

**We're here to answer your questions & help manage your application at each step!**



**Extension**  
College of Agriculture,  
Biotechnology & Natural Resources

# GET MORE FARMERS MARKET CUSTOMERS

Accepting SNAP and Nutrition Incentives Makes Good Business Sense:

We are partnering with MarketLink to help manage SNAP applications for success and working with our markets to get more Nevada customer attendance

- Supplemental Nutrition Assistance Program (SNAP) (formerly known as food stamps) is a program that provides food assistance for low-income individuals and families.
- Farm Stands and Farmers Markets nationally redeemed \$72 million in SNAP benefits in 2022. (USDA)
- Nevada retailers redeem \$1 billion annually in SNAP benefits equating to \$60-\$90 million in monthly local economic activity. (USDA)
  - In Southern Nevada, over \$300 in SNAP benefits was redeemed at 2 Pop-Up Produce Stands in 2026. (SNHD)
  - In Northern Nevada, SNAP-authorized farmers markets redeemed over \$10,000 in SNAP benefits in just 4 months. (Together We Can)



Double Up Food Bucks extends SNAP benefits when spent on produce purchases through a coupon program for more produce!

- Once you are SNAP authorized, you are able to accept
  - Double Up Food Bucks
  - Senior Farmers Market Nutrition Program coupons
  - WIC Farmers Market Coupons
- SNAP has authorized MarketLink to monitor your application through secure data management channels ensuring privacy and safety



## GET SNAP AUTHORIZED IN 3 STEPS!

### Step 1: Submit Interest Form (10 minutes!)

- Eligibility: Smartphone/ tablet to accept payments
- Select SNAP Equipment Grant application
- Type of information needed for interest form
  - Acreage of farm
  - Percent of sales from products you grew
- Enter **UNR Extension** in how you were connected to help us support your application progress, we cover any associated costs

**EXPECT A MARKETLINK CONFIRMATION EMAIL IN 5 BUSINESS DAYS**

### Step 2: Submit information based on MarketLink review

- Driver's License
- Social Security Card
- Business License
- Signature

**EXPECT A RESPONSE IN 4-6 WEEKS**

### Step 3: Submit information based on SNAP review

- Location Permission
- Vendor List
- Ownership Letter
- 30 day timeline to submit this additional information
- Templates for submitting this information provided

**GET SNAP AUTHORIZED AND SUPPORT YOUR COMMUNITY!**



<https://marketlink.org/apply/>

For more information or questions, please email or call Rasheed at:



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