

For Immediate Release



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**National Association of Farmers Market Nutrition Programs Partners with Nova Dia Group and Square to Offer Farmers and Farmers Markets Free SNAP-Processing Equipment and Discounted Rates through its MarketLink Program**

*The MarketLink program provides a card reader and the Totilpay Go app to help direct marketing farmers and farmers markets grow their customer base and increase sales and profitability*

Alexandria, VA (June 1, 2020) -- National Association of Farmers Market Nutrition Program (NAFMNP) is pleased to help direct marketing farmers and farmers markets grow their customer bases through its MarketLink program. This project is thanks to a cooperative agreement with the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA) and will continue through September 2022. Through MarketLink, NAFMNP together with Nova Dia Group (NDG), are using TotilPay Go (formerly Mobile Market+) to connect farmers and farmers markets with free app-based SNAP Electronic Benefit Transfer (SNAP/EBT) processing equipment. MarketLink also offers farmers and farmers markets options for integrated credit/debit payment processing through a new partnership with Square.

NAFMNP provides the following services through the MarketLink Program to eligible farmers and markets: soup-to-nuts technical assistance in accepting electronic payments; a card reader and a one-year license for app-based Supplemental Nutrition Assistance Program (SNAP) processing; and access to a discounted rate for credit processing through Square.

“Before the Covid-19 pandemic, cash made up less than 25% of payments at farmers markets and the pandemic has laid bare the importance of accepting electronic payments for the long-term viability of farms and farmers markets,” notes Phil Blalock, Executive Director of the NAFMNP. “In response to CDC guidelines, touchless electronic payments are increasingly the norm at farmers markets. Moreover, many farmers are keeping their businesses afloat by taking pre-orders and payments before they even get to market. The MarketLink program is a hassle-free, streamlined solution for accepting SNAP and electronic payments designed specifically for farmers and farmers markets.”

NAFMNP and NDG have worked together since 2013 when MarketLink was first launched. Since 2014, small farms and farmers markets have used the app to process over \$80 million in

sales from SNAP, credit, and debit. It is with the help of Square, the electronic payment processing company that invested in NDG in 2019, that NAFMNP and MarketLink are able to offer farmers lower processing rates. "We are thrilled to partner with Square to offer a discounted rate for farmers markets and direct marketing farmers," says MarketLink Project Manager Amy Crone. "During these trying times when farm and market businesses are faced with myriad challenges, we are working hard to provide direct assistance so they can expand their customer base and food access as well as bolster profitability and sustainability."

Farmers and farmers markets that chose to work with the MarketLink Program are getting more than just an app. MarketLink's customer service team helps applicants with the entire process, from setting up an account with the USDA to accept SNAP, to installing the software, to processing transactions. The MarketLink Program suite of services include:

- Assistance with the SNAP Retailer Application.
- 1-year free use of the TotilPay Go App (previously MobileMarket+).
- Free SNAP/EBT Card Reader.
- No per-transaction SNAP/EBT processing fees.
- Printer waiver - no printer/printed receipts required.
- Option to add integrated credit/debit processing with discounted rates through Square.

After the first year, the TotilPay Go App will cost users \$191.40/year or \$19.95/month and they can lock-in low rates. Square is offering discounted processing rates for accepting credit and debit, lasting beyond the one-year grant period. Farmers and farmers markets that already have a Square account can also benefit from these lower rates once approved through the MarketLink program.

Before the Covid-19 pandemic farmers and farmers markets made up less than 1% of total SNAP spending. In response to the pandemic, many states are offering their food-insecure residents enhanced SNAP benefits (including Pandemic EBT), and consumers are increasingly turning to local foodways to feed their families and prioritize short supply food chains. NAFMNP sees the 2020 market season as a unique opportunity for local farmers and farmers markets to broaden their customer base, enhance their profitability, and support their communities by connecting them with healthy, nutrient-dense foods.

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### **About the National Association of Farmers Market Nutrition Programs**

NAFMNP is a non-profit organization founded in 1992, with the mission of supporting producers who sell at farmers markets and increasing farmers market sales. This is accomplished through the support of federal nutrition benefits programs, provision of technical assistance, and programs aimed at improving the mechanisms for accepting all federal nutrition benefits, which encompass a variety of tender types. NAFMNP represents 45,000 farmers and 8,000 farmers markets across the country and is the nation's only organization that links States, the District of Columbia, Indian Tribal Organizations, Territories, local fruit and vegetable growers, and low-income families and seniors – all those who have a stake in USDA's Farmers' Market Nutrition Programs and share this mission. <http://www.nafmnp.org/>

### **About MarketLink**

MarketLink is a program of the National Association of Farmers Market Nutrition Program (NAFMNP). In partnership with the USDA and Novo Dia Group, MarketLink assists direct marketing farmers and farmers markets with the Supplemental Nutrition Assistance Program (SNAP) Retailer Application and connects them with free app-based SNAP Electronic Benefit Transfer (EBT) processing equipment (TotilPay Go). MarketLink also offers options for integrated credit/debit payment processing. MarketLink has a long-term vision of sustainability for farmers and markets through a broader customer base, increased sales, and profitability. <https://marketlink.org/>

### **About Novo Dia Group**

Novo Dia Group, Inc. (NDG) are the experts in developing and delivering mobile point-of-sale (mPOS) and software payment solutions for electronic delivery and processing of government electronic benefit transfer (EBT) payments. The company's mission is to provide the most feature-rich and flexible solution in the industry that adheres to the nuanced, multilayered and complex regulatory and legislative environment of EBT payments. NDG offers the only stand-alone solution that can serve as an EBT-only, stand-beside solution or as a multi-tender, fully integrated solution—all on one device. Based in Austin, TX, NDG has participated in more than 100 government payment programs in all fifty states.

[www.TotilPay.com](http://www.TotilPay.com)

### **About Square, Inc.**

Square, Inc. (NYSE: SQ) revolutionized payments in 2009 with Square Reader, making it possible for anyone to accept card payments using a smartphone or tablet. Today, we build tools to empower businesses and individuals to participate in the economy. Sellers use Square to reach buyers online and in-person, manage their business, and access financing. And individuals use Cash App to spend, send, store, and invest money. Square has offices in the United States, Canada, Japan, Australia, Ireland, and the UK.

[www.squareup.com](http://www.squareup.com)