

VERMONTERS USE 'CROP CASH' TO BUY MORE FRESH FOOD AT FARMERS MARKETS

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[DATE], 2020 ([TOWN], VT) – There are currently over 70,000 Vermonters who receive 3SquaresVT benefits (known as SNAP national) to help them provide food for their families. Starting on June 1st, Vermonters who use their 3SquaresVT benefits at the [INSERT MARKET NAME] will be able to double their money with Crop Cash, which can be used to buy fresh fruits, vegetables and herbs from local farmers.

The Crop Cash Program works like this: customers go to the booth at the market designated with the yellow “EBT and Debit Cards Accepted Here” banner. They say how much of their 3SquaresVT benefits they would like to spend and then swipe their EBT card. They will be given wooden tokens worth \$1 to use at any vendor that sells 3SquaresVT eligible foods. As a bonus for shopping at the market, they will also be given Crop Cash, an incentive in the form of a \$1 dollar bill that matches their 3SquaresVT purchase, up to \$10 per market day. Crop Cash is then used to purchase fresh fruits, vegetables and herbs at participating farmers markets.

The Crop Cash Program benefits 3SquaresVT households, Vermont farmers and the local economy by increasing the opportunity for limited-income Vermonters to use their federal benefit dollars to purchase more fresh, local produce that directly supports local farm businesses. [INSERT QUOTE FROM MARKET REGARDING WHY YOUR MARKET PARTICIPATES IN THE PROGRAM and/or THE PROGRAMS BENEFITS].

The [INSERT MARKET NAME] can be found at [INSERT MARKET LOCATION] on [INSERT DAY OF WEEK] from [INSERT TIME], and is one of over 40 farmers markets in Vermont that accept 3SquaresVT benefits and offer Crop Cash! For more information on Crop Cash, including a list of participating markets, visit www.nofavt.org/cropcash or dial 2-1-1.

The Crop Cash Program is coordinated by the Northeast Organic Farming Association of Vermont (NOFA-VT), with funding from the USDA.