



MarketLink
Contact: Amy Crone
amy.crone@marketlink.org
410.279.5467

National Association of Farmers Market Nutrition Programs (NAFMNP)
Contact: Phil Blalock
703.837.0451

For Immediate Release

Marketlink Offers SNAP Online Payment Solution for Direct Marketing Farmers

Alexandria, VA (June 2023) – [The National Association of Farmers Market Nutrition Programs \(NAFMNP\)](#) now offers Supplemental Nutrition Assistance Program (SNAP) Online acceptance for direct market farmers (DMFs) through their [MarketLink](#) program. The MarketLink team has been working with [GrownBy](#) and [Worldpay from FIS](#) to develop a secure PIN-based platform that allows direct marketing farmers to accept SNAP transactions online. Access to SNAP online payments is part of NAFMNP’s commitment to developing innovative solutions that work for farmers, markets, and Federal Nutrition Programs participants.

The first direct marketing farm authorized to accept SNAP Online is River Queen Greens, a vegetable farm in New Orleans, Louisiana. “Our farm brings sustainably grown food into New Orleans kitchens, and we’re excited to offer SNAP Online as a way to increase our diverse community’s access to healthy, local produce,” says River Queen Greens owner, Annie Moore.

In an ongoing survey conducted since May 2022 to measure interest in the SNAP Online rollout, 49% of completed responses identified as direct-marketing farmers.¹ “The high level of interest from direct marketing farmers strengthens our motivation to make the online solution as simple and accessible to farmers as our current SNAP equipment program,” stated NAFMNP Executive Director, Phil Blalock. MarketLink has completed testing with the GrownBy platform and is establishing procedures that support SNAP-authorized direct marketing farmers with the following services:

- USDA-FNS authorization assistance to become SNAP Online ready;
- Access to the GrownBy eCommerce platform and WorldPay from FIS PIN service at no cost for one year;
- Technical and training support;
- On-going communication, platform maintenance, and security updates.

¹ Total number of direct- marketing farmers who responded as of May 2023 are 366 out of 756 completed responses.

MarketLink's SNAP Online solution will help small farmers attract new SNAP customers while ensuring an inclusive experience for SNAP beneficiaries. For interested farmers, the first step is to become a SNAP authorized retailer. Then the MarketLink team can guide you through the additional steps to become SNAP Online authorized as well as set up your GrownBy and WorldPay by FIS accounts. Start today by submitting your application at www.marketlink.org/apply.

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About The National Association of Farmers Market Nutrition Programs (NAFMNP)

NAFMNP is the nation's only organization that links States, the District of Columbia, Indian Tribal Organizations, Territories and others with a stake in USDA's Farmers' Market Nutrition Programs (including local fruit and vegetable growers and low-income families and seniors) with a shared mission to cultivate access for consumers to buy fresh produce from local growers. The NAFMNP MarketLink Program is supported by a cooperative agreement with the United States Department of Agriculture Food and Nutrition Services (USDA - FNS).

About GrownBy

GrownBy is an initiative of Farm Generations Cooperative, a company that is working to build fair technology for farms. The development of the GrownBy app began in 2019 and launched in March 2020. Any farmer who downloads the app and sells a product on it is eligible to buy an equity stake in the company. With a member share, a farmer can receive a portion of company profits. Farmer-members can also vote on major company decisions, such as the farmer representatives to the board of directors.

About Worldpay from FIS

Before its acquisition by Fidelity National Information Services (FIS) in 2019, Worldpay was the largest U.S merchant acquirer. Worldpay from FIS is now the leading global service and payment processing provider. The company works with financial institutions to develop programs and tools to simplify payment strategies. Some of their financial developments include credit cards, ATM processing, fraud prevention, debit PIN processing, and cardholder eServices to name a few.