

MARKETING/SALES OPPORTUNITIES AT FARMERS' MARKETS

***MISSISSIPPI
DEPARTMENT OF AGRICULTURE
AND COMMERCE***

Cindy Hyde-Smith
Commissioner

Forms of payment at the market

- Cash
- Electronic Payments
 - Credit
 - Debit
 - EBT
- Supplemental Nutrition Programs
 - Voucher/check

\$CASH\$

- Most preferred
- Cash and carry
- “Go Home”
- What about.....
 - Fixed income
 - Limited Resources
 - Don’ t carry cash
 - Forbes Magazine, “1 in 4 sales are in cash today”

ELECTRONIC PAYMENTS

- Debit/Credit
 - Wired
 - Electricity
 - Phone line
 - Wireless
 - Cellular Connection
 - Smart Phone
 - Mobile application

ELECTRONIC PAYMENTS

- Wireless/Mobile
 - Square, payanywhere, and more....
- What about.....EBT-SNAP
 - EBT
 - MarketLink
 - Combines all 3 options

Before choosing, KNOW YOUR CUSTOMER BASE

WIRELESS AT THE MARKET

Direct farmer vs The market

What to consider



SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAMS (SNAP)

- Eligible foods: All fruits and vegetables; meats, fish, and poultry; cheese and dairy products; eggs; baked goods; processed foods; honey, cider, juices; herbs (plants and bunched); plants & seeds that bear fruit
- Ineligible foods: Non-food products, wine and alcohol products, hot foods, foods meant to be eaten on-site

MDAC FARMERS MARKET PROGRAMS

- *WIC FARMERS MARKET NUTRITION PROGRAM*
- *SENIOR FARMERS MARKET NUTRITION PROGRAM*

WIC FARMERS MARKET NUTRITION PROGRAM

(WIC) Women, Infants and Children's Program

- USDA/Childhood Nutrition Act
- Participants receive a one-time benefit of \$15-\$20
(checks valued at \$5)
- Checks issued at local WIC food centers
- Issuance usually occurs in June/July, checks may be used through October
- Bolivar, Clay, Hinds, Holmes, Noxubee, Lauderdale, Lowndes, Pike and Tate Counties, (Lafayette, Oktibbeha)
- Approximately 7,500-8,000 recipients in 2014

SENIOR FARMERS MARKET NUTRITION PROGRAM

Low-income senior citizens above age 60 and 185% below federal poverty income level receive a one-time benefit (\$25) through the Area Agency on Aging

- USDA-Farm Bill
- Checks issued at congregate food sites, through case manager visits, to Medicaid waiver recipients, waiting list seniors or at the farmers market
- Central Miss AAA, South Miss. AAA, North Central Miss. AAA, Southwest Miss. AAA, North Miss., East Central Miss, and Golden Triangle
- Issuance usually occurs in June or July, checks may be used through November
- Approximately 4,000 - 4,300 recipients

FARMER PARTICIPATION

Criteria to participate

- Direct producer/seller
- Not be a wholesaler
- Must be the person selling the produce, employee or family member at market sites during the program period
- Complete an application/farmer's participation agreement which includes a crop plan.

Benefit to farmers

- Program provides a marketing alternative and a set clientele of new customers that ordinarily wouldn't come to the farmers' market
- Checks are like cash, therefore producing a fast turn around of cash for the farmer

ELIGIBLE ITEMS TO BE SOLD

FRUITS

Mississippi Apples
Blackberries
Blueberries
Cantaloupes
Figs
Muscadines
Mississippi Peaches
Pears
Strawberries
Watermelons
Satsuma

HONEY – SENIOR FMNP


VEGETABLES

Beans Onions
Beets Peas
Broccoli Peppers
Cabbage Potatoes
Carrots Pumpkins
Cauliflower Rutabagas
Corn Spinach
C u c u m b e r s
Squash
Eggplants Tomatoes
Greens
Lettuce
Okra

FMNP AT THE MARKET



- Farmers display the FMNP participating farmer poster
- Checks are signed by the participant upon purchase
- Checks redeemed at the market may be deposited at the farmer's bank or financial institution.

2012 MISSISSIPPI SENIOR FARMERS MARKET NUTRITION PROGRAM		ACCOUNT NUMBER 800657 75-1248/919	507876
Valid JUNE 1 through NOVEMBER 17, 2012 Good only for the purchase of fresh fruits and vegetables at authorized Mississippi farmers markets. Cannot be redeemed for cash.			
PAY TO THE ORDER OF Mississippi FMNP Farmer Participant Five Dollars and _____ no/100		AUTHORIZED PROGRAM FARMER NUMBER: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	<div style="border: 1px solid black; padding: 5px; text-align: center;"> \$ 5.00 </div> NO CHANGE PERMITTED
		RECIPIENT SIGNATURE <div style="border: 1px solid black; height: 30px; width: 100%;"></div>	
<small>SOLUTIONS CITIZENS ALLIANCE BANK HOWARD LAKE BRANCH CLARA CITY, MN 56222</small>		Farmers must deposit by November 30, 2012	
⑆ 50 78 76 ⑆ ⑆ 09 19 1 248 21 ⑆ 800657 ⑆			

CURRENT AUTHORIZED WIC FMNP MARKET LOCATIONS

BOLIVAR COUNTY

Cleveland

Bolivar County Farmers Market

CLAY COUNTY

West Point

West Point Farmers Market

HOLMES COUNTY

Lexington

Lexington Farmers Market

HINDS COUNTY

Jackson

Mississippi Farmers Market
High Street

NOXUBEE COUNTY

Macon

Noxubee County Farmers Market

LAUDERDALE COUNTY

Meridian

Meridian Farmers Market

LOWNDES COUNTY

Columbus

Hitching Lot Farmers Market

PIKE COUNTY

McComb

McComb Farmers Market

TATE COUNTY

Senatobia

Senatobia Farmers Market

Other Authorized Markets:

Vicksburg Farmers Market
Greenwood Farmers Market
Vaiden Farmers Market
Starkville Farmers Market
Batesville Farmers Market
Hernando Farmers Market

CURRENT AUTHORIZED SENIOR FMNP LOCATIONS

NORTH MISSISSIPPI

DESOTO COUNTY

Hernando Farmers Market

PANOLA COUNTY

Batesville - Square Farmers Market

TATE COUNTY

Senatobia - Tate County Farmers Market

CENTRAL MISSISSIPPI

HINDS COUNTY

Jackson - Mississippi Farmers' Market

WARREN COUNTY

Vicksburg - Vicksburg Farmers Market

MADISON COUNTY

Canton - Canton Farmers Market

SOUTHWEST MISSISSIPPI

ADAMS COUNTY

Natchez - ASUEP-Natchez Farmers Market

LINCOLN COUNTY

Brookhaven - Brookhaven Farmers Market

WALTHALL COUNTY

Tylertown - Tylertown Farmers Market

PIKE COUNTY

McComb - McComb Farmers Market

MISSISSIPPI DELTA

ATTALA COUNTY

Kosciusko – Attala Co. Farmers Market

CARROLL COUNTY

Vaiden - Vaiden Farmers Market

HOLMES COUNTY

Lexington - Lexington Farmers Market

LEFLORE COUNTY

Greenwood - Greenwood Farmers Market

SUNFLOWER COUNTY

Indianola - Indianola Open Air Market

SOUTH MISSISSIPPI/GULF COAST

FORREST COUNTY

Hattiesburg - Hattiesburg Farmers Market

East Jerusalem Community Farmers Market

Petal- Petal Farmers Market

HARRISON COUNTY

Biloxi - Hegwood Farmers Market / Biloxi

Long Beach - Downtown Farmers Market

Gulfport – Gulfport Harbor Market

Ocean Springs - Ocean Springs Fresh Market

Pass Christian - The Pass Market

GOLDEN TRIANGLE

LOWNDES COUNTY

Columbus –

Hitching Lot Farmers Market

OKTIBBEHA COUNTY

Starkville –

Starkville Community Market

EAST CENTRAL

LAUDERDALE COUNTY

Meridian-

Meridian/Lauderdale Co. Farmers Market

NESHOBA COUNTY

Philadelphia-

Neshoba Co. Farmers Market

Marketing.....in addition



- Adequate signage but neat
- 20% off sale with voucher or EBT card
- Farmer business card, sales information on the back
- Booth spacing, arrangement and grouping

FARMERS' MARKET PROGRAMS INFORMATION

WIC AND SENIOR FMNP
Purvie Green – (601) 359-1168
purvie@mdac.ms.gov

www.fns.usda.gov/ebt/learn-about-snap-benefits-farmers-markets

www.marketlink.org

www.mdac.ms.gov

Farmers Market at the Mothership

