

GUIDES · FOR FARMS

Take Your Farm into SNAP and Market Incentives

How New York farmers and farm stands can accept SNAP, WIC and Senior FMNP checks, FreshConnect checks, and Double Up Food Bucks.

FREE GUIDE

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Before you start

Many customers pay for fresh food with SNAP, WIC, or Senior benefits, and some programs match what they spend at a farm. Accepting them can bring in customers who might otherwise shop elsewhere. It also means paperwork, equipment, and records.

This guide is an orientation to the programs and who runs them. It does not replace the program's own rules or applications. Program details and deadlines change from year to year, so check the current year with the office named for each program.

Where this comes from. The program points below are from the New York State Department of Agriculture and Markets and a 2024 Cornell guide to accepting these benefits, checked October 11, 2026. The 2024 guide lists dates that have passed. Confirm everything for the current year.

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The programs

What each one is and who runs it.

1. The programs at a glance

Program	What it is	Who to ask
SNAP	Customers pay with an EBT card	USDA, through the NYS Wireless EBT Program; Farmers Market Federation can help
WIC and Senior FMNP	Customers pay with coupons or vouchers	NYS Agriculture and Markets
FreshConnect checks	Checks customers spend on local produce	NYS Agriculture and Markets
Double Up Food Bucks	A match for SNAP spending on fresh produce	Field & Fork Network

2. SNAP

New York's Wireless EBT Program lets farmers and market coordinators become authorized SNAP vendors. Agriculture and Markets says the program is open to direct-market farmers who sell at farmers' markets or farm stands, or sell directly to customers in other ways (online markets are not included). The market itself can also apply, but non-farmers and food hubs do not qualify.

Ask the Farmers Market Federation of New York about the application, and about its SNAP webinar at nyfarmersmarket.com/snap-for-farmers-markets. Expect to get EBT equipment, complete any training, and keep accurate sales records.

3. WIC and Senior FMNP

The state says farmers must apply **each year** before accepting any FMNP coupons. You submit the Farmer Participation Agreement (form FMC-6) and complete training. Once you're authorized, you check that each coupon is valid, follow the redemption process, and keep records.

4. FreshConnect checks

Check your eligibility with Agriculture and Markets. The criteria depend on the produce you sell and on your farmers' market participation. If you qualify, you register, accept checks for eligible produce at designated markets, and keep records of checks you redeem for periodic reporting.

5. Double Up Food Bucks

This program matches SNAP spending on fresh local produce, which can bring more customers to your stand. In the 2024 Cornell guide, the match was \$1 for every \$1 a customer spent, up to \$20 a day, and most sites ran the program from July 1 to October 31. Sites apply to take part and send in a monthly report to be reimbursed. That application closed on March 31 in 2024. Contact Field & Fork Network for the current year's rules and dates.

6. Who to call

For	Contact
FMNP and FreshConnect	NYS Department of Agriculture and Markets, Nutrition Unit: (518) 457-7076, option 1. Farmers' Market Team, 10B Airline Drive, Albany, NY 12235
SNAP at your stand or market	Farmers Market Federation of New York: nyfarmersmarket.com/snap-for-farmers-markets
Double Up Food Bucks	Field & Fork Network

Before you apply, check:

- ☐ I know which programs my market or stand is eligible for.
- ☐ I called the office for the current year's application and deadline.
- ☐ I have a plan for equipment and for keeping records.
- ☐ I know how I'll tell customers I take benefits.

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Program information is from NYS Agriculture and Markets and Cornell and was checked October 11, 2026. Not legal advice.