



Grow Your Customer Base and Your Sales With MarketLink

MarketLink Offers Farmers and Farmers Markets a Streamlined Solution and Free Equipment for Accepting SNAP/EBT, Credit/Debit, and Other Electronic Payments

“MarketLink helps our market easily track our SNAP payments and generate reports. It’s very simple to use and our younger employees are much more comfortable with the app-based technology.”

Linda Cottin,
Cottin’s Hardware Farmers Market (Lawrence, KS)

MarketLink suite of services for qualifying farmers and farmers markets includes:

- ✔ One-on-one assistance with the USDA SNAP Retailer Application
- ✔ Free Bluetooth SNAP/EBT card reader
- ✔ 1-year free use of the TotiPay Go point-of-sale App for processing payments
- ✔ No “per-transaction” processing fees for SNAP/EBT
- ✔ Printer waiver, meaning no printer/printed receipts required for SNAP sales
- ✔ Option to add integrated Credit/Debit processing
- ✔ Equipment and support services valued at \$400

MarketLink will guide you through these steps to get set up with processing equipment:

1



Complete the MarketLink eligibility application at marketlink.org/apply

2



Complete the USDA SNAP Retailer Application to receive your FNS authorization

3



Set up your SNAP/EBT and Credit/Debit merchant accounts

4



Receive and set up your equipment

Note: This is a “Bring your own device program.” MarketLink customers will need to provide their own smart device with service to run the TotiPay Go app.

Why Accept SNAP/EBT and Credit/Debit Now?

Accepting SNAP/EBT, Credit/Debit Cards is a Win-Win for Farmers and for Consumers

- ✔ Accepting SNAP/EBT can help grow your potential customer base and increase your sales.
- ✔ The average increase of SNAP/EBT sales redeemed through MarketLink's program from 2016-2022 is 52%. There is tremendous potential for sales growth.
- ✔ Nationally, SNAP redemptions increased by 61% between 2020-2021.
- ✔ Consumers are increasingly turning to local foodways and prioritizing short food chains when feeding their families. Accepting all forms of electronic payments will enable you to get fresh healthy foods to everyone in your community and increase your profitability by broadening your customer base.
- ✔ Consumer trends accelerated by COVID-19, such as contactless and cashless transactions, are here to stay. Keep yourself and your customers safe while keeping up with payment trends.


"We started accepting SNAP/EBT because it was an opportunity to educate a variety of people from the community about organics and beyond. It's an easy program to navigate and a good way to be inclusive of people all income levels."

Juan Carlos Arango, Sobremesa Farm (Bloomington, IN)

Questions?

Email: info@marketlink.org
Call Us: 443-212-8084

Connect with us!

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-  @MyMarketLink
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Marketlink is possible thanks to a cooperative agreement award from the United States Department of Agriculture (USDA) - Food and Nutrition Services (FNS).

MarketLink is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP). In partnership with USDA - FNS and Novo Dia Group, MarketLink assists direct marketing farmers and farmers markets with the Supplemental Nutrition Assistance Program (SNAP) Retailer Application and connects them with free app-based SNAP Electronic Benefit Transfer (EBT) processing equipment (TotilPay Go).

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



C/O NATIONAL ASSOCIATION OF FARMERS MARKET NUTRITION PROGRAMS
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Start your application process by visiting our website: marketlink.org