



A history of FOOD STAMPS in GrowNYC's Farmers Markets

2001

Congress mandated that Food Stamps be converted from paper coupons to Electronic Benefit Transfer (EBT) cards. Farmers markets that once redeemed thousands of dollars in Food Stamps became limited to cash and FMNP sales.

2002

2001-02

The Farmers Market Federation of NY, the NY State Office of Temporary & Disabled Assistance, and the New York State Department of Agriculture & Markets piloted a number of programs utilizing battery-operated, wireless point-of-sale terminals at farmers markets. Prior to 2005, these programs emphasized distributing individual terminals directly to farmers.



2003

2004

In 2004 only 55 individual farmers in all of New York State accepted EBT with sales, totaling \$35,200.

2005

2005

In 2005, Greenmarket farmers earned \$1,000 in EBT dollars at three markets.

2005

GrowNYC piloted the Central Terminal token model at three Greenmarkets

2006

The New York City Council began funding Greenmarket's EBT project

2006

Health Bucks Incentive began



2007

2006

GrowNYC Piloted farmer operated model at 3 Greenmarkets

2007

GrowNYC hired an EBT Project Manager

2007

GrowNYC launched first citywide advertising campaign

2006

GrowNYC expanded EBT to six additional markets and saw sales increase from \$1,000 to \$14,000.

2009

Rejected farmer operated model after 2 years. 23 Greenmarkets now participating in Token model

2008

Health Bucks EBT Incentive funded by the New York City Human Resources Administration (HRA)

2009

2010

EBT expanded into 40 markets from 23 in 2009

2009

GrowNYC Started partnership with Food Bank to offer Food Stamp screenings regularly at markets

2008

HRA's first mailing to food stamp recipients letting them know about the market and Health Buck program.

2008

EBT sales reached over \$100,000 at Greenmarkets



2011

2010

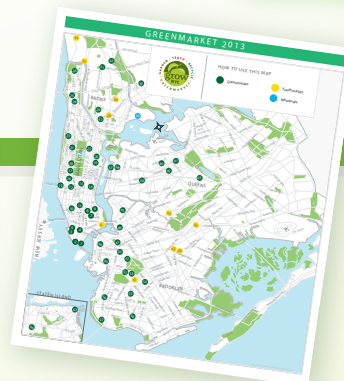
EBT added to the Union Square Greenmarket

2010

2010 EBT Sales reached over \$500,000

2011

EBT sales reached over \$831,000



2012

2012

Health Bucks Expanded to every farmers market in New York City