



# 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

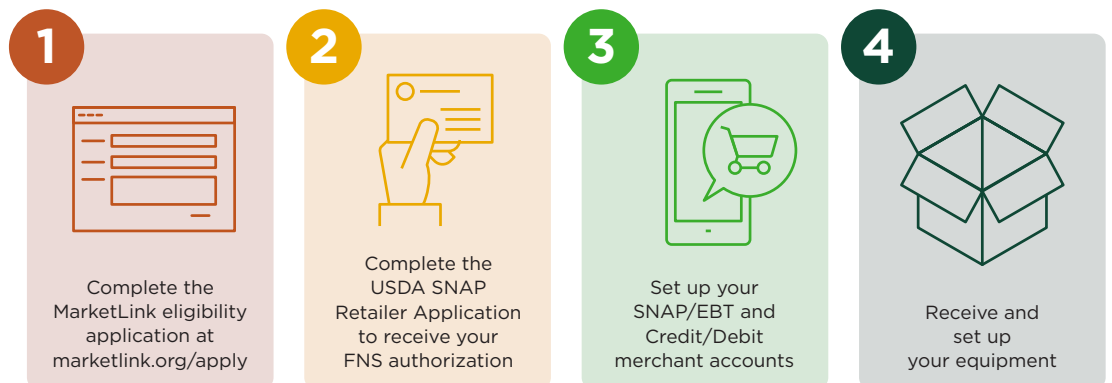
“MarketLink helps our market easily track our SNAP payments and generate reports. It’s very simple to use and our younger employees are much more comfortable with the app-based technology.”

— 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 TotilPay Go point-of-sale App for processing payments
- No “per-transaction” processing fees for SNAP/EBT
- Printer waiver - no printer/printed receipts required for SNAP sales
- Option to add integrated Credit/Debit processing with discounted rates through Square
- Equipment and support services valued at \$400

MarketLink will guide you through these steps to get set up with processing 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 TotilPay 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.
- Before the Covid-19 pandemic, farmers and farmers markets made up less than 1% of total SNAP/EBT spending. There is tremendous potential for sales growth.
- Many states are offering food-insecure residents enhanced SNAP/EBT benefits due to the Covid-19 pandemic, which means even greater potential for sales growth.
- 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.
- Electronic payments allow for touchless transactions that will keep you and your customers safe.

“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](mailto:info@marketlink.org)  
Call: 443-212-8084

### Connect with us!

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

MarketLink is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP). In partnership with the USDA 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 (TotalPay Go). MarketLink has a long-term vision of sustainability for farmers and markets through a broader customer base, increased sales, and profitability.



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