

PROGRAM OVERVIEW

What is Crop Cash?

Crop Cash is Northeast Organic Farming Association's (NOFA-VT) double value incentive program at farmers markets, which provides FREE matching funds to 3SquaresVT (3SVT) customers when they spend their 3SVT benefits at participating farmers markets. Customers from other states that receive Supplemental Nutrition Assistance Program (SNAP) food benefits are also eligible to receive Crop Cash.

Program Goals

- Support 3SquaresVT participant efforts to purchase more locally grown produce, leading to more positive health outcomes.
- Grow and diversify the farmers market consumer base by encouraging more Vermonters receiving 3SVT benefits to visit and shop at farmers markets.
- Support the Vermont agricultural economy by keeping federal food assistance dollars local and building stronger direct market relationships between vendors and Vermont consumers.

Program Basics

- All farmers markets in Vermont that are authorized to accept 3SVT benefits via EBT cards are eligible and encouraged to participate in the Crop Cash Program.
- Anybody that receives 3SVT benefits is automatically eligible to receive Crop Cash when they spend their 3SVT benefits at the market.
- Crop Cash provides a dollar for dollar match for 3SVT benefits spent at the farmers market, up to \$10 per market day.
- Crop Cash can be used to purchase **fresh fruits, vegetables, herbs, and seeds and plants intended for food cultivation and consumption.**
- Crop Cash is available on an annual cycle, beginning on May 1, 2017 and operating through March 31, 2018. ¹
- Crop Cash must be spent that the market where it was received. ²

Distribution to Customers

- Crop Cash is a program for customers using **3SVT/SNAP benefits**, only. ^{3,4}
- 3SVT customers receive Crop Cash automatically from a participating farmers market at the time of their 3SVT transaction.
- Each market day, individual customers can receive up to \$10 in Crop Cash match.
- There is no limit to the number of market days that a customer can receive Crop Cash during a market season.

Spending Crop Cash

- Crop Cash is used to purchase **fresh fruits, vegetables, herbs, and seeds and plants intended for food cultivation and consumption.**
- Any market vendor that sells fresh fruits, vegetables, and/or herbs at a participating farmers market is expected to accept Crop Cash.
- Individual Crop Cash incentives must be used in full \$1 increments (i.e. no cash change can be given).
- Crop Cash must be spent at the market where it was received. ⁵
- Crop Cash can be saved and used at future markets, as long as they are used prior to the expiration date.

Project Funding

Crop Cash is funded by the Wholesome Wave Foundation, through the Food Insecurity Nutrition Incentive (FINI) Grant Program from the United States Department of Agriculture (USDA).

Program Coordination:

The NOFA-VT administers the Crop Cash Program. Crop Cash is made available to all farmers markets in Vermont that accept 3SVT/SNAP benefits via EBT machines at their market and agree to the terms of the Crop Cash Program. Individual markets are responsible for managing Crop Cash at their market according to the terms of the program.

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¹ Crop Cash obtained from a summer market can be spent at the winter market.

² Market of origin is indicated by a colored sticker on the currency.

³ Senior and disabled customers may receive 3SquaresVT without an EBT Card. If everyone in a household is 65 or older or receiving Supplemental Security Income (SSI), the individual's 3SquaresVT benefits will be deposited as cash directly into their bank account. If they do not have an active bank account or if they recently turned 65, they may receive their benefits as EBT Cash.

⁴ Debit, Credit, Check and EBT Cash customers DO NOT qualify for the Crop Cash Program (unless they meet the exception described in Footnote 3).

⁵ For an updated list of participating markets, visit: www.nofavt.org/cropcash/participatingmarkets