

Dane County Farmers' Market

SNAP at the Market



DCFM as an Organization

- Private corporation fully funded by farmer stall fees
- Only year-round market in the Madison area
 - Saturday Market on the Square (April – November)
 - Wednesday market on MLK Jr. Blvd (April – November)
 - Holiday Market at Monona Terrace (November – December)
 - Late Winter Market at Garver Feed Mill (January – April)
- Producer-only



How do you use SNAP at a farmers' market?

- Authorize your market through the Food and Nutrition Service
- FoodShare users can bring their card to a central POS device at an information booth
- Customers can take any amount of funds off their card and they are given “market dollars” these are cardstock with an embossment with the DCFM logo on them. Every market has their own scrip
- Market dollars can be used on any edible food item that can be taken home
- Physically collect the scrip from farmers and reimburse once per month



Market Dollars and Double Dollars

- Market Dollars = an individual's SNAP benefits
 - All funds are run through a specific farmers' market
- Double Dollars = nutrition incentive program
 - All funds are provided from outside sources



DCFM Market Dollars



Double Dollars



SNAP History at the DCFM

- Friends of the DCFM (no longer in existence)
- Community Action Coalition
- Dane County Farmers' Market
 - Cost \$27,000
 - Current funding \$10,000
 - Without additional funding, \$17,000 will fall on farmers



SNAP Usage at the DCFM

Year	SNAP Distributed	DD Distributed
2019	\$22,482	\$17,095
2020	\$20,790	\$9,781
2021	\$72,500	\$42,749
2022	\$86,174	\$52,115
2023 (through May)	\$18,500	\$0*

*Double Dollars began June 15th



Benefits of SNAP at Farmers' Markets

- Customers
 - Choice
 - Nutrition
- Farmers
 - Economic

