

# Overview

MarketLink is a program of the Farmers Food Assistance Bureau (FFAB) that assists direct marketing farmers and farmers markets to accept electronic payments for SNAP, Federal Nutrition Benefit Programs, and incentive programs.

## SNAP Equipment Grant

### Who This Is For:

The SNAP Equipment Grant is available to both Direct Marketing Farmers and Farmers Markets as defined by the USDA Food and Nutrition Service (FNS).

### What's Included:

- 1-year subscription to the TotilPay Go app
- 1 Bluetooth card reader
- Printer exemption for in-person SNAP sales
- One-on-one technical assistance
- Extension of the one-year TotilPay Go subscription if \$500 or more in federal nutrition benefits such as SNAP are processed during the grant year
- The opportunity to reapply for the grant if you do not qualify for the one-year extension, starting January 2026

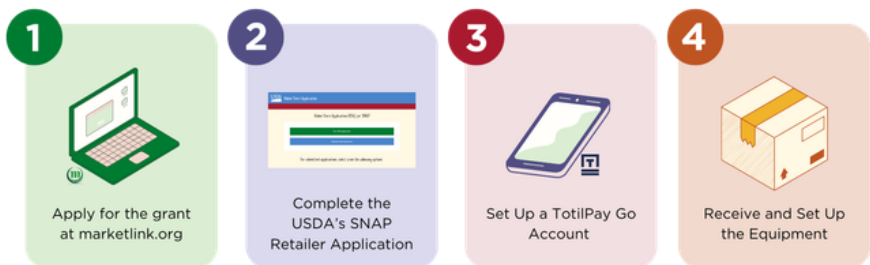
### Pricing After Year One

If you do not qualify for the one-year extension, then the cost of the TotilPay Go subscription is \$191.40/year or \$19.95/month.

*The SNAP Equipment Grant allows direct marketing farmers and farmers markets to accept SNAP EBT using a Bluetooth card reader on-site.*

*This is a "Bring your own device program." MarketLink customers will need to provide their own smart device with service to run the TotilPay Go app.*

## Process Overview



# SNAP Online Grant



*The SNAP Online grant is available only to Direct Marketing Farmers as defined by the following USDA definition: "Individual producers of agricultural products that sell directly to the public." This means farmers who grow or raise the majority of their own products (as opposed to buying from other suppliers) and the majority of their sales are made directly to the public by means of farmers markets, farm stands, U-Pick It, and/or a CSA program.*



For additional details regarding grant coverage and associated costs, please reach out to our team by email at [info@marketlink.org](mailto:info@marketlink.org).

You can also call us at (833) 372-9489.

## Who This Is For:

For direct marketing farmers\* selling food online directly to customers (refer to the box on the left).

## What's Included:

- One-on-one assistance with the USDA SNAP Retailer Authorization and Internet Retailer Authorization
- Online platform and technical service valued at \$1,500+
- 1-year subscription to an eCommerce platform (GrownBy)
- 1-year subscription to FIS/WorldPay PIN processing services for accepting SNAP Online;
- No "per-transaction" processing fees for SNAP/EBT
- Technical and training support
- On-going communication, platform maintenance, and security updates
- Option to add integrated Credit/Debit processing

## Pricing After Year One

- Per-transaction processing fees for SNAP/EBT will remain free after the grant.
- You will be responsible for the FIS/WorldPay PIN processing fee after the grant ends. As a pilot initiative, the PIN processing fees are still to be determined. We are diligently working to secure the most favorable rates for farmers.
- There are no GrownBy fees to process SNAP EBT. However, the cost of any credit/debit transactions through GrownBy is not included. The credit card transactions include a 2.9% Stripe credit card processing fee, \$0.30 transaction fee, and 2% Co-op fee. However, customers are given the option to cover your fees at checkout. Please contact GrownBy to learn more about this option.



To get started, please go to:  
[marketlink.org/apply](https://marketlink.org/apply)

