



Script for Frequently Asked Questions Videos for Farm Direct Application

Part 1:

Thank you for joining the first installment of our Frequently Asked Questions videos regarding our Farm Direct application. Each video in this series will feature a separate section of the application with various explanations of what each point contains. If after watching the videos you still have questions, please feel free to reach out to someone on the Double Up team for more clarification.

First, I would like to introduce the program itself. Double Up Food Bucks is administered by Field & Fork Network, a nonprofit based in Western New York. Field & Fork Network's mission is to connect communities to innovative solutions that foster a sustainable food system.

If you have questions regarding Double Up Food Bucks in general, please refer to the other video on this page: "Is Double Up Food Bucks Right for Your Business?"

This is for the Farm Direct application, meaning it is for locations such as farmers markets, mobile markets, and farm stands. If you are with a retail location, such as grocery stores, corners stores, or other small retail, there is a separate application for you.

The purpose of this first video is to introduce the expectations of this application and ensure that each location feels adequately prepared going forward with the application since there is no save feature.

First for the eligibility requirements:

Each location must be able to accept SNAP benefits with a SNAP permit number from USDA Food and Nutrition Service, also known as FNS, and have an EBT/SNAP point of sale device prior to program launch. This program cannot operate without a commitment from the store to provide SNAP long term and have no immediate challenges to their SNAP status. Having SNAP sales for more than one year helps Field & Fork Network identify a projected budget of potential Double Up sales in order to ensure long term success.

Each location must demonstrate sufficient organizational capacity to handle associated accounting and reporting for the Double Up Food Bucks program. Reporting is required monthly and includes SNAP sales, Double Up sales, and number of new customers. The reporting specifics would be covered in the training, however if you have concerns, please work with your team to identify a long-term solution prior to filling out this application.

The market must have written approval to participate in the program from management. For this program to function, we need to have buy-in and support from all levels of the organization.



Participating in Double Up Food Bucks:

All new and existing Double Up locations are required to attend a yearly training to cover administration and distribution of Double Up Food Bucks. We try to have as many trainings in person as possible but due to capacity and distance challenges, we may have to have trainings online.

Each vendor at a market and the staff at the info booth or equivalent must have a working understanding of how Double Up Food Bucks works. In addition to any trainings provided by Field & Fork Network, there are ample materials that will be distributed to answer questions and provide explanations to customers and vendors alike.

All seasonal markets operate from July 1st to October 31st.

The person assigned to reporting for the Double Up Food Bucks program must have access to a third-party verification of SNAP sales, such as copies of batch reports or monthly statements. If you have questions about how to access these documents, please contact your EBT/SNAP provider.

We expect a level of community promotion of the Double Up Food Bucks program to ensure that SNAP recipients in your community are aware of the benefits provided at your market. Field & Fork Network will be able to assist in material creation and gain awareness from local partners, however, the success of the program will rely on the market's promotion of Double Up.

All sites are required to participate in program evaluation, including customer and vendor surveys. These surveys are provided by a third-party evaluator and additional support will be provided by Field & Fork Network during evaluation periods.

There are annual networking calls of all Double Up Food Bucks locations based on how long the program operates at their location. We highly encourage all locations to participate as it allows Field & Fork Network to share any important news or updates and allows each location to learn from other, similar locations across New York State.



Part 2:

This is part two of the Frequently Asked Questions videos regarding our Farm direct application. This section covers the Basic Information about your organization as well as questions regarding additional currencies and benefits, the FNS number for SNAP Authorization and hours of operation.

The organization that is responsible for day-to-day operations can be a farmers market organization, a church, whatever formal operation oversees the market or farm stand.

For Site Types, there are three options: Farmers Market, Farm Stand, and Mobile Market. If you feel that your location doesn't fit into one of those three categories, it is likely that you will need to fill out a retail application instead.

Please make sure you include both the physical market address and the mailing address. Field & Fork Network sends all Double Up Food Bucks reimbursements via mailed check so if the mailing address is not accurate, we will not have anywhere to send the check.

If you have more than one location, you will need to fill out more than one application. If you are a mobile market with multiple stops, you will just need to submit a list of all stops on schedule for the 2022 season.

Some questions in this application will prompt a new question, such as the question: do you have a website? You will see that if you click yes, it will ask you for your website URL.

For the Days and Hours of Operation, if your market ever changes hours throughout the year, please list its most regular hours and include a note in the "Other" section that the hours fluctuate.

Please include all types of additional currencies your market presently accepts. Other currencies could include Produce Prescription, other SNAP incentives, or similar types of programs. Please avoid including SNAP in this section.

The USDA FNS Permit Number for SNAP Authorization is found on the market's SNAP permit itself.



Part 3:

This is part three of the Frequently Asked Questions videos regarding our Farm Direct application. This section covers Fiduciary Organization Information, Customer Attendance, and Vendor information.

If you aren't familiar with this concept, a fiduciary organization is the one that does the accounting work on the backend for the market. For example, if a church runs a farmers market and does all of the accounting at the end of the day and reports to SNAP, they would be the fiduciary organization.

If the person filing out the application is not a representative of the fiduciary organization, there is a copy of the following list of questions that can be filled out by the proper representative and reentered when you are ready to complete your application. That file can be found under this video in the Files Section, entitled, "Fiduciary Organization Information." Please ensure that each portion is filled out to the best of your abilities. If it is the same as the operating organization, please include all of the information from the operating organization here.

For Customer Attendance and Vendor Information section, please estimate to the best of your abilities. If your market is separated into different seasonal markets, identify the average based on the summer market attendance.

Produce Vendors include only those who sell primarily fruits and vegetables. SNAP Eligible Vendors are those who sell items that aren't Double Up Food Bucks eligible goods such as honey, breads, dairy products, eggs, or other similar items. Depending on the type of currency used at your market, Field & Fork Network may also need to train SNAP eligible vendors.

If you are at a Farm Stand or a Mobile Market, you can just write 1 for the vendors sections, unless you are able to identify the number of specific produce vendors you buy produce from throughout the year.



Part 4:

This is part four of the Frequently Asked Questions videos regarding our Farm Direct application. This section covers SNAP Infrastructure, Bookkeeping, and Marketing. It is paramount that you answer each of these questions to the best of your abilities.

Starting with SNAP infrastructure, we ask that everybody has a plan for how they wish to administer SNAP since Double Up will be administered in the same place.

Please make sure you put in the most accurate date that the market began operating SNAP so Field & Fork Network can have an idea of how long you have had SNAP at your market. It's typically easier to transition into areas that are more familiar with SNAP.

For Bookkeeping procedures, it is important to keep in mind that Field & Fork Network provides reimbursements for all markets once a month.

Please be honest if there have been any challenges regarding SNAP usage at your market as that will help us determine the best currency option for you.

For Marketing, please answer any questions that are applicable to your market. These will help us determine the best materials we can send to you and also help us learn more about what works where you are. We want to make sure that each market gets enough support and we also understand that outreach is typically difficult based on capacity challenges for many markets.

If you receive additional support from other state agencies or nonprofits, we can partner with them for sign-up days or to table with information.



Part 5:

This is the final part of the Frequently Asked Questions videos regarding our Farm Direct application. This section is for the file uploads that are required to participate in Double Up Food Bucks.

You must attach the following files:

Nonprofit status or W-9 form

Records of SNAP sales for 2021

Letters of Support

Pictures of your market, promotional materials, etc.

Proof of nonprofit status or W-9 form can be acquired by the IRS, if you do not have a copy readily available.

Records of SNAP Sales for 2021 can sent to us in the way your organization does its bookkeeping. We do not require this information to be filled out in any specific way, especially since you will be providing monthly reports of your SNAP sales based on your bookkeeping methods for any future reports.

Letters of support are highly encouraged to come from community foundations and local organizations that are willing to help your store support Double Up Food Bucks. This shows your commitment to the program and also helps us identify who your organization's closest community partners may be. This program can only succeed when the community wants it to be there, so we highly prioritize those who have a dedicated commitment to serving their neighbors.

Chances are, none of the staff at Field & Fork Network has had the opportunity to visit your location so pictures will help us identify what kinds of marketing materials will work best for your market or farm stand and also give us a better idea of what your market looks like. Every market across New York State is unique and while this program operates mostly the same way location to location, we want to ensure that it fits well within your brand and your built identity.

If you have any trouble submitting this information on this form, please send all of them to Bryan Gertz at BGertz@fieldandforknetwork.com and include your organization's name in the subject line.

For next steps, you will hear from us within the following month after applications are submitted. If we have any questions or require any clarification about what you have submitted, we will reach out to you in a timely manner so we can have all of the information we need prior to making a decision.

I hope you found these videos helpful. Again, if there were any questions not answered in these videos, please feel free to reach out to someone from the Field & Fork Network team. Thank you!