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National Association of Farmers Market Nutrition Programs
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National Association of Farmers Market Nutrition Programs Wins Cooperative Agreement from USDA for Farmers Market Support Services

The National Association of Farmers Market Nutrition Programs is excited to work in support of SNAP processing by direct marketing farmers and via farmers markets across the country

Alexandria, VA (October 24, 2019) – The National Association of Farmers Market Nutrition Programs (NAFMNP) is pleased to enter into a cooperative agreement award with the Food and Nutrition Services (FNS) of the United States Department of Agriculture (USDA) for farmers market support services. NAFMNP looks forward to achieving the objectives to provide: outreach and assistance to farmers markets and direct marketing farmers (FMs/DMFs) that are not currently Supplemental Nutrition Assistance Program (SNAP) authorized; access to a secure SNAP mobile transaction processing application; training and technical support for SNAP authorization and on-going participation in SNAP; and program monitoring.

NAFMNP will work with Novo Dia Group (NDG) to continue processing federal nutrition electronic benefits, including SNAP, via its Mobile Market+ solution. This successful point-of-sale (POS) system is the only solution with the ability to accept electronic benefit transfer (EBT) payments along with all other tender types. The fully mobile POS operates without a local electrical power source and runs on a cellular or Wi-Fi connection. Since 2014, more than $40 million in sales from SNAP, credit and debit cards have been processed through Mobile Market+ via farmers markets and small farmers.

NAFMNP is intimately familiar with the challenges of the technology of federal benefits at farmers markets – the nonprofit was awarded the first USDA contract to develop mobile services for processing via farmers markets. This project began in 2013 and was known as MarketLink – with the long-term goal of developing technology that can adapt and provide a means to accept all federal nutrition benefit programs. This also includes incentive programs such as the Food Insecurity Nutrition Incentive Program, or FINI; member states are utilizing NDG technology to process payments for these multi-million programs. “We are extremely grateful to the USDA for providing us with this opportunity to continue the work begun under MarketLink,” says Glade Roos, President of NAFMNP.
Mobile solutions and technical assistance remain a crucial need for the future and a viable means for farmers markets to be able to accept federal nutrition benefits programs as authorized SNAP retailers.

“We are looking forward to continuing the work we started with the NAFMNP and to bringing Mobile Market+ to farmers nationwide,” said Josh Wiles, president and founder of NDG. “By accepting credit, debit and SNAP payments, our modern POS solution avoids the hassle of operating two separate systems at checkout while simplifying reporting and recordkeeping, making it easier for farmers to tap into a market that spent more than $22.4 million in 2017.”

To learn more information about the new program go to: https://mailchi.mp/marke	

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.

About Novo Dia Group, Inc.
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 and acceptance. NDG offers the only stand-alone solution connected directly to the FIS EBT gateway and a multi-tender EBT solution that streamlines and simplifies POS, ensuring compliant, accurate transactions – automatically matching program-eligible items with the best payment method – all on one device. Based in Austin, TX, NDG has participated in more than 100 government payment programs in all fifty states. For more information, please visit www.novodiagroup.com.