



DOWNTOWN FOND DU LAC
**FARMERS
MARKET**

ACCEPTING EBT AND CREDIT CARDS

WHAT IS EBT ?

Electronic balance transfer (EBT) is nutritional assistance benefits available to low-income individuals and families through the Supplemental Nutrition Assistance Program, formerly known as Food Stamps.

In Wisconsin, EBT benefits are accessed via a Quest card. Quest cards are used the same way as a credit card. This year, the Farmers Market is again accepting EBT, credit and debit cards in order to expand the customer base of the market and to offer local, healthy food choices to low-income individuals in the Fond du Lac community.

As a vendor, there is NO cost to you to accept EBT, credit and debit cards. This is a free way to expand your customer base and reach a larger group of people. In a recent study of four large Farmers Markets, more than 17% of customers stopped buying at the Market simply because they run out of cash.

HOW THE PROGRAM WORKS FOR CUSTOMERS

Customers can stop at the Information Tent to swipe their EBT, credit or debit card for any whole dollar amount over \$5 and receive tokens in return. When those tokens come to your booth, please be sure to check the token type.

HOW THE PROGRAM WORKS FOR VENDORS



Credit/Debit tokens (text on token is green) can be treated just like cash and may be used on any products.



EBT tokens (text on token is black) may only be used on food products and customers using these tokens may not receive any cash in return. unless it is given in EBT tokens (for example: customer gives you a \$5 EBT token and you give them two \$1 EBT tokens as change.)

Vendors turn in tokens at the information booth during market hours and up to 15 minutes after the close of the market. Vendors are immediately given cash in exchange for tokens or may request a mailed check.

EBT SIGNS

EBT signs are available for any vendors selling EBT eligible products. Replacement signs are available if signs become damaged.

Eligible Products:

- fruits
- vegetables
- fresh herbs
- canned goods
- meats & poultry
- cheese & other dairy
- honey
- baked goods
- maple products
- eggs
- cider/juices
- vegetable plants & potted herbs

Not Eligible Products:

- alcohol or tobacco products
- nonfood items
- vitamins or medicines
- foods that will be eaten at the market
- hot food

If you have questions about anything related to EBT,
you can reach us at market@downtownfdl.com OR 920-322-2006.