



COMMUNITY
FARM
ALLIANCE

FARMERS MARKET SUPPORT PROGRAM

Quick-Tips: Attracting EBT & WIC customers

Coordinate with your county leaders

If you don't already have a relationship with these folks, get to know your local health department WIC educators, your local SNAP (food stamps) office staff and your county extension office family consumer science agent and regional SNAP ed agent. Make a plan to get your market information to these important community leaders for their clients.

Be good communicators

WIC and SNAP recipients may not know how to use their benefits at your market. Prepare clear instructions in a handout or brochure for them, and make those materials available in print and electronically. Make sure market staff and volunteers know how to assist customers in using their benefits. Include information about your nutrition support programs in all your newsletters, social media and other advertising. Be good listeners – ask customers and SNAP/WIC professionals what barriers prevent participation, and make a plan to overcome barriers.

Go to your potential customers

Plan events at the SNAP office or health department. Work with the staff to find out when would be a good time to hold a special event. A pop-up market may be a possibility. A market representative may be able to offer samples or pass out information. Where else in your community could an event be held? Local health clinics? Child development centers? When WIC and SNAP participants have a successful market experience, encourage them to share their success by word of mouth or social media.

Use appropriate signage and labeling

Each vendor who is participating in EBT and WIC should display appropriate signage. Customers shouldn't have to ask where they can use their benefits. Encourage vendors to package items in quantities that will match the dollar amounts of food instruments or tokens. Make it easy for customers to know how much product they can get. All products should have their prices clearly labeled.

Plan for kids at market

Making kids welcome makes families feel welcome. Plan simple kids' activities. Offer special kids tokens or vouchers to spend. Check into having your market serve as a summer feeding site. Offer fruit or vegetable snacks for kids (whole and uncut).

Provide recipes, samples and demos

The variety of seasonal products at the farmers market may be very different than what is available year-round at the grocery. Customers love recipes, especially for less familiar products. Samples give shoppers a chance to see if they like a product before buying. Cooking demonstrations bring recipes to life.