



**FOR IMMEDIATE RELEASE**

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## **Governor Cuomo Assures There Will Be No Interruption in Service for SNAP Recipients at GrowNYC Greenmarkets This Season**

**New York, NY** – Thanks to the continued leadership of Governor Cuomo, New York State has created a plan to ensure that customers across the United States using Supplemental Nutrition Assistance Program (SNAP) at farmers markets can continue to do so, thus protecting the viability of farm businesses in New York and throughout the country.

For the past month, the capacity to accept SNAP/EBT at many farmers markets was in jeopardy. Without Governor Cuomo's support, the company that operated the app used by Greenmarket and 1700 other farmers markets across the country, Novo Dia Group, would have gone out of business on July 31<sup>st</sup>. Now, Novo Dia's app, Mobile Market Plus, will remain in operation at least through February 2019.

GrowNYC is dedicated to ensuring that all New Yorkers can choose to participate in a regional food system, support local farmers, and have access to healthy, local food. **We thank Governor Cuomo for his continued leadership in championing upstate growers and connecting them to New York City farmers markets.**

*"Governor Cuomo's tenure has been marked by a steadfast dedication to safeguarding the viability of our state's farms, whether through supporting the New York State Greenmarket Regional Food Hub or promoting and expanding the production of New York State craft beverages. This extension until February will allow enough time to find a permanent solution to processing SNAP at farmers markets; we are deeply grateful for Governor Cuomo's help,"* said Marcel Van Ooyen, CEO and President of GrowNYC.

In 2017, GrowNYC processed \$1.1 million in sales for farmers through SNAP/EBT cards, and we provide an additional \$400k in Health Bucks to SNAP customers to spend on fresh fruits and vegetables, all of which goes directly into farmers' pockets, helping to keep their farm businesses viable and bolstering rural economies in New York. Throughout the uncertainty of the past month, we've been heartened by the effluence of friendship and support from many, many organizations across the state and the country.

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**GrowNYC** is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education, and builds and maintains green spaces and engages young people in hands-on education. Learn more at [www.grownyc.org](http://www.grownyc.org).