

# Double SNAP Dollars

## Farmers Market Training Manual



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# WHAT IS DOUBLE SNAP DOLLARS? PROGRAM HIGHLIGHTS

## Program Overview

Double SNAP Dollars is a nutrition incentive program that helps food-insecure Montanans afford more fresh, local produce by doubling the purchasing power of their SNAP benefits. For every dollar spent on SNAP-eligible foods at participating locations, SNAP recipients receive an extra dollar to spend on fresh, local produce. The goal of the program is to provide a dignified approach for people with limited means to access the quality of food they desire, while supporting local farmers and the Montana economy.

By offering Double SNAP Dollars at your site, you are participating in a collaborative effort to improve food access and the local food economy in Montana. Thank you!

## Double SNAP Dollars Sites

Double SNAP Dollars are offered at local food retailers such as farmers markets, community supported agriculture (CSA) programs, farm stands, and retail grocery stores. There are sites all across Montana! We highly encourage all sites to cross-promote each other, especially if there are other sites in your region. To see all participating locations, visit the website: [DoubleDollarsMT.com](http://DoubleDollarsMT.com)

## Coordinating Agencies and Technical Assistance

The Community Food and Agriculture Coalition (CFAC) originally piloted the Double SNAP Dollars program and its corresponding regional collaboration in 2016. Currently, there are three regional coordinating agencies that provide technical assistance, structure, and funding for Double SNAP programs in their regions.

Your regional coordinator is happy to help you and your Double SNAP Dollars program in any way possible. Regional Coordinators are listed below:

**Gretchen Boyer**, Land to Hand Montana,  
Northwestern MT Regional DSD Coordinator  
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[gretchen@landtohandmt.org](mailto:gretchen@landtohandmt.org)



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Western MT Regional DSD Coordinator  
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[aly@missoulacfac.org](mailto:aly@missoulacfac.org)



**Maura Henn**, NCAT,  
Southwestern MT Regional DSD Coordinator  
(O) 406.723.7579  
[maurah@ncat.org](mailto:maurah@ncat.org)



## Available Resources

1. Double SNAP Dollars Website: A website is maintained that includes all Double SNAP Dollars sites and information about the program: [DoubleDollarsMT.com](http://DoubleDollarsMT.com). This is a good resource for clients interested in learning more about the program, along with materials available for you to print and use:
  1. Implementation Resources:
    - Data Collection Sheets (required at all DSD sites)
    - SNAP and Double SNAP Item Eligibility Guides
    - Outreach Checklist
  2. Training Resources:
    - Double SNAP Dollars Training Manual
  3. Outreach Materials
    - Program brochure
    - Program flyers and handbills

## PROCEDURES

### Snapshot of how Double SNAP Dollars works at the market

1. Customers visit the SNAP/EBT machine at the market booth to have their Montana Access cards swiped for the dollar amount they would like to spend.
2. Customers are provided SNAP/EBT tokens for the value from their Access card. They are also provided with an equal amount of Double SNAP Dollars tokens (up to the maximum match amount – **due to Covid Relief funding, the maximum match has been increased to \$30 per customer per day through 2022!**)
3. Customers pay vendors with their tokens. SNAP/EBT tokens can be used to pay for any SNAP-eligible item. Double SNAP tokens can be used for any fruits or vegetables.
4. At the end of the market, vendors exchange all tokens to the market manager for payment.
5. Accurately record all transactions on the SNAP and Double SNAP Weekly Reports.
6. All SNAP and Double SNAP Weekly Reports are submitted to your coordinating agency at the end of each month (see Data Tracking and Collection for more information).

### Token Disbursement

- Follow your SNAP policy and procedures as normal.
- Market employee provides customer with two types of tokens:
  - **SNAP/EBT tokens**, in the dollar amount the customer indicated– these can be spent on any SNAP-eligible item at the market (produce, meat, eggs, honey, milk and baked goods)

- **Double SNAP tokens**, to match the amount provided in SNAP tokens, up to your site's limit amount- these can be spent on fruits, vegetables, seeds, bedding plants, herbs, and mushrooms.
- *See the list of eligible products for each token type at the end of this guide*
- NO CHANGE can be exchanged for tokens
- It is best to explain to each customer how the tokens work. (See the Customer Service section for more information)
- Accurately record each transaction in the SNAP and Double SNAP Weekly Report log (see Data Tracking and Collection for more information) and submit to CFAC/Regional Coordinator by the end of the following month.

### Vendor Reimbursement

- Follow the same procedure for vendor reimbursement of Double SNAP tokens as you do for SNAP/EBT tokens
- Do not reimburse vendors for Double SNAP tokens if they do not sell fruits, vegetables, or plant starts
- Accurately record the reimbursements made to vendors, and include the value of SNAP reimbursements and Double SNAP reimbursements on your monthly data tracking sheets.

#### Example Token Disbursement to Customers:

Kim visits your market booth and asks to spend \$10 from her SNAP card, or MT Access Card. You give her \$10 in SNAP tokens + \$10 in Double SNAP tokens. She only spent \$10, but now has \$20 to shop with.

#### Example Token Reimbursements to Vendors:

Shay, a vendor, comes to your booth at the end of market with \$20 worth of SNAP/EBT tokens and \$5 worth of Double SNAP tokens. Shay only sells bread, so she was ineligible to accept Double SNAP tokens. You reimburse her for \$20, then explain the Double SNAP tokens and why you can't reimburse her for that \$5.

Ian, a vendor, comes to your booth at the end of market with \$10 worth of SNAP/EBT tokens and \$20 worth of Double SNAP tokens. Frank sells meat, eggs, and produce so he is eligible to accept all forms of tokens. You reimburse Frank for \$30.

**PRO TIP #1:** Order Double SNAP Dollars tokens that look very different from your regular SNAP/EBT tokens (many sites use plastic orange tokens for their Double SNAP tokens). This makes it easier for customers and vendors to tell the tokens apart.

**PRO TIP #2:** Have a printed copy (and laminated if possible) of the token sheets included at the end of this guide available at the market booth. If a customer doesn't understand the difference between the tokens, it is helpful to have a visual to show them.

**PRO TIP #3:** Although it is not required for vendors to go through a training to accept SNAP tokens, it is best to provide a training or other resources for them to better understand the program. You can

incorporate Double SNAP Dollars information into this training. Opportunities to present this resource to vendors include: in-person training at a market vendor meeting or in a SNAP/Double SNAP Vendor Policy (see examples of such resources at the end of this guide).

*Most vendor confusion about Double SNAP seems to stem from confusion of the SNAP program. Clear guidance from the market will help both the vendor and customer experience, as well as your own!*

## NUTRITION EDUCATION CLASS COUPONS

### Coupons are exchangeable for Double SNAP Dollars!

Nutrition Education Class Coupons are offered in partnership with MSU Extension SNAP Education classes and provide an additional \$10 incentive to SNAP recipients who attend a healthy eating class and then shop at a site that accepts DSD. A customer must spend at least \$1 off their SNAP card in order to redeem the coupon. The market manager or volunteer then exchanges the coupon for Double SNAP Dollars and records the transaction on the Data Collection Sheet.

### Example of Nutrition Education Class Coupon:



## CUSTOMER SERVICE

### Best Practices

1. Treat your SNAP customers just as you would any other customer
2. Confirm the amount the customer wants to spend from their card and how much Double SNAP Dollars they will get **before** processing the transaction. **Here is an example at a farmers market:**

**Customer:** I'd like \$40 please

**Market Employee:** Great! Do you know about our matching program?

**Customer:** No?

**Market Employee:** We match every dollar you spend from your EBT card, up to \$20. So if you spend \$40, we would give you an extra \$20. That means you'd have \$60 total to spend at the market

**Customer:** Oh! Well then take \$20 off the card.

**Market Employee:** Ok – that means we'll still give you an extra \$20 to match your \$20. So you'll get \$40 total to spend at the market

**Customer:** Yes.

3. Give SNAP/EBT tokens to customers in one stack and the Double SNAP tokens in another stack. When giving the SNAP/EBT tokens, explain that they can be spent on anything SNAP-eligible at the market. When giving the Double SNAP tokens, explain they can be spent only on fruits and vegetables. Sometimes this information needs to be repeated, and this is where it is helpful to have a visual aid such as the token sheet at the end of this manual.

For example:

**Market Employee:** Here are your SNAP tokens. You can spend these on anything SNAP eligible – so you can buy your meats and cheeses and stuff like that with these. And here are your Double SNAP tokens – these you can use to buy fruits and vegetables only.

**Customer:** What can I use these for?

**Market Employee:** Your [wooden] SNAP tokens can buy any of these products (points to token sheet) while your [orange] Double SNAP tokens can only buy fruits and vegetables (points to other side of token sheet)

## DSD EQUITY COMMITMENT

Respecting and treating every person with dignity, empathy and equity is a form of community care that we hope to nurture in this space. We ask program partners to actively create a space with us where all feel welcome, heard, respected and safe. Participants come from all different cultures, backgrounds, walks of life, and places and all are welcome. We will not tolerate racism, sexism, homophobia, xenophobia or disrespect of any kind. As a partner of the DSD program, we ask that you sign this agreement as a prerequisite for participation.

## DATA TRACKING AND COLLECTION

### Data Tracking and Collection

Double SNAP Dollars has served 9K new and returning customers since 2016, representing over \$750,571 spent on local foods. We can't share these successes with our community partners, potential funders, or each other without careful data tracking from each DSD site. This information is also important for us to better understand the impacts of the program across the state.

**Participating in the Double SNAP Dollars program requires SNAP and Double SNAP data to be tracked on a weekly basis and submitted to your regional coordinator on a monthly basis.**

# APPENDIX

Sample DSD data tracking sheet. Data tracking sheets available for print at [DoubleDollarsMT.com](http://DoubleDollarsMT.com)



## SNAP & Double SNAP Weekly Reports

Date: \_\_\_\_\_ Location: \_\_\_\_\_ # of Pages: \_\_\_\_\_

<b>MARKET ADMIN</b>	
# Paid Staff (Name, Hours OPTIONAL): _____	# of Volunteers: _____
\$ Spent on Incentive Program: \$ _____ (This can be a best-guess estimate (Include staff and admin time, outreach, supplies, etc.)	

<b>MARKET DAY TOTALS</b>			
SNAP Sales \$	DSD Sales \$	# Produce Vendors:	EDUCATIONAL ACTIVITIES
SNAP reimbursements \$	DSD reimbursements \$	# SNAP Vendors:	Check off activities below

Last 4 digits of card	Total SNAP	DSD Match Given	Nutrition Class Coupon?	Total Given	Notes
1)					
2)					
3)					
4)					
5)					
6)					
7)					
8)					
9)					
10)					
11)					
12)					
13)					
14)					
15)					
<b>Total</b>			<b>Total</b>		

<b>DSD ADMIN USE ONLY</b>			<input type="checkbox"/> SNAP-ED/EFNEP <input type="checkbox"/> Harvest of the Month <input type="checkbox"/> Nutrition/Health <input type="checkbox"/> Cooking Demo <input type="checkbox"/> Kids Activities <input type="checkbox"/> Other:
Check the following totals in Smartsheet match this report:			
<b>TRANSACTIONS</b>	<b>VENDOR REIMBURSEMENT</b>	<b>POST MARKET</b>	
# Transactions <input type="checkbox"/> Payment Dist./SNAP Sales <input type="checkbox"/> Incentives Dist./DSD Sales <input type="checkbox"/>	Pay. Redeem/SNAP reimb <input type="checkbox"/> Inc. Redeem/DSD reimb <input type="checkbox"/>	Vendors <input type="checkbox"/> Staff/Volunteers <input type="checkbox"/> Education Activities <input type="checkbox"/>	

## List of eligible foods for farmers' market DOUBLE SNAP (and SNAP)

### FRESH VEGETABLES

Asparagus	Artichokes	Beans, green, long or waxed
Beets	Broccoli	Brussels Sprouts
Cabbage	Carrots	Cauliflower
Celery	Chinese Cabbage	Collard Greens
Corn	Cucumbers	Eggplant
Kale	Kohlrabi	Leeks
Lettuce/Tender Greens	Mushrooms	Mustard Greens
Okra	Onions	Parsnips
Peas	Peppers	Potatoes
Pumpkins	Radishes/Horseradish	Rhubarb
Rutabagas	Spinach	Squash
Sweet potatoes	Swiss Chard	Tomatoes/Tomatillos
Turnips/Turnip Greens	Watercress	Zucchini

### FRESH FRUITS

Apples	Apricots	Blackberries
Blueberries	Cantaloupe	Casaba Melons
Cherries	Chokecherries	Currants
Gooseberries	Grapes	Honey Dew Melons
Huckleberries	Nectarines	Peaches
Pears	Plums	Raspberries
Strawberries	Watermelons	

### FRESH HERBS

Basil	Chives	Cilantro	Dill	Fennel
Garlic	Marjoram	Oregano	Parsley	Peppermint
Rosemary	Savory	Sage	Shallots	Spearmint
Tarragon	Thyme			

### Vegetable seeds and starter plants for home gardening

## List of eligible foods for farmers' market REGULAR SNAP ONLY

### PURE HONEY PRODUCED IN MONTANA

Baked goods	Cheese	All fruit, veggies, and herbs above
Dried fruit	Eggs	Flavored honeys
Jams/Jellies	Juices	Meat/Chicken
Nuts		Edible Plants (Flower, Herb, Vegetable)

### ITEMS THAT CANNOT BE PURCHASED WITH SNAP

Examples of processed produce or non-foods items that are **prohibited**, including:

Crafts	Prepared Vendor Foods	Alcohol
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# SAMPLE TOKEN SHEET



## SNAP and Double SNAP Token Eligibility Guide



### Missoula Farmers Market



#### Regular SNAP EBT Tokens

Use these for all  
SNAP-Eligible Foods,  
including:



Breads



Dairy



Fruits



Veggies and  
Veggie Starts



Meats



Eggs

#### ITEMS THAT CANNOT BE PURCHASED WITH SNAP

- Prepared, ready-to-eat foods
- Crafts
- Alcohol



#### Double SNAP Tokens

Use these *only* for  
fruits and  
vegetables:



Fruits



Veggies



Veggie starts



Mushrooms



Herbs

Please spend your tokens as  
soon as possible so we have  
enough for everyone.  
~NO CHANGE GIVEN FOR  
TOKENS~

VENDOR REIMBURSEMENTS - LOCATION \_\_\_\_\_

**Date:**

Vendor Name	SNAP Total	Double SNAP Coins	Total to Vendor	Notes
TOTALS				Grand TOTAL:

## SAMPLE SNAP POLICY FOR VENDORS

[MARKET LOGO HERE]

### SNAP GUIDELINES FOR [NAME] FARMERS' MARKET

SNAP (Supplemental Nutrition Assistance Program), formerly known as Food Stamps, is a federally funded program that offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP is the largest program in the domestic hunger safety net. The Food and Nutrition Service works with State agencies, nutrition educators, and neighborhood and faith-based organizations to ensure that those eligible for nutrition assistance can make informed decisions about applying for the program and can access benefits. FNS also works with State partners and the retail community as well as Farmers' Markets to improve access to healthy food.

The [NAME] Farmers' Market will administer a SNAP and Double SNAP Dollar program each week.

How the Program works:

SNAP eligible participants will use the Electronic Benefits Card (EBT) at the [booth name] booth, located at one of the entrances to the Market. They will swipe their card for a designated amount and we will give them Market Coins to spend on SNAP Eligible Products. (see on separate sheet).

Market coins:[ your coin image here]

In addition we also have the Double SNAP Dollar Program. This program is funded by a GusNIP grant from the federal government. With these funds we match every SNAP recipient Swipe for \$20 with a match for \$20. The match Coins can ONLY be used for FRUITS and VEGETABLES. Those coins will be in \$1 increments and will be [explain your different coin designation] [insert image]

All Coins will say [market name?] on them.

Program Rules:

- SNAP Coins can be used at Vendors who sell produce, meat, eggs, honey, milk and baked goods.
- They can't be used for hot ready foods or crafts.
- SNAP coins can be used to purchase seeds and bedding plants for growing food!
- Double SNAP coins can be used to purchase FRUITS AND VEGETABLE ONLY
- No change can be given for ANY COINS.
- At the End of Market Promptly Bring your Coins to the booth located at the beginning of the Market, We will reimburse you directly each week for coins given to you at market.
- If you have any questions about this Program please Contact [your contact info]