

# GROW YOUR LOCAL FARMERS' MARKET

The Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps, is known as FoodShare in Wisconsin. An Electronic Benefits Transfer (EBT) card allows FoodShare recipients to use their benefits electronically to pay for food purchases.<sup>1</sup> View a [Glossary of Terms](#).

Out of the total 287 farmers' markets in Wisconsin, 68 markets accept EBT<sup>2</sup>



Nearly **ONE IN FOUR** Wisconsin households **USE FOODSHARE**.<sup>3,4</sup>

EBT at Farmers' Markets is good for the local economy



Nearly **\$216,000 IN FOODSHARE PURCHASES** were redeemed at Wisconsin markets in 2013.<sup>5</sup>

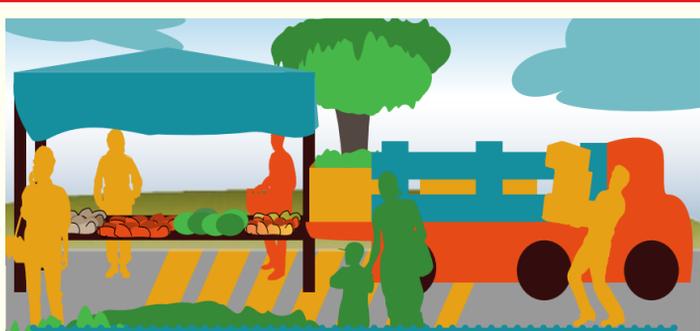
Chronic disease is prevalent among Wisconsin's low-income population, many of whom utilize FoodShare



**3 IN 5 PEOPLE** with low-income\* in Wisconsin **ARE OVERWEIGHT OR OBESE**.<sup>6</sup>

\*Low-income (as referenced above) is defined as those with a yearly income ranging from \$0 - \$24,999.

## WHAT ARE SOME BENEFITS OF EBT AT FARMERS' MARKETS?



### ECONOMY

EBT at farmers' markets supports small and midsize farms by creating new revenue streams.<sup>7</sup>



### PUBLIC HEALTH

In 2012, 99 percent of Wisconsin FoodShare users surveyed agreed that fruit and vegetable consumption increased as a result of EBT at farmers' markets.<sup>9</sup>

"In addition to the users, our farmers are also benefiting from the infrastructure to accept EBT; seeing a significant increase in sales.

Beyond connecting FoodShare participants to local foods, we also believe the program offers us the ability to provide a more inclusive event for our entire community."

-Molly Vandervest,  
Marketing and Events,  
Downtown Green Bay Inc.



### COMMUNITY

EBT at farmers' markets provides opportunities to teach people about nutrition and to encourage healthier habits.<sup>10</sup>

Contact your **LOCAL UW-EXTENSION OFFICE** OR **LOCAL HEALTH DEPARTMENT**

for more information on starting an EBT program at a farmers' market near you

[Funding](#) for starting your EBT program may be available. Access [additional resources](#) about EBT at farmers' markets.

\*\*Learn more about EBT at farmers' markets' [incentive programs](#).

View our list of [REFERENCES](#)