SNAP RETAILER APPLICATION GUIDE

FARMERS MARKET INSTRUCTIONS
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INTRODUCTION

In order to accept SNAP/EBT payments using MarketLink equipment, you must be approved by the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA). Once approved, you will be a “SNAP Authorized Retailer”.

These instructions are intended for individuals who wish to complete the application on their own. If you would like a MarketLink Regional Representative to fill out the application on your behalf, please book an appointment for “SNAP Application Assistance” by visiting: https://marketlink.youcanbook.me/ or email us at info@marketlink.org. Feel free to also book an appointment with one of the representatives if you’d like to still fill it out on your own but would like us to be there to help walk you through it and answer questions as you are filling it out yourself.

Note: This guide is written for businesses that meet the USDA definition of a Farmers Market: three or more agriculture-producers who sell their own products directly to the public at a fixed location. If you are not a Farmers Market, do not use this guide, and email info@marketlink.org for guidance on how to apply.
BEFORE YOU APPLY

Be prepared to spend approximately 1 hour filling out the online application and uploading your supporting documents. Make sure you have the following items before you start the USDA application or have your appointment with a MarketLink representative:

01. MARKET OPENED DATE

Date the market opened under the current ownership or intended opening date if it is a new market, but no more than 1 month out.

02. MARKET OFFICIAL NAME

Market’s official name (the name you advertise to the public (ABC Farmers Market), also the legal business name (if different from the advertised name used on legal documents, such as leases, contracts, incorporation documents, etc.), mailing address, and the physical location where the market is conducted (if different from the mailing address).

03. PRODUCT INVENTORY

General information about your inventory of products your vendors sell to the public.
### 04. Bank Information

Name and address of the bank used for the business.

### 05. Market Schedule

The market’s operating schedule (i.e., months of the year it is open, days of the week it is open, and hours of day it is open).

### 06. EIN Number & Sales Data

Your EIN number and actual sales data from your market’s most recent IRS business tax return, if it has been open under current ownership longer than one year. If not, an estimate of the market’s annual sales.

**Note: the USDA understands that farmers market sales may not reflect your organization’s tax return, so it is ok to use this formula to estimate total retail sales:**

\[
\text{[Average $$ a vendor makes in a market day]} \\
\times \\
\text{[Average number of vendors]} \\
\times \\
\text{[Number of Market days in a year]}
\]
Identify a Responsible Official(s) and have their name, home address, SSN and date of birth handy. This person/people will need to provide their social security number and identification cards. Responsible officials need to be an owner, corporate officer or board member with the authority to sign legal documents on behalf of the market. All owners/corporate officers must be listed; if there is more than one listed the above documents are required for every person listed.

Collect all the following documents for each Responsible Official(s) and scan them or take a photo of them so that you have electronic versions:

### 01. VALID PHOTO ID

Color copy of Valid Photo ID (such as a License or Passport) for all person(s) listed on the application (front and back if license is used).

### 02. SOCIAL SECURITY CARD

Copy of Social Security Card for all person(s) listed on the application. (If you don’t have this, your most recent tax return (1st page only) or a W-2 should suffice (income and spouse may be blacked out).

### 03. 501(C)(3) VERIFICATION

If you are applying as a nonprofit, a copy of the 501c3 determination letter from the IRS.
04. EIN NUMBER VERIFICATION

If you are applying as a government-run farmers’ market, a copy of the government organization’s W-9 to verify your EIN number.

05. BUSINESS LICENSES

If your state or city requires any Business Licenses to do business at that location you MUST also submit a copy(ies) - if you do not have these then this does not apply to you.
**BASIC STEPS OF THE APPLICATION PROCESS**

**STEP 1** Create a USDA Account. You must set this up first before filling out the application. When your account is set up, you will get an email confirmation (which will occur within 1-2 hours after submission). Once set up, be sure to save this information in a safe, accessible place as you will need it to check on the status of your application along the way.

**STEP 2** Fill out the application online, after receiving confirmation that your account has been set up, using your User ID and Password that you set up in Step 1 to access the application here:

**STEP 3** Upload your documents in the application portal: driver’s license, social security card, 501c3 determination letter (if applicable), business license (if applicable) and the Certification & Signature page you receive once the application is submitted.
USEFUL TIPS

We hope these instructions are helpful. If you get stuck or have questions at any point, you can contact a MarketLink Regional Representative by emailing info@marketlink.org or calling us at 443-212-8084.

1. Apply with an email address you check regularly. This is how FNS will contact you.

2. If you get stuck on the application, or need to pause for any reason, you can always click “Save and Continue Later”, however note that FNS only keeps applications open for 30 days from when they were started, so be sure to finish the application during that time.

3. Before you start the application and go through the whole process, it’s a good idea to double check that you meet the Stocking Requirements to participate in the program. Review the USDA’s requirements by clicking here. Most farmers markets that sell mostly produce have no problem meeting these requirements, but a common scenario where they might not is if most of their sales comes from hot food vendors and/or craft items.

4. If you have questions about a submitted or pending SNAP/FNS Retailer Application please contact the SNAP Retailer Service Center (RSC) at 877-823-4369. The RSC will ask for your FNS number, and the Responsible Official’s name, last four digits of SSN, and Date of Birth to authenticate you as the caller before providing information. The RSC will only talk to the person who filled out the application and/or is listed on the application.
QUESTION BY QUESTION GUIDE:
ONLINE STORE APPLICATION (OSA) FOR SNAP

After you set up your USDA account, you will be able to login and access the application page. Please following the instructions below.

01. START A NEW APPLICATION

Start a new application by clicking on "Start New Application".

[Image of Online Store Application (OSA) for SNAP]

For new applications, select from the following options:

- Start New Application
- Continue Saved Application
02. APPLICATION TYPE

Determine the application type by selecting “Farmers’ Market”, then click “Go”.

Any firm (except for a Farmers’ Market) should complete this application.

Farmers’ markets are defined as “local markets at which farmer-producers sell food products they produced (fruits, vegetables, meat, dairy, grains, etc.) directly to the general public, at a central or fixed location.”
This is an overview of what is needed for the application, which is also listed at the beginning of the guide. Read carefully, and when you’re ready to continue scroll to the bottom of the page and click “Start Application”.

**Before You Begin**

Carefully review the following steps to complete the application process.

**Note:** The online application is a two-step process. Your application is not considered complete until you finish both steps AND the Food and Nutrition Service (FNS) has received all supporting documentation from you.

**Step #1:**

1. Gather the following information and documents before you start.
   a. Date the market opened under the current ownership.
   b. Market’s official name (the name you use on legal documents, such as leases, contracts, incorporation documents, etc.), mailing address, and address where the market is conducted (if different from the mailing address).
   c. Name, home address, social security number, and date of birth for a ‘responsible official.’ (You may have more than one Responsible Official).
   
   **TIP:** The ‘Responsible Official’ is the person who accepts responsibility, on behalf of the market, for ensuring the market will adhere to applicable laws and FNS regulations, policies, and other guidance; and who will be held accountable if the event the market does not do so. Responsible officials may be an owner, board member, market manager, or person operating in a similar position of authority.
   
   d. Actual sales data from your market’s most recent IRS business tax return, if it has been open under current ownership longer than one year. If not, an estimate of the market’s annual sales.
   e. The market’s operating schedule (i.e., months of the year it is open, days of the week it is open, and hours of day it is open).
   f. Business licenses held by the market, if any.

2. **Answer the online application questions.** Click the “Start Application” button below to begin.
   a. Use the “Help” link in the upper right-hand corner of the page to get help on any page in the application.
   b. Use the links on the left-hand side of each page to return to any section you already worked on.
04. ACKNOWLEDGEMENT AGREEMENT

This is an overview of what is needed for the application, which is also listed at the beginning of the guide. Read carefully, and when you’re ready to continue scroll to the bottom of the page and click “Start Application”.

This page lists the terms in which the USDA collects your information, the circumstances in which they will share your information, and acknowledgment to provide only true information on your application. To read more about the specifics of each section, click “Details”.

If you Decline, you will not be permitted to move forward with the application.

If you accept, select “Accept”. You will then be prompted to fill out your name under “Name of person completing the application”, and select your Title from the following options:

**OWNER**

You own the business you are applying for.

**OFFICER**

You are not the owner, but a person operating in authority, such as a director or board member.

**AUTHORIZED REPRESENTATIVE**

Only select this if you are applying on behalf of someone with their permission. Ex: Executive assistant applying on behalf of the owner of the business.
Acknowledgement Agreement


Details

Use And Disclosure - Routine Uses: We may use the information you give us in the following ways:

Details

Penalty Warning Statement: The Food and Nutrition Service can deny or withdraw your approval to accept Supplemental Nutrition Assistance Program benefits if you provide false information or try to hide information we ask you to give us. In addition, if false information is provided or information is hidden from the Food and Nutrition Service, the owners of the firm may be liable for a $10,000 fine or imprisoned for as long as five years, or both (7 U.S.C. 2024(f) and 18 U.S.C. 1001).

I have read, understand, and agree with the conditions of participation outlined in the Privacy Act, Use and Disclosure, Penalty Warning and Certification Statements, and agree to comply with all statutory and regulatory requirements associated with participation in the Supplemental Nutrition Assistance Program.
On this page, you fill out the basics about your farmers’ market.

**When did the market open for business under its current ownership?**

Enter the date in MM/DD/YYYY format. For example, if the market has been run by an organization for several years, but you became the Executive Director on June 8th, 2015 enter 06/08/2015. If you don’t know the specific date, it’s ok to estimate to the best of your knowledge.

If your market has not opened yet, you can put a date up to 30 days in the future.

**Market Name**

The name you do business as and/or advertise to the public.

**Legal Business Name (if different than market name)**

The name you use on legal business documents, such as licenses or leases.
**Market Number**

This is optional, but please put “NAFMNP” so the USDA knows you are working with MarketLink.

**Location Address**

This is the location of your market, where vendors set up and customers come to purchase products. If your market is sponsored by an organization, do not put the organization’s address, there will be a space for that later in the application.

Note: If this is also your mailing address, this is the address the FNS will use to mail additional information requests and your approval packet.

**Is the mailing address the same as the location address?**

If not, enter your mailing address.

Note: If different than the location address, this is the address the FNS will use to mail additional information requests and your approval packet.

**Market Telephone number**

List the phone number where customers can reach your market. Only one is required, but you can list an additional phone number if you choose.
Owner or Market Email Address

List the best email for the market. You can also put your personal email, but there is an option later in the application to put your personal email if it is different.

Note: It is important that this email account is monitored daily until your application has finished processing, as this is the primary way they will communicate with you.

When you’ve filled out all the information on this page, scroll down to the bottom and click “Next”.

Basic Information

In this section, provide market information. Use the ‘Help’ feature (the button in the upper right hand corner of the screen) if you have any questions.

When did or when will the market open for business under the current ownership?

MM/DD/YYYY

Market Name *

Legal Business Name (if different from market name)

Market Number

Location Address

What is the address where the market is conducted? (i.e., where the market takes place)

Street Number *

Street Name *

Additional Address Line

City *

State *

Zip Code *

Zip+4:
06. ACCOUNTABILITY INFORMATION

On this page, you will indicate how your business is structured and provide information for the Responsible Official. The responses to these questions will trigger different required information, so review the options on the next pages to see which Ownership Type best fits your farm.

Accountability Information

In this section, provide information that is necessary to maintain program integrity, such as information regarding the Responsible Official(s) and on the ownership type for the market.

Is your firm legally organized as a nonprofit entity? *

☐ Yes  ☐ No

Answer the following questions for all Responsible Officials, officers, owners, partners, members, and/or managers.

Has any Responsible Official, officer, owner, partner, member and/or manager ever been denied, withdrawn, disqualified, suspended, or been fined for Supplemental Nutrition Assistance Program (SNAP), WIC, business, alcohol, tobacco, lottery, and/or health violations? *

☐ Yes  ☐ No

Has any Responsible Official, officer, owner, partner, member and/or manager currently or ever been suspended or disbarred from conducting business with or participating in any program administered by the federal government? *

☐ Yes  ☐ No

Is any Responsible Official, officer, owner, partner, and/or member currently receiving assistance through the Supplemental Nutrition Assistance Program? *

☐ Yes  ☐ No

Has any Responsible Official, officer, owner, partner and/or member ever been disqualified from receiving assistance through the Supplemental Nutrition Assistance Program for an intentional program violation (IPV) or fraud? *

☐ Yes  ☐ No

Does any Responsible Official, officer, owner, partner, and/or member currently own any other SNAP authorized stores (such as Store, Farmers’ Market, etc.)? *

☐ Yes  ☐ No

Was any Responsible Official, officer, owner, partner, member, and/or manager convicted of any crime after June 1, 1999? *

☐ Yes  ☐ No
Is your firm legally organized as a nonprofit entity? If you answer “Yes” it will trigger the following questions:

1. Does your firm have 501(c)3 non-profit tax-exempt status?
   Answer “Yes” of “No” depending on status.

2. If you have an Employer Identification Number (EIN), enter it here.
   Enter your organization’s EIN, this question is required for non-profit organizations.

3. Corporation Name and address
   It’s important to put your organization’s name and address as you filed with the IRS as a nonprofit, not your farmers market name (unless they are the same).

4. Personal Information for each Director, Corporate Officer, or Board Member with authority to sign legal documents on behalf of the organization.
   Enter the person’s full, legal name, as it appears on their social security card, their home address, and social security number*. Lastly, select the title that matches their role the closest and their email address.

   * Please note that a social security number this is not required for markets run as 501(c)3 nonprofits.

5. If you have any additional owners, or people you would like to also be listed on the application. Click the “Add Additional Person” button on the right hand side. Enter their information as well and select their title. If they don’t fit the description of a director or board member, it’s ok to put “Corporate Officer”.
   You will be required to upload photo identification and a signed Certification and Signature Statement for each person listed.
Government-Owned, or Publicly Held Corporation

1 Is your firm legally organized as a nonprofit entity?
   Click “No”, and from the drop-down box, select “Government Owned”.

2 Name and Address of Responsible Government Agency
   Put the name and address of the governing body that sponsors or manages the market,
   not your farmers’ market name.

3 Contact person information
   Enter the person’s full, legal name, as it appears on their social security card. This person
   should be the person who oversees sponsoring the market and has authority to sign legal
   documents on behalf of the government agency, this is not necessarily the person filling out
   the application, unless they also have that authority.
Limited Liability Company (LLC), Privately Held Corporation

1. Is your firm legally organized as a nonprofit entity?
   *You will be required to upload photo identification and a signed Certification and Signature Statement for each person listed.*

2. If you have an Employer Identification Number (EIN), enter it here.
   *Enter your organization’s EIN.*

3. Corporation Name and address
   *Put your organization’s name and address as you filed with the IRS, not your farmers’ market name (unless they are the same).*

4. Personal Information for each owner.
   *Enter the person’s full, legal name, as it appears on their social security card, their home address, social security number, date of birth, and email address. Regarding title for owner and executive director, you can select “Corporate Officer”.*

5. If you have any additional owners, or people you would like to also be listed on the application. Click the “Add Additional Person” button on the right hand side. Enter their information as well and add them as another “Corporate Officer”.
   *Note: You will be required to upload photo identification, social security card, and a signed Certification and Signature Statement for each person listed.*
Partnership

1. Is your firm legally organized as a nonprofit entity?
   Click “No”, and from the drop down box, select “Partnership”.

2. If you have an Employer Identification Number (EIN), enter it here.
   Enter your market’s EIN (not required).

3. Personal Information for each owner/partner.
   - Enter the first person’s full, legal name, as it appears on their social security card.
   - Enter their home address.
   - Enter their social security number and date of birth.
   - Title: select “Partner”.
   - Enter their email address.

4. When finished with the first partner’s information, click the “Add Additional Person” button on the right-hand side. Enter the second partner’s information.
**Sole Proprietorship**

1. Is your firm legally organized as a nonprofit entity?  
   *Click “No”, and from the drop down box, select “Sole Proprietorship”.*

2. If you have an Employer Identification Number (EIN), enter it here.  
   *For Sole Proprietor, you can enter your SSN.*

3. Personal information for the owner of the Sole Proprietorship.  
   - Enter the first person’s full, legal name, as it appears on their social security card.  
   - Enter their home address.  
   - Enter their social security number and date of birth.  
   - Title: select “Owner”.  
   - Enter their email address.

If you have any additional owners, then you would not meet the definition of a “Sole Proprietorship”. Contact us at info@marketlink.org if you need assistance determining your business structure.

**Publicly Held Corporation**

To be a Publicly Held Corporation, your business must be large enough to be traded on the stock market. Almost always, farmers’ markets will not be structured this way, so we are intentionally leaving this section out to avoid confusion. If you have any questions about this, email info@marketlink.org for more details.
To finish this page, no matter what business type you chose, you will need to answer the 6 questions following the ownership information.

**Answer the following questions for all officers, owners, partners, members, and/or managers.**

Has any officer, owner, partner, member and/or manager ever been denied, withdrawn, disqualified, suspended, or been fined for Supplemental Nutrition Assistance Program (SNAP), WIC, business, alcohol, tobacco, lottery, and/or health violations? *
- Yes
- No

Has any officer, owner, partner, member and/or manager currently or ever been suspended or debarred from conducting business with or participating in any program administered by the federal government? *
- Yes
- No

Is any officer, owner, partner, and/or member currently receiving assistance through the Supplemental Nutrition Assistance Program? *
- Yes
- No

Has any officer, owner, partner and/or member ever been disqualified from receiving assistance through the Supplemental Nutrition Assistance Program for an intentional program violation (IPV) or fraud? *
- Yes
- No

Does any officer, owner, partner, and/or member currently own any other SNAP authorized stores (such as Store, Farmers’ Market, etc.)? *
- Yes
- No

Was any officer, owner, partner, member, and/or manager convicted of any crime after June 1, 1999? *
- Yes
- No
These questions are being asked to determine whether the owners and responsible officials pose a risk to the program based on their criminal history. Answer these questions for all Responsible Official(s) you listed. If you answer “yes” to any of the questions, an additional comments section will pop up where you can provide more details.

If you answer yes to any of these questions, FNS will likely ask for additional documentation, so it’s a good idea to prepare any legal dissertations, arrest records, business violation records, etc. if necessary. When you’re finished with this page, scroll down to the bottom of the page and click “Next”.

Note: If you are a SNAP Recipient, you are still eligible to be a SNAP Authorized Retailer. You need to let your case worker or the State Agency issuing your SNAP benefits know you are applying to become a SNAP Authorized Retailer. Submit a letter from your case worker or the State Agency issuing your SNAP benefits acknowledging they know you are applying to be a SNAP Retailer, this may help hasten the application process. If you do not have a caseworker, note that FNS will sometimes ask for extra verification, but be sure to note this in the additional comments section.
On this page you will enter your retail sales and give estimates of your inventory sales breakdown. This is to determine if you meet Criteria B, of the Stocking Requirements based on the USDA’s eligibility standards. To review these requirements, and the staple food categories, click here. Again, it is ok to use your best faith estimate.
Wholesale Question

This question is not pertinent to Farmers Market. Answer this question "No", which will remove the other bullets.

Do you sell gasoline?

Answer “Yes” or “No”.

Total Retail Sales

Select Estimated or Actual Retail Sales (sales from all products your vendors sell, both food and non-food products).

Estimated: Select this option if your market has been open less than one year. Use your best faith estimate of what your annual retail sales will be.

Actual: You must select this option and enter the actual total retail sales from your most recent tax return if your farm has been open for more than one year.

Again, the USDA understands that farmers' market sales may not reflect your organizations tax return, so it is ok to use this formula to estimate sales:

\[
\text{Estimated Retail Sales} = \left( \frac{\text{Average $$ a vendor makes in a market day}}{\text{Average number of vendors}} \right) \times \text{Number of Market days in a year}
\]
Sales Category Percentages

Based on the amount you entered in the retail sales question, you will now break down that amount into each sales category. It’s ok to provide your best faith estimates in the following categories:

1. **Staple Foods**
   Dairy, Bread/Grains, Fruits/Vegetables, & Meat/Poultry/Fish. An easy way to think of these foods are whole foods that are to be bought and taken home to make a meal to feed an individual or family. For more details, check out the USDA’s guide to staple foods by [clicking here](#).

2. **Accessory Foods**
   These include any snacks, chips, candy, or any other value-added products. Common foods in this category that farmers’ markets often sell are jam, jellies, and honey. To see the USDA’s more detailed guide, [click here](#).

3. **Hot Foods**
   These are hot foods served to be eaten immediately. To see the USDA’s more detailed guide, [click here](#).

4. **Cold Foods Prepared on Site**
   These are foods that a vendor sells that they prepare on site, that are intended to be eaten right away (ex: sandwiches, salads, bowls). To see the USDA’s more detailed guide, [click here](#).

5. **Non-Food Items**
   Some common examples of items that markets may sell are flowers, pet foods, crafts, t-shirts, etc.

If you don’t sell any of a type of category, put 0%, do not leave it blank. Your totals must equal 100%. When you’re finished with this page, scroll down to the bottom of the page and click “Next”.

On this page, you will break down the inventory of staple foods that you sell in stocking units. This is to determine if you meet Criteria A, of the Stocking Requirements based on the USDA’s eligibility standards. To review these requirements, and the staple food categories, click here. Again, it is ok to use your best faith estimate.

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<th>Inventory Information</th>
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<tr>
<td>In this section, you will specify the types of inventory that you carry at this location. Please answer the questions regarding staple food varieties and the depth of stock that you have currently and on a continuous basis in your store.</td>
</tr>
<tr>
<td>Answer the following questions regarding staple food varieties that you have currently and on a continuous basis in your store. Select the number of varieties for each staple food category if less than 10. Select “10+” if the number of varieties for each staple food category is equal to or greater than 10.</td>
</tr>
<tr>
<td>Indicate the number of varieties in the Breads and/or Cereals staple food category (Examples: rice, pasta, flour, pita, tortilla, etc.)</td>
</tr>
<tr>
<td>Indicate the number of varieties in the Dairy products staple food category (Examples: soymilk, butter, yogurt, infant formula, etc.)</td>
</tr>
<tr>
<td>Indicate the number of varieties in the Meat, Poultry, and/or Fish staple food category (Examples: beef, pork, eggs, tuna, etc.)</td>
</tr>
<tr>
<td>Indicate the number of varieties in the Vegetables and/or Fruits staple food category (Examples: apple, tomato, peach, carrot, etc.)</td>
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In each category, indicate the number of varieties of stocking units your market sells on a continuous basis. Enter a number 1-10 from the drop-down box. If the number is more than 10, it’s ok to put 10+, if none in a category, select 0. For example, if your vendors sell multiple varieties of apples, that counts as 1 variety of stocking unit in the Vegetables/Fruits category. If your vendors sell apples, peaches, pears, and kale, your market sells 4 varieties of stocking units in the Vegetables/Fruits category.

A stocking unit can be defined as a can, bunch, box, bag, or package that a product is usually sold in. For loose fruit/vegetables, or single items, 3 pieces is considered 1 stocking unit (ex: 3 apples = 1 stocking unit in the fruit category; 3 cans of tuna = 1 stocking unit in the meat category). If an item is canned and the first main ingredient meets the definition of staple food, then it is considered a staple food (ex. mushroom soup, if the first main ingredient is mushrooms).
In the next section, instead of listing a specific number, you will simply answer “Yes” or “No” for each category. In the first section, you will answer “Yes” or “No” if your market has at least three stocking units in at least 3 varieties in each category. In the last section, you will answer “Yes” or “No” if your market has at least one perishable stocking unit in each category.

When you’re finished with this page, scroll down to the bottom of the page and click “Next”.

Answer the following questions regarding stocking units of staple food varieties that you have currently and on a continuous basis in your market:

- Do you have at least three stocking units of at least three varieties in the Breads and/or Cereals category (Examples: 3 bags of rice, 3 boxes of pasta, 3 packages of bread, etc.)? *
  - Yes
  - No

- Do you have at least three stocking units of at least three varieties in the Dairy products category (Examples: 3 cans of evaporated milk, 3 cans of plant milk, 3 packages of cheese, etc.)? *
  - Yes
  - No

- Do you have at least three stocking units of at least three varieties in the Meat, Poultry, and/or Fish category (Examples: 3 cans of tuna, 3 cans of eggs, 3 packages of ground beef, etc.)? *
  - Yes
  - No

- Do you have at least three stocking units of at least three varieties in the Vegetables and/or Fruits category (Examples: 3 apples, 3 cans of peaches, 3 packages of lettuce, etc.)? *
  - Yes
  - No

Answer the following questions regarding perishable foods that you have currently and on a continuous basis in your store:

- Do you have at least one variety of perishable foods in the Breads and/or Cereals category (Examples: bread, rolls, etc.)? *
  - Yes
  - No

- Do you have at least one variety of perishable foods in the Dairy products category (Examples: refrigerated cow’s milk, refrigerated butter, etc.)? *
  - Yes
  - No

- Do you have at least one variety of perishable foods in the Meat, Poultry, and/or Fish category (Examples: fresh eggs, frozen chicken, etc.)? *
  - Yes
  - No

- Do you have at least one variety of perishable foods in the Vegetables and/or Fruits category (Examples: fresh apples, frozen broccoli, etc.)? *
  - Yes
  - No

(Answer to questions 3 and 4 will be recorded on the next page.)
10. SUPPLEMENTAL INFORMATION

On this page, you will enter your market’s hours, financial institution information, and any additional information relevant to your application.

Form fields:
- How many cash registers are at your store? *
- Are optical scanners used at this store? *
  - Yes
  - No
- Is your store open year round? *
  - Yes
  - No
- Is your store open 7 days a week, 24 hours per day? *
  - Yes
  - No
- Provide the name and address of the financial institution (bank) that you will be using for SNAP payment deposits
  - Financial Institution Name *
<table>
<thead>
<tr>
<th><strong>Are optical scanners used at this store?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Optical scanners are tools used to scan UPC codes, most often used at grocery and retail stores. Almost always, the answer to this question for farms/farmers’ markets is “No”.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Is your market open year round?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>If you answer “No”, a dropdown menu will appear for you to indicate what months your market is open to the public.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Is your market open 7 days a week, 24 hours per day?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Most often, the answer for farmers’ markets is “No”. If you answer no, another field will pop up for you to enter the days and times your market is open to the public.</td>
</tr>
</tbody>
</table>

Remember to put the times in 08:00 format. For days the market is not operating you will need to enter in “00:00”.

<table>
<thead>
<tr>
<th><strong>Financial institution</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Put the name and address of the bank you plan on using when you get SNAP approval to deposit SNAP payments into.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EBT Equipment Provider Name and Phone number</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>If you plan on using the grant-provided equipment through MarketLink, put “Novo Dia Group”. If you plan on using a different provider, you can enter them in but it is not required. If you know their phone number, you can enter it, but it is not required.</td>
</tr>
</tbody>
</table>
If your market has a website, Facebook page, Instagram page or other online presence, enter it here. This question is not required, but providing a website helps FNS further verify that your business is legitimate, so even if it’s minimal it’s helpful to add one.

**Store Website**

If your market has a website, Facebook page, Instagram page or other online presence, enter it here. This question is not required, but providing a website helps FNS further verify that your business is legitimate, so even if it’s minimal it’s helpful to add one.

**Additional Comments Section**

This section is also not required, but we have found that providing more details on your application helps limit the approval time. Below is the additional information we recommend adding:

1. “Our market meets the USDA definition of a Farmer’s Market: A multi-vendor market where farmers come together to sell their own agricultural products directly to the general public at a center or a fixed location.”

2. List the total number of our participating vendors, and how many of those vendors fall into the “Staple Foods” Category.

Example: “ABC Farmers’ Market has an average of 25 vendors, where 15 of the vendors consistently sell foods that would fall under the “staple foods” category.”

Note: If you run out of room, you can instead save all this in a Word document instead and upload it with your supplemental documents after you submit your application.

When you’re finished with this page, scroll down to the bottom of the page and click “Next”.
11. REVIEW & SUBMIT

This is the final page of the application. This is your last chance to review everything before submitting, and where you can download a copy of what you submit for your records. Before you submit your application, be sure to click “View/Print Application (PDF)”, so that you can save a copy for your records.
When you’re ready to submit, click “Accept” underneath the Penalty Warning Statement, and scroll to the bottom of the page and click “Submit Application” on the right-hand side.

Congratulations! You’ve finished the FNS SNAP Retailer Application and taken the first step to providing food access in your community.
AFTER SUBMITTING YOUR APPLICATION

Your application is submitted, but not quite complete! Applications are not considered complete until all the supporting documentation is submitted, including the Certification and Signature Statement.

Documents to Submit

Documents to Submit to USDA’s Food and Nutrition Service:

Your application was submitted and assigned FNS Number - 1234567. Please keep this number, as it is a permanent ID for the store.

You are NOT approved to accept SNAP benefits until FNS makes a determination regarding your eligibility.

FNS will process an application once it’s complete and notify you of a decision in writing. In order to help determine your eligibility, an FNS employee or representative may visit your store.

In order to complete your application, you must submit supporting documentation as follows:

1. Submit a signed ‘Certification & Signature Statement’ page for each owner, partner, and corporate officer. To do this: click the “Print” button below and physically sign the page. Then, if necessary, scan the page to your computer. Return to this website and upload the page that you signed.

   Print Required Certification and Signature Statement

2. Submit at least one current business license in your name. Click here for examples.

3. Submit a color copy of Photo Identification for each owner, partner, and corporate officer. Copy each identification card in color on a separate page. Click here for examples.

4. Submit a color copy of Social Security Number verification for each owner, partner, and corporate officer. Copy each identification card in color on a separate page. Click here for examples.

Submit Documents Electronically
After you submit your application, the next page will provide your FNS number and a list of all the supporting documents you need to submit, but you will receive an email with this information as well. Be sure to keep this information in a safe place – your FNS number is how you will reference your application.

**Note:** Before you exit this page, be sure to click on “Print Required Certification and Signature Statement”. This will allow you to download a copy to your computer and print out a copy to sign. The application will provide a signature page for each Responsible Official you listed on the application. If you miss downloading this page before exiting, you can always download it later from the Upload Documents section which is covered in the next section of this guide.
The documents you need to submit depend on your ownership type. Scroll through these options to find which ownership type your market is classified under.

**Non-Profits**

1. Color copy of valid government issued Photo ID (such as a License or Passport) for all person(s) listed on the application (front and back if license is used).

2. Color copy of Social Security Number Card for all person(s) listed on the application (front side only). If you don’t have this, the first page of your most recent personal tax return or a W-2 should suffice (income and spouse may be blacked out).
   
   *Note: If you are applying as a 501c3 nonprofit, you do not have to submit a social security card.*

3. Signed Certification and Signature Statement (what you downloaded on the submission page), for each owner/person listed on the application. Remember to print and physically sign. FNS will not accept an electronic signature.

4. If you are applying as a 501c3 nonprofit, upload a copy of the 501c3 determination letter from the IRS.

5. If your state requires any Business Licenses to do business at that location you MUST also submit a copy(ies) - if you do not have these then this does not apply to you.
Government-Owned

1. Signed Certification and Signature Statement (what is downloaded on the submission page). This needs to be signed by a government official that can legally sign official documents. Remember to print and physically sign. FNS will not accept an electronic signature.

2. Provide a letter, on appropriate letterhead, confirming that the person signing the Certification and Signature Statement is the Responsible Official for that organization/entity and has authority to sign on its behalf. Also include language confirming that the government entity owns or sponsors the market.

3. W-9 showing the government organization’s EIN information.

4. If your state requires any Business Licenses to do business at that location you MUST also submit a copy(ies) - if you do not have these then this does not apply to you.
**Limited Liability Company (LLC), Privately Held Corporation, Sole Proprietorship, or Partnership**

1. Color copy of valid government issued Photo ID (such as a License or Passport) for all person(s) listed on the application (front and back if license is used).

2. Color copy of Social Security Number Card for all person(s) listed on the application (front side only). If you don’t have this, the first page of your most recent personal tax return or a W-2 should suffice (income and spouse may be blacked out).

3. Signed “Certification and Signature Statement” (what you downloaded on the submission page), for each owner/person listed on the application. Remember to print and physically sign. FNS will not accept an electronic signature.

4. If your state requires any Business Licenses to do business at that location you MUST also submit a copy(ies) - if you do not have these then this does not apply to you.

**Publicly Held Corporation**

To be a Publicly Held Corporation, your business must be large enough to be traded on the stock market. Almost always, farmers’ markets will not be structured this way, so we are intentionally leaving this section out to avoid confusion. If you have any questions about this, email info@marketlink.org for more details.
Once you gather all your information, you can then upload them to the USDA website to associate with your application. It’s best to wait until you gather all your supporting documents then upload them all at once, rather than uploading them individually over time.

If you are still on the application page, click “Home” to return to the homepage, or log back into your account if you are returning later. From the homepage, click “Upload Documents or View/print Cover Letter, Certification and Signature Statement and 252E”. This will open a drop-down menu, where you should see your one submitted application.

Note: you have 30 days from when you submitted your application to upload all your documents, or FNS will pull your application as incomplete, and you will need to start from the beginning.
HOW TO UPLOAD YOUR DOCUMENTS (CONTINUED)

On the right-hand side, click “Upload Documents”. This is also where you can access other important documents if you missed downloading them when you submitted your application:

1. **252E Form**
   *PDF copy of the application you submitted*

2. **Cover Letter**
   *Only use this if you mail your documents to the USDA (this is not recommended).*

3. **Certification Statement**
   *Signature Page for each Responsible Official on the application.*
HOW TO UPLOAD YOUR DOCUMENTS (CONTINUED)

Step 1: Select Document Category

From the left hand side drop down menu, select the appropriate category, and then Select Document Type.

On this page, it's best to just follow along the following steps:

**Step 1. Select Document Category**

From the left hand side drop down menu, select the appropriate category, and then Select Document Type.
Once you’ve selected the document category and document type, upload the file by clicking “Choose File”. Once you’ve located the file on your computer, click “Upload”. Repeat steps 1-3 until all your supporting documents are uploaded.

**Step 2. Select Document Type**

The drop down menu is located on the right hand side. Below are the most common ones you may be using:

**Business License, Certification, and Personal Identification**
- Photo ID
- SSN Verification
- Signed Certification and Signature Statement
- Business License

**Tax Documentation** *(Most common for Non-Profits)*
- IRS Letter for Proof of Tax-Exempt Status
- Non-Profit Articles of Incorporation
- Proof of Tax Exempt Status

**Step 3. Choose your Document**

Once you’ve selected the document category and document type, upload the file by clicking “Choose File”. Once you’ve located the file on your computer, click “Upload”. Repeat steps 1-3 until all your supporting documents are uploaded.
Step 4. Review and Submit Uploaded Documents

After you upload all your documents, they should show up under this step. Sometimes they take a few minutes to show up, so you may need to keep hitting “Refresh” on the bottom right until they all show up.

Note: This section is just for uploading documents, you still need to be sure to submit them to officially send them into FNS. When you see all your documents listed, and they look good to you, click “Submit”.

After you click “Submit”, they should then move to this section. Again, it can take a few minutes, so you may need to hit “refresh” until they all show up.

Congratulations! Now your application is officially complete.
Now that your application is officially submitted, it gets sent to the FNS’s Retail Service Center where they will review your application and documents to make sure everything looks good. We recommend giving them about a week after you upload your documents, and then calling the SNAP Retailer Service Center (RSC) at 877-823-4369 to make sure everything is all good. They will be able to either tell you if more information is needed, anything needs to be adjusted, or if your documents were accepted and your application “moved on to the next step”. This means they are conducting a background check and your application is waiting to be assigned to a field agent.

If your documents were accepted, and it has moved on, be sure to make a note of that date so you can track how much time has passed. From here, we generally recommend logging back into your account at least once a week to check on the status by clicking “Check Status Of Previously Submitted Application” and then clicking on your FNS number. During this process we also recommend keeping an eye on your email, spam folder, and physical mail for any correspondence from FNS.
Occasionally your field agent will send you a request for additional information. This can include more information about your market/business, verification of ownership, food handling license, and etc.

Requests for additional info will often come with a time frame you’ll need to reply by, which is why it’s important to check your email/application status often. If you do not respond to an additional info request in time, they will pull your application as incomplete.

If they request additional documentation, your agent will sometimes give you the option to email the documents back to them, but you should also upload them to your online application using the upload feature as you did with your supporting documents. Occasionally they will say to mail your documents in, but again we do not recommend doing this, it can delay your application. Always use email or the upload feature when available.

Note: If 6 weeks passes, often when you call the SNAP Retail Center they will “escalate” your application.

Request for Additional Information

Occasionally your field agent will send you a request for additional information. This can include more information about your market/business, verification of ownership, food handling license, and etc.

Requests for additional info will often come with a time frame you’ll need to reply by, which is why it’s important to check your email/application status often. If you do not respond to an additional info request in time, they will pull your application as incomplete.

If they request additional documentation, your agent will sometimes give you the option to email the documents back to them, but you should also upload them to your online application using the upload feature as you did with your supporting documents. Occasionally they will say to mail your documents in, but again we do not recommend doing this, it can delay your application. Always use email or the upload feature when available.
When your application is done being reviewed, and they decide everything looks good, FNS will send you information about your approval through email and regular mail. You will receive a permit authorizing you to accept SNAP/EBT transactions. Be sure to save an electronic version of your permit, as you will need this to set up your merchant account with Novo Dia Group.

If you are interested in utilizing the MarketLink grant for free EBT processing equipment, email us directly when you receive your FNS Authorization Permit at info@marketlink.org. We will then send you the next steps to receive equipment, and get set up to begin processing transactions.
Tips on Maintaining your SNAP Authorization

01. No documentation of your SNAP transactions are required, unless you are participating in specific incentive programs that require you to do so.

02. Process SNAP transactions at least once/year. FNS does have the right to contact any FM/DMF that is not transacting to find out if they are still operating and/or wish to remain in the program. They will remove/deactivate any that do not respond. Watch for any emails from FNS requesting verification the market is still operating or that it wishes to remain in the SNAP program. Respond accordingly.

03. If your contact information or address changes, notify the FNS by calling the Farmers’ Market Hotline at 1-312-353-6609 to request an information change and a new permit.

04. Save copies of your SNAP Permit and your SNAP Application somewhere safe.

05. If your business changes ownership or Responsible Officials, you will need to reapply.

Reauthorization

The permit you just received is good for 5 years. After that point, you will receive an email and likely a letter stating you need to reauthorize your permit. The email will include a link to do this - you do not need to go through the full application. However, you only have 30 days upon receipt of this email to reauthorize, so we recommend setting a calendar or email reminder for yourself to look out for reauthorization too so you do not miss it.