



For Immediate Release

MarketLink

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National Association of Farmers Market Nutrition Programs MarketLink Program Unveils Innovative Online SNAP Payments Solution

Alexandria, VA (January 2022) – Direct marketing farmers nationwide are already familiar with the highly successful MarketLink mobile app Totil Pay Go. Early in 2022, the NAFMNP MarketLink Program will launch an Online SNAP Payments Solution, adding to its federal nutrition payments portfolio. Direct marketing farmers will have the option to accept secure, PIN-based online SNAP transactions and grow their SNAP customer base using the MarketLink Online Solution. The NAFMNP MarketLink Program, in partnership with Nova Dia Group, Inc. (NDG) and FIS Worldpay, will develop four eCommerce platforms, beginning with Local Food Marketplace, and then adding Fellow Farmer; GrownBy; and WhatsGood.

SNAP-authorized direct marketing farmers will receive:

- Authorization assistance to become online-ready
- Access to one of the four eCommerce platforms at no cost for one-year
- Technical and training support from the eCommerce platform team
- On-going communication as well as platform maintenance and security updates.

NAFMNP is supported by a cooperative agreement with the United States Department of Agriculture (USDA), Food and Nutrition Services (FNS).

Access to SNAP online payments is part of NAFMNP's ongoing commitment to developing innovative solutions that work for farmers and consumers. "We are excited to have this opportunity to provide yet another option for farmers to sell directly," stated NAFMNP Executive Director, Phil Blalock. "Working with USDA on these solutions continues to build on our commitment to small farmers and the markets that serve them."

The development of the eCommerce platform is especially crucial during a time where the Covid-19 pandemic has altered so much of the consumers' purchasing methods. With the Covid-19 pandemic normalizing consumers' habits from shopping in-person to more online orders and curbside pickup, NAFMNP firmly believes more than ever in the need for an online platform that

allows consumer access to and redemption of federal benefits programs. A recent McKinsey report on post-pandemic trends confirmed that consumer spending on eCommerce sites increased by 35% between March and June of 2021. Additionally, one-third of American households experienced a decrease in their income which caused them to shift purchasing values to essential goods such as groceries and household supplies.

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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.

About Fellow Farmer

Fellow Farmer is a full-stack digital operation and sales platform for direct marketing farmers and farmers markets founded by Ludvig Suneson in 2017. The platform has been developed and tested in cooperation with GrowNYC, one of the largest farmers market organizations in the US. Ludvig has a background as a Research Associate at the University of Washington's Robotics and Machine Learning Lab, where he helped lead government-funded research projects in Big Data, Sensor technology, and Machine Learning. Before starting Fellow Farmer, Ludvig served as Head of Sales, Americas, for SkySparc, a Financial Technology company providing business analytics and automation solutions for central banks, asset managers, and Global 500 corporations.

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; it currently has approximately 55 farmers using the platform. 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 Local Food Marketplace

Local Food Marketplace was launched in 2009 by local food advocates and technology entrepreneurs, Doug Frazier and Amy McCann. The technology was originally written by Doug for Eugene Local Foods, a food hub that Amy and Doug ran for 5 years before transitioning ownership to Willamette Farm and Food Coalition in 2013. Eight years after launching, Local Food Marketplace now supports 120+ food hubs, online markets, co-ops, and buying clubs across more than thirty-five states.

About WhatsGood

WhatsGood launched in 2014 as an online marketplace connecting buyers with local farmers and vendors. The platform has since evolved from the initial idea as a platform just for chefs, but the mission has stayed the same: to connect communities with the people growing their food. Currently, WhatsGood has 148,170 consumers, 2,380 vendors, and 400 farmers markets utilizing the platform nationwide.