketing Farmer”
Operated by a 501c3 Non-profit: “Non-profit Food Buying Cooperative”

Mobile Farmers’ Markets
Under any type of business ownership: “Delivery Route”
FNS Application Tips

- **Sales Data**
  - If you’ve been operating for more than a year, list your actual sales from the past year
  - If you’re a new outlet, give your best estimate of what your sales will be in the next year

- To qualify to accept EBT, more than 50% of sales must come from staple foods (fruits, veg, grains, meats, dairy, etc.)
  - Most farm-direct outlets easily surpass 50%
FNS Application Tips

- After submitting the application, you’ll receive a temporary FNS number. Keep this on hand.
- Once approved, you’ll receive a FNS permit & number. Authorization lasts 5 years.
- See our guide / reach out to us for assistance
EBT Point of Sale Device

**OPTION 1**
State-provided device
Free for CSAs & farm stands. Mobile Markets are not eligible.

**OPTION 2**
Your current provider
Already have a POS to process debit/credit? Call your provider to see about adding on EBT.

**OPTION 3**
Other providers
FIS
Clover
Total Merchant Services
Once you submit your FNS application, you can start the process of obtaining a POS device

**CDSS Contact:**

Dianne Padilla-Bates
916-654-1396
dianne.padilla-bates@dss.ca.gov
Educating Staff & Customers

- Only eligible foods may be purchased with EBT (basically any food that is not meant to be eaten on site - no hot prepared food)
- EBT customers should receive the same level of service as other customers
- You may not charge any service or delivery fees on an EBT purchase
Marketing

In the community:

- Include “We welcome EBT” on all your printed advertisements
- Reach out to local social service agencies, food banks, schools, churches etc. to let them know you accept EBT
Marketing

Online:

- Write it visibly and clearly on your website
- Remember to mention that you accept EBT on your social media posts even if that is not your headline
AMADOR FARMERS MARKETS

The Amador Farmers Market Association hosts free, family-friendly, certified Amador Farmers Markets in the heart of California’s motherlode. From May through October, we showcase local agriculture, fresh produce, prepared foods, and artisans and handcrafters in our vibrant, experiential markets located in Sutter Creek, Pine Grove, and Plymouth. We accept WIC and SNAP.

Come to your local Farmers Market

Meet your farmer. Enjoy locally-grown foods and flowers. Listen to live music. Get Fresh, Have Fun!

Calling local farmers, food providers, and artisans. Join our vendor family this season!

Website Examples
Marketing

On-site:

- Put up signage at your site that says you welcome EBT payment
- Make it easy for customers to figure out how much a small quantity of fruit/vegetable will cost for items listed as a price per pound
Operations

- Online ordering systems with EBT payment methods in mind
- Payment plans
- Understandable terms (CSA → veggie subscription)
IRC in Sacramento
Bringing refugees “from harm to home”
Farmstand and markets
Farmstand and markets
Ecology Center’s Resources

FNS APPLICATION

THE BASICS
In order to accept CalFresh EBT, you must complete the Food and Nutrition Service (FNS) Application. We recommend you use the online application. To sign into the application portal, first create an online account with a username and password. Once you start the application, you can save and return to it within 30 days. After 30 days, your account will remain active, but your unfinished application will be automatically deleted.

Once you submit the online application, you must sign the signature page and send it along with supporting documentation, which varies depending on the markets’ ownership type.

- EBT Simple Guide
- FNS Application Guide
- Reach out to us anytime

www.ecologycenter.org/ebt
Questions?
Contact Us

ebt@ecologycenter.org

510-925-4001

www.ecologycenter.org/ebt