

WSFMA Member Meeting SNAP Authorization Updates Refresher

**Presented by
Lisa Roach - Regional Specialist Manager**

1 BACKGROUND

- FFAB
- MARKETLINK

2 SNAP UPDATES

- STOCKING REQUIREMENTS
- REAUTHORIZATION
- SITE VISITS
- NON REDEEMER NOTICES
- CHIP CARDS

3 RESOURCES

4 Q&A

Agenda



Initial Creation & Partnership

2013-2024



NAFMNP

Fiscal Sponsor
Organization

Established MarketLink
through a cooperative
agreement with the
USDA



MARKETLINK

The MarketLink
program operated as a
program under the
NAFMNP nonprofit



TOTILPAY

SNAP point-of-sale
(POS) technology



NOVO DIA GROUP

Technology Partner and
creator of TotilPay



Shift to In-House Operation

2025 Onward

FARMERS FOOD
ASSISTANCE BUREAU

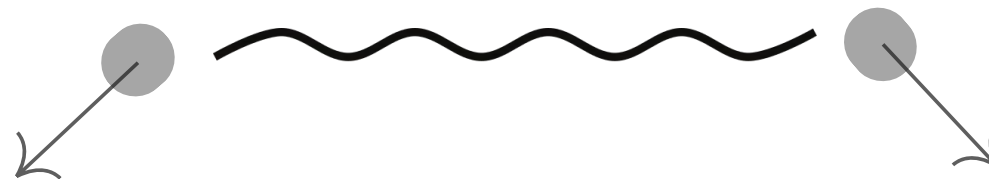
FFAB

New parent nonprofit



MARKETLINK

Core program



TPG

In-house technology

Partnerships

- USDA Grant Funded
- SNAP Equipment Grant
- SNAP Online
 - GrownBy and WorldPay from FIS



Our Grants and Services



SNAP Equipment Grant

- Nationwide
- Direct Marketing Farmers
- Farmers Markets



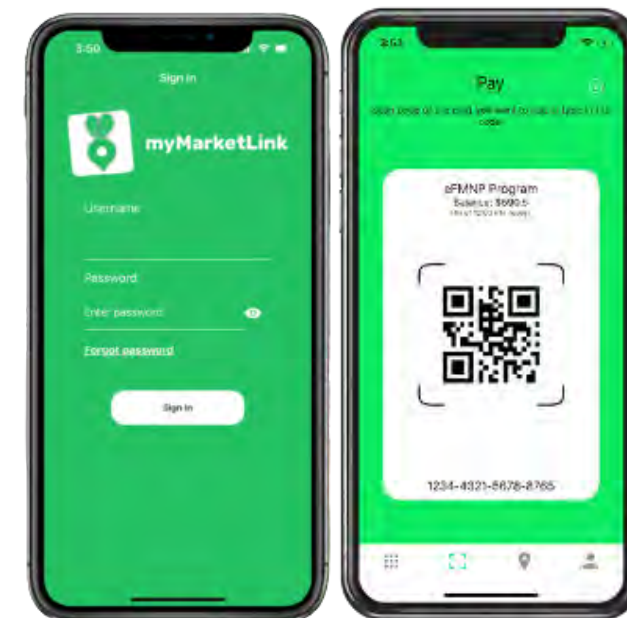
SNAP Online Grant

- Nationwide
- Farmers Only



Contactless Payments for FMNP and Incentive Programs

Available to DMFs and
FMs located in
participating states.



The TotilPay Incentive
Management Systems
(TIMS)

SNAP Authorization Updates



SNAP Stocking Requirements

Stocking Requirements Refresh

- Staple Foods are:
 - Fruits and Vegetables
 - Meat, poultry, fish, eggs
 - Dairy products: milk, cheese, yogurt, vegan milks
 - Breads, cereals, grains
- Sell enough “Staple Foods” to qualify
 - Criteria A
 - Criteria B



SNAP Stocking Requirements

Criteria A

- 7 varieties of each Staple Food Category
 - Fruit and Vegetables
 - Meat, Poultry, Fish
 - Dairy
 - Breads and Cereals
- 1 Perishable Item in 3 of the categories
- Stocking Unit examples: a bunch, bag, box, package, however each item is sold
- **November 4th, 2026: this update goes into affect**
 - Likely will not affect farms and markets



SNAP Stocking Requirements

Criteria B

- 50% of total retail sales come from ANY Staple Foods
 - Fruit and Vegetables
 - Meat, Poultry, Fish
 - Dairy
 - Breads and Cereals



SNAP Stocking Requirements

What does this mean for Farmers Markets?

- Criteria B is not changing
- Should not need to “prove” sales, USDA knows Farmers Markets don’t keep track of sales
 - Avg \$ sales one vendor makes in 1 day x Avg # vendors x Avg market days in 1 year = total retail sales

Tips

- Review Staple Foods
- Include as much staple food vendors as possible
- USDA Calculator Tool & Path to Qualify Examples



SNAP Application Updates

- Additional Documents
 - Farmers & Farmers Markets
 - Ownership/Responsible Official Verification
 - Direct Marketing Farmers
 - Farm Business Verification
 - Deed or lease to land
 - Farmers Markets
 - Permits to operate
 - Articles of Incorporation/ Annual Statement
- Additional Information Requests

USDA Online Store Application

FORM APPROVED DATE: 08/15/2020 Expiration Date: 01/31/2024

Due to the coronavirus (COVID-19) National Emergency, retailers must respond to requests for information by electronically uploading all supporting documentation that is requested by FNS. cooperation. WARNING! The application will be unavailable on Friday, September 24, 2021 from 5:00 PM to 10:00 PM ET for system maintenance.

Application Type

Application questions will be tailored towards your selection below.

Select an application type to get started *

Store Application

Any firm (except for a Farmers' Market) should complete this application.

Farmers' Market Application

Farmers' markets are defined as "multi-stall markets at which farmer-producers sell food products they produced (fruits, vegetables, meat, dairy, grains, etc.) directly to the general public, at a central or fixed location."

Go

SNAP Application Updates

- USDA Staffing Changes
 - SNAP Application Processing: 3+ months
 - Fewer Program Specialists
- SNAP Retailer Service Center
 - Call mid week around 8 AM ET or 7:30 PM ET
 - Email:
SM.FN.RSCInquiries@usda.gov

The screenshot shows the USDA Online Store Application page. At the top, there is a blue header with the USDA logo and the text "Online Store Application". To the right of the header, there is a red banner with white text that reads: "Due to the coronavirus (COVID-19) National Emergency, retailers must respond to requests for information by electronically uploading all supporting documentation that is requested by FNS. cooperation. WARNING! The application will be unavailable on Friday, September 24, 2021 from 5:00 PM to 10:00 PM ET for system maintenance." Below the banner, there is a blue sidebar with the text "Application Type". The main content area has a light blue background and contains the following text: "Application questions will be tailored towards your selection below." Below this text, there is a section titled "Select an application type to get started *". This section contains two images. The first image shows a woman and two children in a grocery store, with the text "Store Application" below it. The second image shows a man and a woman at a farmers market, with the text "Farmers' Market Application" below it. At the bottom right of the page, there is a blue button with the text "Go".

Site Visits

What is a Site Visit?

- USDA Contracted Inspection
 - (Manhattan Strategy Group)

What is the purpose?

- Verifies Business Information, inventory
- Verifies SNAP Authorization Eligibility

Not a Secret Shopper Audit



Site Visits

When do these happen?

- During SNAP Authorization
 - Direct Marketing Farmers
 - Less common, specialty farms usually (mushrooms, micro greens, etc.)
 - Farmers Markets
 - more common
- During Reauthorization Process
 - More common for farmers market
- Random Visits
 - Farmers Markets



Site Visits

What happens during a Site Visit?

- Representative from Manhattan Strategy Group
 - Letter from the USDA
 - Explanation of Visit
 - List FNS#, and to be signed
 - Tour farm or market - verify inventory
 - Take notes and photos
 - Review signage / training materials
 - Farmers markets
 - May ask questions about your token/ scrip system / record keeping
- MarketLink Site Visit Guide

U.S. Department of Agriculture - Food and Nutrition Service

STORE REVIEW CONSENT FORM

FNS# [REDACTED] Store Name Crossroads Farmers Market

I understand that the USDA Food and Nutrition Service (FNS) and its Contractor Manhattan Strategy Group are authorized to conduct a visit of my store for purposes connected to my SNAP authorization.

There is no charge to me for this visit.

FNS and its Contractors may **NOT** sell (or refer me to sellers of) point-of-sale EBT equipment or any other services.

I acknowledge that I will collaborate with the Contractor to ensure accuracy of the store information entered.

I will immediately report any attempt to charge for this visit or to market/sell services or EBT equipment to SNAP Retailer Service Center at 1 (877)823-4369.

I, _____, give my consent for FNS or its Contractor to review this store, take photographs, sketch the store layout, and collect other information in connection with this store's participation in the Supplemental Nutrition Assistance Program (SNAP).

(Print Name)

Signature _____ Date 9/10/25 Title _____

STORE REVIEW REFUSAL FORM

Note: If you do not allow a store review to be conducted, your application may be denied or your permit may be withdrawn.

I, _____, refuse to give my consent for a store review and understand that my refusal means that this store will not be eligible to participate in the Supplemental Nutrition Assistance Program (SNAP).

(Print Name)

Signature _____ Date _____ Title _____

USDA United States Department of Agriculture

DON'T DO IT!
BUYING OR SELLING
SNAP-EBT BENEFITS
(FOOD STAMPS)
OR WIC BENEFITS
IS A FEDERAL CRIME

YOU MAY BE FINED
AND/OR GO TO JAIL

REPORT ABUSE

CALL 1-800-424-9121
202-690-1622
711 (voice and TTY)

WEBSITE <https://usdaoig.oversight.gov/resources/hotline-information>

WRITE U.S. Department of Agriculture
Office of Inspector General
PO Box 23399, Washington, DC 20026-3399

The identity of complainants is protected under the provisions of the Whistleblower Protection Act of 1998.

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Reauthorization

Reauthorization

- Re-certify your SNAP Authorization
- Generally every 5 years
 - Happening more often

Notify by letter and email

- If miss you need to reapply
- MarketLink Reauthorization guide



Non Redeemer Notices

Non Redeemer List

- List USDA holds of businesses not processing SNAP
- Withdrawn inactive businesses

Notify by letter

- 30 day notice
- If miss you need to reapply

Recommendations

- Keep contact information updated
- Process SNAP as often as possible



Chip Card Rollout

- SNAP/EBT Card update to include chip
- USDA roll out state by state
- Card Readers need to accept them
 - Contact your Point of Sale provider
 - Mag stripe as backup



Review – Key Takeaways

- **USDA is understaffed**
 - Long processing, response, and hold times
- **SNAP Authorization**
 - Requires bigger admin lift
 - prepare for long processing time
 - keep all correspondence and paper work
 - save all contact info
- **Post Authorization**
 - Keep contact info up to date
 - Check emails/mail often
 - Process SNAP as often as possible



Review – Key Takeaways

USDA Contact Information

- “Program Specialist”
 - Person assigned to your SNAP applicaiton, always save their email and phone number
- SNAP Retailer Service Center
 - 877-823-4369
 - Call midweek, 8am EST or 7:30pm EST
 - SM.FN.RSCInquiries@usda.gov

Reach out to MarketLink too!



Create a local economy that benefits your business **and** your community





Resources

Resources

MarketLink Resources

- MarketLink Equipment & Online Grant
 - DMF & FM SNAP Authorization Guides
 - Site Visit Overview Guide
 - Reauthorization Overview Guide
 - NuBe U Education Series
- Extended Resource Page coming soon

Farmers Market Coalition Resources

- Resource Library
 - Evaluation Resources
- Email Listserv



Resources

USDA Resources

- USDA Retailer Training Materials
 - SNAP Training Expectations
- Stocking Requirements Calculator Tool
- Path to Stocking Requirements Eligibility Examples
- State SNAP Eligible Food Waivers

Non Profit Organization Resources

- Center for Agriculture & Food Systems - Farmers Market Legal Toolkit
- Nutrition Incentive Hub



Additional Questions?

If you didn't get a chance to have your questions answered today, send us an email! Or visit our website

marketlink.org

info@marketlink.org

833-372-9489 x 1

Thank you for listening!

Lisa Roach
Regional Specialist Manager
lisa@marketlink.org
833-372-9489 x 1