

Welcome



28th Annual **LOCAL FOOD CONNECTS CONFERENCE**



Wednesday

1:15 – 2:00 **TRACK A – Veteran Managers, FNS Deep Dive, Jemez Rooms**

1:15 – 2:00 **TRACK B – New Market Manager Orientation, Room #488**

1:15 – 3:15 **TRACK C – NM Grown & ASP Stakeholders, Board Room #223**

2:00 – 3:00 **SNAP, The Big Picture, Jemez Rooms**

3:00 -3:15 Break 😊

3:15 – 5:00 **Double Up Food Bucks (Mandatory), Jemez Rooms**





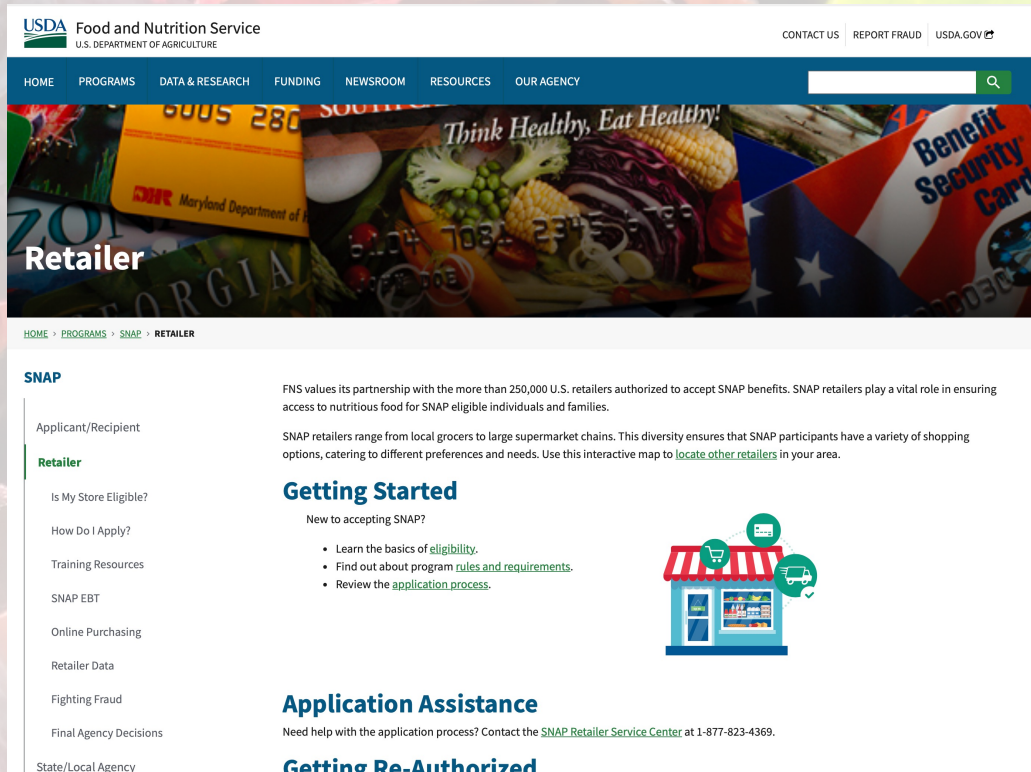
1:15 - 2 | FNS Deep Dive

2:00 - 3 | Guest Speaker: Val Martinez

3 - 3:15 | Break

3:15 - 5 | Double Up Food Bucks (and more) 2026

FNS Deep Dive - What is FNS?



The screenshot shows the USDA Food and Nutrition Service website. The header includes the USDA logo, "Food and Nutrition Service", and "U.S. DEPARTMENT OF AGRICULTURE". Navigation links include HOME, PROGRAMS, DATA & RESEARCH, FUNDING, NEWSROOM, RESOURCES, and OUR AGENCY. A search bar is present. The main content area is titled "Retailer" and features a banner with images of SNAP benefits and produce. Below the banner, there is a sidebar with a "SNAP" menu and a main content area with sections for "Getting Started", "Application Assistance", and "Getting Re-Authorized".

USDA Food and Nutrition Service
U.S. DEPARTMENT OF AGRICULTURE

CONTACT US | REPORT FRAUD | USDA.GOV

HOME | PROGRAMS | DATA & RESEARCH | FUNDING | NEWSROOM | RESOURCES | OUR AGENCY

Think Healthy, Eat Healthy!

Benefit Security Card

RETAILER

SNAP

Applicant/Recipient

Retailer

Is My Store Eligible?

How Do I Apply?

Training Resources

SNAP EBT

Online Purchasing

Retailer Data

Fighting Fraud

Final Agency Decisions

State/Local Agency

FNS values its partnership with the more than 250,000 U.S. retailers authorized to accept SNAP benefits. SNAP retailers play a vital role in ensuring access to nutritious food for SNAP eligible individuals and families.

SNAP retailers range from local grocers to large supermarket chains. This diversity ensures that SNAP participants have a variety of shopping options, catering to different preferences and needs. Use this interactive map to [locate other retailers](#) in your area.

Getting Started

New to accepting SNAP?

- Learn the basics of [eligibility](#).
- Find out about program [rules and requirements](#).
- Review the [application process](#).

Application Assistance

Need help with the application process? Contact the [SNAP Retailer Service Center](#) at 1-877-823-4369.

Getting Re-Authorized

USDA

- Food and Nutrition Service (FNS)
- Issue FNS Permits (allow retail firms to accept SNAP)


Retail Firms

- Apply to accept SNAP
- Provide FNS Permits

Farmers Markets

- Must apply for SNAP
- Must renew every 3-5 years
- Must follow all laws and rules per FNS

FNS Deep Dive - Your FNS Permit

 U.S. Department of Agriculture - Food and Nutrition Service
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM PERMIT

FNS NUMBER:	[REDACTED]	Authorization Effective Date:	[REDACTED]
Store Name:	[REDACTED]	Mailing Address:	[REDACTED]
Location Address:	[REDACTED]		
Owner/Officer Name(s):	[REDACTED]		

This permit certifies that the owner(s)/officer(s) and business location listed above are hereby granted approval to accept and redeem Supplemental Nutrition Assistance Program (SNAP) benefits on the condition that the acceptance and redemption of all SNAP benefits shall be in accordance with the rules and regulations governing the SNAP.

THIS PERMIT IS VALID ONLY FOR THE OWNER(S)/OFFICER(S) LISTED AND OPERATING AT THE LOCATION ABOVE

Any changes in the ownership, location, or name of business, and/or civil or criminal conviction of the owner(s)/officer(s) or loss of other business licenses due to violations may void this permit. **FAILURE TO REPORT SUCH CHANGES IMMEDIATELY TO USDA MAY RESULT IN SUBSTANTIAL FINES AND ADMINISTRATIVE SANCTIONS.** Call 1-877-823-4369 to report changes.

Keep this permit for your records; do not post it in the store. If the store moves, is sold/closed or wishes to voluntarily withdraw from SNAP, contact USDA at 1-877-823-4369.

Date of Issue: [REDACTED]

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FNS Deep Dive - Authorized Location Requirements

- Farmers Markets and most Double Up Food Bucks retailers qualify for SNAP using Criterion B.
 - 50% or more of sales must be from staple foods
 - NMFMA Market Data helps you track this!
- FNS Permits are only good at the GPS coordinates listed on the FNS Permit. Do not use them anywhere else.
- Owner/Operator:
 - Individual with their Social Security Number
 - Board of Directors, or similar

FNS Deep Dive - SNAP Posters



DON'T DO IT!
BUYING OR SELLING
SNAP-EBT BENEFITS
(FOOD STAMPS)
OR WIC BENEFITS
IS A FEDERAL CRIME

YOU MAY BE FINED
AND/OR GO TO JAIL


REPORT ABUSE

CALL 1-800-424-9121
 202-690-1622
 711 (voice and TTY)


WEBSITE <https://usdaoig.oversight.gov/resources/hotline-information>

WRITE U.S. Department of Agriculture
 Office of Inspector General
 PO Box 23359, Washington, DC 20026-3399

The identity of complainants is protected under the provisions of the Whistleblower Protection Act of 1989.



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We Welcome
SNAP EBT  **Customers**

For information on applying
for SNAP benefits, call 1-800-221-5689


In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, disability, or retaliation for prior activity.

To file a complaint of discrimination, write or call:

To file a complaint of discrimination, write to USDA, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, DC 20250-9410, or call toll-free at (866) 632-9992 (English) or (800) 877-8339 (TDD) or (866) 377-8642 (English Federal-relay) or (800) 845-6136 (Spanish Federal-relay), (866) 632-9992 (toll free) or (202) 260-1026 (voice) or (202) 401-0216 (TDD)

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Using SNAP Benefits 

SNAP Benefits CAN Buy:


- Foods for you and your household to eat, such as:
 - breads and cereals;
 - vegetables and fruits;
 - meats, fish and poultry; and
 - dairy products.
- Seeds and plants which produce food for you and your household to eat.

SNAP Benefits CANNOT Buy:

- Beer, wine, liquor, cigarettes or tobacco.
- Any nonfood items, such as:
 - pet foods;
 - soaps, paper products; and
 - household supplies.
- Vitamins and medicines.
- Hot foods.

Remember:

- Do not exchange SNAP benefits for cash.
- SNAP benefits may not be used to pay a credit account.
- Retailers shall not collect state or local sales taxes on purchases made with SNAP benefits.
- SNAP benefits expand your ability to eat a variety of foods.



For information on applying for SNAP benefits, call 1-800-221-5689

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FNS Contractors have been checking that farmers' markets have this poster on display

FNS Deep Dive - SNAP Posters

SNAP EBT Do's and Don'ts for Cashiers



- The customer must always present his or her EBT card.
- The customer must always enter his or her own PIN.
- Always give the customer the EBT receipt when the transaction is finished.
- Do not exchange cash for SNAP benefits (EBT).
- Do not accept SNAP benefits (EBT) as payment on credit accounts.
- Do not collect sales tax on items purchased with SNAP benefits.
- Do not set a minimum purchase amount or add a surcharge for using EBT.

Penalties for Violation of the Supplemental Nutrition Assistance Program



Penalties Include:

- Permanent disqualification** when the owner or employees purchase or traffick in SNAP benefits, or for a third sanction.
- Three to five year disqualification** for the sale of non-food items, such as alcoholic beverages or tobacco.
- One year disqualification** for accepting SNAP benefits for payment of credit accounts.
- Six month to three year disqualification** for the sale of non-food items, such as, but not limited to: soap, paper products, medicines, etc.



The Supplemental Nutrition Assistance Program is available to all eligible persons regardless of race, color, religion, sex, national origin, age, political beliefs or disability.
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FNS Deep Dive – Employee Training

Retailer Training Materials

[HOME](#) > [PROGRAMS](#) > [SNAP](#) > [FARMER/PRODUCER](#) > [TRAINING](#)

Farmer/Producer

How Do I Apply?

Training

As a SNAP retailer, you are legally responsible for your actions and the actions of everyone who works in your store, whether they are paid or not. When you applied to accept SNAP benefits, you agreed to fulfill certain [training expectations](#). Here you can find resources that will help you to fulfill those expectations.

Regulations

SNAP regulations can be found at Title 7; Subtitle B; Chapter II; Subchapter C – Food Stamp and Food Distribution Program of the Code of Federal Regulations.

- [Food and Nutrition Act of 2008, as amended](#)
- [Agricultural Improvement Act of 2018 - Informational Memo](#)
- [7 Code of Federal Regulations 278](#)
- [7 Code of Federal Regulations 284.1](#)

Training Guide and Videos

A 20-page training guide that explains program rules, regulations, and policies. The guide also answers all frequently asked questions (FAQ) about topics such as eligible food, SNAP sales tax, manufacturer's coupons, and your point-of-sale equipment. We strongly encourage you to review the guide with all owners and employees.

- [SNAP Retailer Training Guide](#) (available in multiple languages)

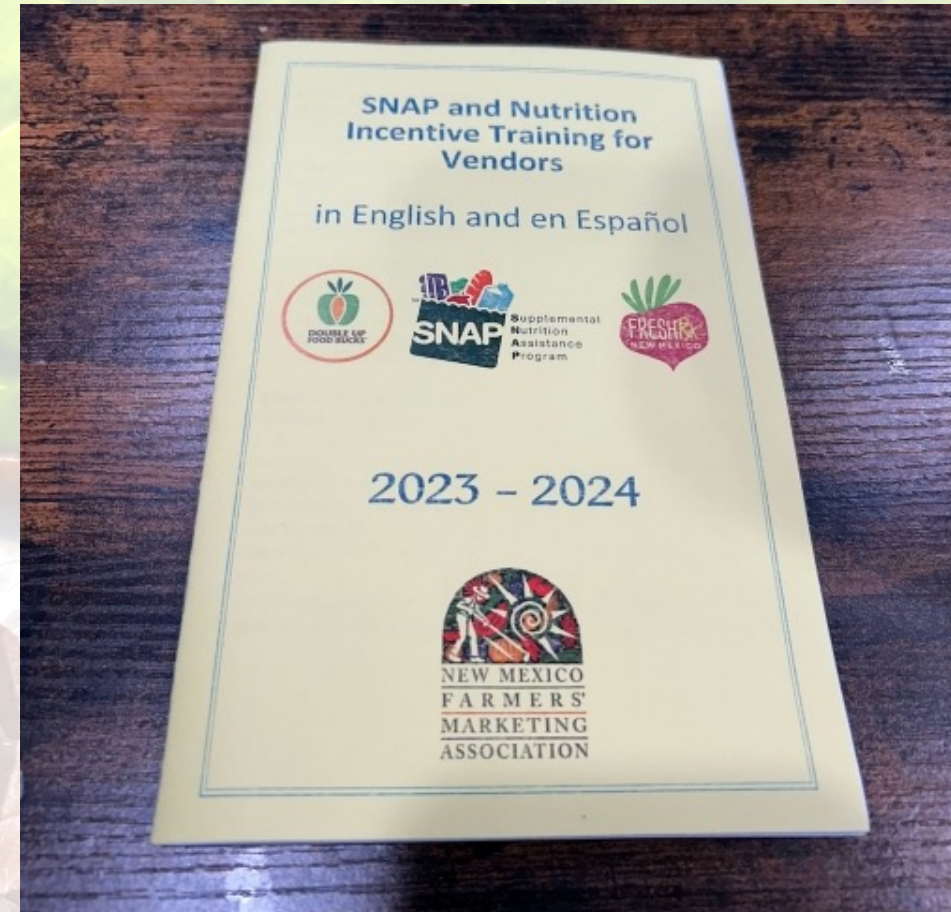
Four videos accompany the guide:

- [Video 1 - Authorization](#): explains how you can apply to accept SNAP benefits and what you can expect during the eligibility process.
- [Video 2 - Basic Guidelines](#): explains how to prepare your store to accept SNAP benefits, including training requirements for everyone who works in your store, and describes how SNAP benefits can and cannot be used.
- [Video 3 - Transactions and Payment](#): explains how you can obtain equipment for accepting SNAP benefits, and how you'll receive payment for a SNAP purchase.
- [Video 4 - Information for Cashiers](#): provides an overview of SNAP for people who work in your store, describes the steps for a successful transaction and explains the DOs and DON'Ts.

You can use the training guide and videos to help educate everyone who works in your store.

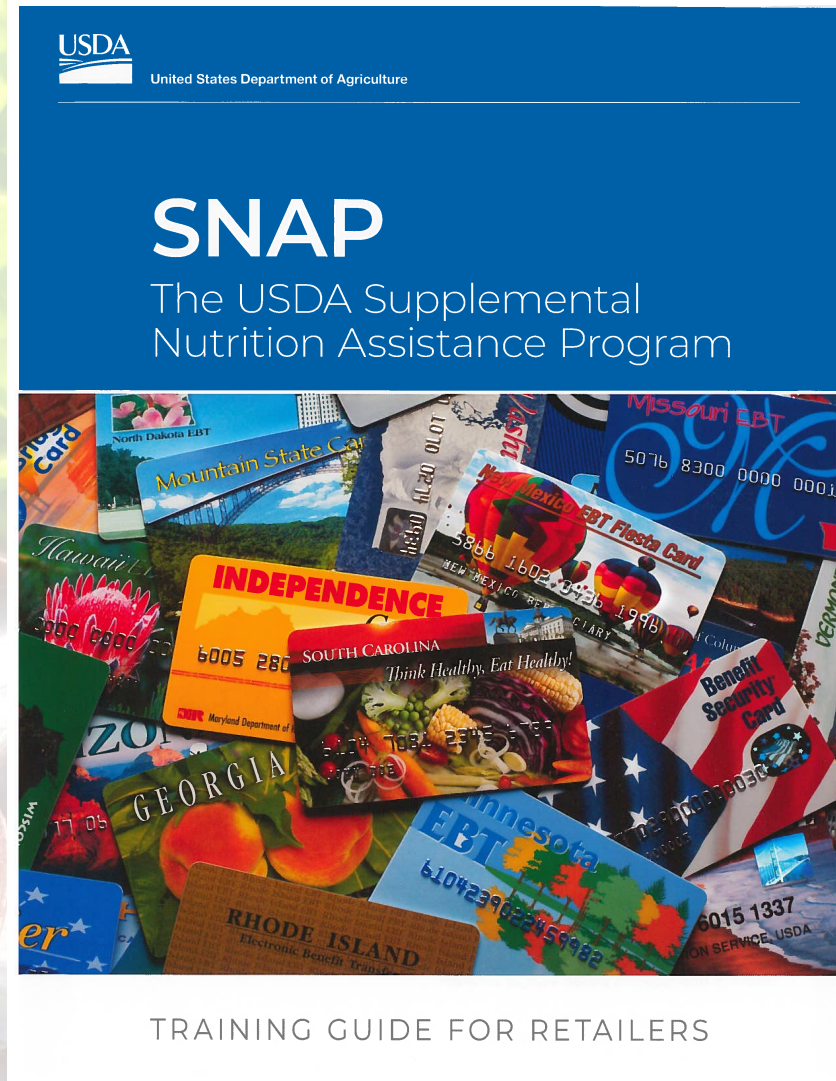
SNAP Retailer Posters and Decals

The SNAP Fraud and Abuse poster makes it clear that buying or selling SNAP or WIC benefits is a federal crime. The poster provides contact



FNS Deep Dive - Training

- The FNS website has this training guide and training videos.
- Make sure you have viewed and understand these training materials. You are legally responsible for your actions and the actions of everyone who works in your market or store.
- The online manager training goes over how FNS rules apply at farmers' markets.
- Questions about your permit? Call the FNS Retailer Line at 1-877-823-4369.



FNS Deep Dive - SNAP Store Types

- **Delivery Route:** A store that does not have a permanent store location, this includes delivery routes that deliver food at set locations and times, as well as rolling routes. Routes typically sell milk, bread, produce or other staple foods and are most common in rural areas.
- **Direct Marketing Farmer:** Designation applies to direct marketing farmers; these are individual producers of agricultural products that are sold to the general public through a direct marketing venue such as a roadside farm stand, pick-your own operation, and/or market stall within a farmers' market. This store type differs from fruit/vegetable, meat, fish, and bread specialty firms in that the products are sold directly by the producer (farmer) rather than a retailer selling produce, meat, dairy, and/or grains purchased from a wholesale or other entity (i.e. a third party selling products purchased from or on behalf of a farmer/producer is not a direct marketing farmer).
- **Farmers' Market:** A single or multi-stall market that sells agricultural products, particularly fresh fruit and vegetables, to the general public at a single or multiple locations. This designation applies to any organization that operates a farmers' market location.

FNS Deep Dive – SNAP Store Types

- **Small/Medium/Large Grocery Store:** A store that carries a small/moderate/wide selection of all four staple food categories. They may sell ineligible items as well, but their primary stock is food items.
- **Non-Profit Food Buying Cooperative:** Any store that operates as a “cooperative.”
- **Specialty Food Store (FV):** Food stores specializing in the sale of fruits and/or vegetables that operates in a fixed or semi-permanent location. This includes any permanent store whose primary business is the sale of fruits/vegetables, such as a produce market; as well as any produce stand that does not qualify as a Direct Marketing farmer or is not affiliated with a farmers’ market. Seasonal produce stands qualify under this category. May also carry non-food items or other food items, but such stock is incidental to the primary specialty food stock.
- **Specialty Food Store (Meat/Poultry):** Food stores specializing in the sale of meat products. May also carry non-food items or other food items, but such stock is incidental to the primary specialty food stock.

FNS Deep Dive - Application

- **Store Opening Date:** Date you will take over as farmers' market manager.
- **Store Name:** The same name that is on your bank account etc.
- **Supporting Org:** If someone helped you apply, list them. Do not list the NMFMA.
- **Store Address:** Where the market is located. This is where you will use the EBT Machine.

- **Store Mailing Address:** Where FNS will send mail to.
- **Market telephone number:** Must be the owner/operator
- **Email:** Must be the owner/operator

*If you miss communications due to incorrect contact information, your application or reauthorization may be denied due to a lapse in communication or delay in providing documentation.

FNS Deep Dive - Application

• Ownership Type

- Government Owned
- Limited Liability Company (LLC)
- Nonprofit Organization*
- Partnership
- Privately-Held Corporation
- Publicly Owned Corporation
- Sole Proprietorship

Note about nonprofits:

If you select nonprofit, you will be required to submit a Determination Letter sent by the IRS documenting 501(c)3 status. Your farmers' market may be an **unincorporated nonprofit association**. The Farmers Market Coalition Legal Toolkit has more information. Call the FNS Retailer line or ask your supporting org how to proceed.

FNS Deep Dive - Application

- **EIN:** Only required if you have one
- **Social Security Number:** You must provide this if applying as a LLC, partnership, or sole proprietorship.
- **Retail Sales:** If your market reported sales to the IRS, you must enter actual sales data. If not, you may provide a good faith estimate. *This includes vendor sales.* You are already collecting this data for Market Data.
- **Food Inventory:** Provide information about the food sold at your market. This is where Criteria B matters.
- **Store Hours:** Be accurate, list summer and winter locations and times. Update regularly.
- **Financial Institution:** Have a bank account for the market separate from your private finances.

FNS Deep Dive - Certification and Signature Statement

- This document confirms that you are allowed to apply for an FNS Permit on behalf of the farmers market or store.
 - Nonprofit organizations and government owned markets must provide a letter – on letterhead – has authority to sign on the organization's behalf.
- Nonprofits and unincorporated nonprofit associations:
 - You can have several vendors sign a letter stating that you are the farmers' market manager. The NMFMA or other unrelated entity should not write this letter.
 - Only have the city/town write your letter if the city/town owns your market

Photo Identification (ID)

- Not required if government owned

Social Security Card

- Must be a color copy
- Not Required if government owned or a nonprofit

Business License

- NOT REQUIRED IF NOT AVAILABLE
- If your farmers market has a business license with the current owner/operator AND current location, you can submit it, but it is not required.

IRS 501(c)(3) Determination Letter

- Submit your IRS 501(c)3 Determination Letter to prove your market is a nonprofit
- Unincorporated nonprofit associations should request guidance from FNS or the support org you are working with to apply

Government Ownership Letter

- Provide letter if applicable

Unlisted Documents

- List of vendors participating at the market
- List of items each vendor plans to sell throughout the year

- When you create your Double Up Food Bucks Vendor Summary, you create a list of participating vendors
- You do not need to provide a comprehensive list. You can use categories like
 - Fruits and Vegetables
 - Pork or Beef
 - Bread
 - Honey

Unlisted Documents

Copies of business licenses from vendors at the farmers' market. If vendors do not require a license, some managers have requested proof of the vendor's exemption

- This has been an unusual request, but is becoming common.
- You may or may not already be keeping this information. If your market does not have a business license, assume that FNS will reach out and ask for this as supplementary information.

Unlisted Documents

A letter that names the signee for their SNAP authorization application as an official representative of the organization

- You may have already provided this when you submitted your Certification and Signature Statement.
- If this document is requested, ask your FNS contact for clarification on what is required.

Unlisted Documents

A site visit or inspection to verify the presence and diversity of SNAP products sold at your market.

- Make sure all SNAP eligible vendors are trained. Keep vendor training documentation at hand during market hours. You are collecting vendor agreement data with offline training.
- Review the SNAP training on the FNS website
- Review the Farmers Market Legal Toolkit at the Farmers' Market Coalition

Site Visit

- FNS representatives will have identification and written authorization explaining who they are. They will likely be contractors rather than FNS employees.
 - The representative will take photos, sketch the location's layout, and document inventory.
- The inspectors cannot answer questions, and you should expect correspondence from FNS in the near future.
 - You are required to cooperate and respond to all requests.

Site Visit

- You may be asked about the square footage of your market
- Make sure vendors have all signage posted, including SNAP/SNAP+DUFEB vendor table signs and prices

- Make sure that your FNS Posters are on display.
- Be prepared to answer questions about your EBT machine and token security.

MarketLink

MarketLink is a company that provides technical assistance, grants, and other resources to farmers' markets.

- They can help you apply for SNAP at no cost
- They may try to sell you their EBT machine instead of the FIS machines. You do not have to switch
- [MarketLink.org](https://www.marketlink.org)



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2:00 - 3 | Guest Speaker: Val Martinez

3 - 3:15 | Break

3:15 - 5 | Double Up Food Bucks (and more) 2026



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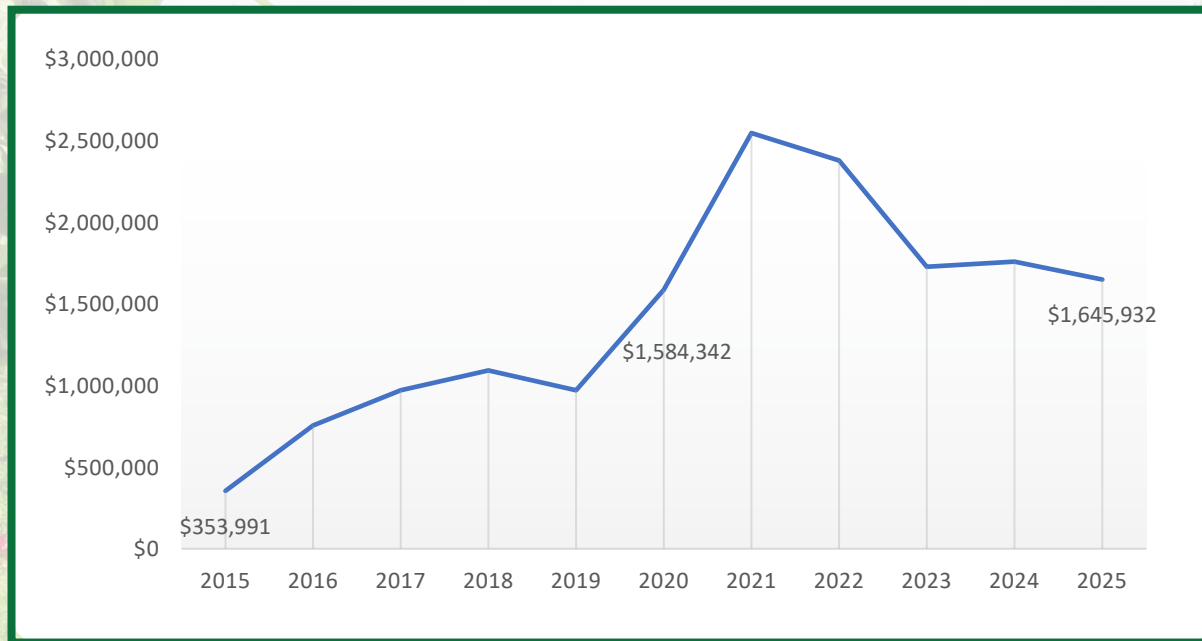
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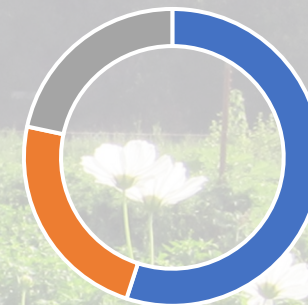


**Double Up Food Bucks
(and more) 2026**

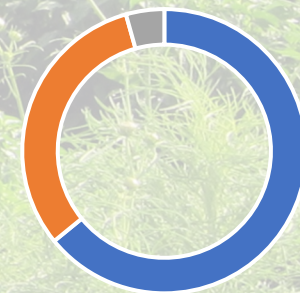
Double Up Food Bucks – New Mexico



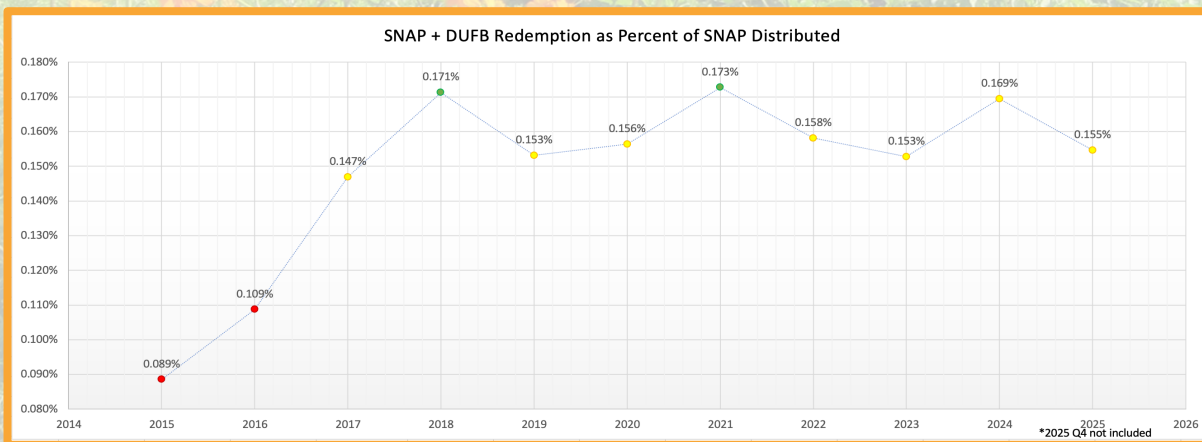
Retailer Types



Sales by Retailer Type



- Farmers' Markets
- Farm Stands, CSAs, and Mobile Markets
- Grocery Stores



Monthly Reporting

Monthly Reports to the NTAE Nutrition Incentive Hub must include the following:

- Reporting Month
- Number of Operating Days for the month
- Number of operating hours; this can be an average
- AVERAGE number of produce vendors for the month
- SPOS Firms enter "9999" for number of vendors

Monthly Reporting: Markets

Monthly Reports to the NTAE Nutrition Incentive Hub for FARMERS' MARKETS must include the following:

- Dollar Value of **Incentives Issued**
- This is the amount in dollars of DUFB tokens distributed to customers and is found on the Customer Record Sheet
- Dollar Value of **Incentives Redeemed**
- This is the dollar amount of DUFB tokens turned in by vendors and is found on the Vendor Record Sheet

Monthly Reporting: Markets

Monthly Reports to the NTAE Nutrition Incentive Hub for FARMERS MARKETS must include the following:

- Dollar Value of **SNAP Issued**- this is the total dollar amount of **SNAP** transactions (card swipes) /**SNAP** tokens distributed for the month as recorded on the Customer Record Sheet.
 - This amount should also match **Batch Report** totals
- Dollar Value of **SNAP Redeemed**
 - This is the dollar amount of **SNAP** tokens **turned in** by vendors and is found on the Vendor Record Sheet

Monthly Reporting: Single Point of Sale Retailers

- Dollar Value of Incentives (DUFB) Issued and Redeemed are equivalent
- This is just asking for the \$\$ amount of DUFB sales for the month
- Tracking Transactions Using Incentives should be set as "Able to Track"
- Enter the amount of DUFB transactions for the month

Monthly Reporting: Single Point of Sale Retailers

- Dollar Value of SNAP Purchased and Redeemed are equivalent
- If you only sell produce, these amounts will match DUFB Issued and Redeemed
- If you sell non DUFB eligible items, enter the total of SNAP sales for the month
- Enter the total amount of SNAP transactions for the month

IMPORTANT REPORTING DEADLINES

Monthly Reporting: this is due the 15th of the following month of the month being reported.

Example: Reporting for May 1st-31st is due by June 15th

Annual NTAE Reporting: this reporting is handled by the NMFMA team and requires all monthly reports through August MUST be submitted by Sept. 15th or you may be removed from the program

IMPORTANT REPORTING DEADLINES

- End of Year Reporting:
 - EOY reporting and all required supporting documentation is due TWO WEEKS after your market's closing date. If your outlet operates year round, EOY reporting is due JAN 15th.
- Customer and Vendor Surveys:
 - These are due by October 15th. Any questions on these surveys should be directed to Sarah Thompson. Do not get rid of your blue survey tablets yet!
- DUFB Registration:
 - This is due May 1st and is to ensure we have current listing information for you. If you have questions about registration, please ask Corey Mansfield

DUFB EOY Reporting - Do's and Don'ts

Farmer's Markets:

- **Do** send daily Batch Reports, Don't send individual customer receipts
- **Do** send the completed digital Vendor Record Sheet in Excel or CSV format,
- **Don't** send a PDF copy (*please*)
- **Do** use a random numbering system for transaction on the Customer Record Sheet
- **Don't** use the last digits of the customer's card

Grocery Stores, CSA's, Farm Stands:

- **Do** send monthly invoices providing the total amount of DUFB reimbursement owed, number of DUFB transactions, total operating days, average operating hours.
- **Don't** forget that we need total SNAP sales and transactions too!

DUFB Outreach & In-Kind Support: Why It Matters

In-Kind Support and Outreach is crucial for our work because it demonstrate community engagement, resource leveraging, and non-cash contributions that support DUFB. Here's why this matters:

- **Double Up Food Bucks (DUFB) succeeds because of community partnerships**
- **Outreach helps people understand, trust, and use SNAP + DUFB**
- **In-kind support shows the real non-cash contributions that make the program work**
- **Together, they strengthen:**
 - **food access**
 - **market participation**
 - **local food economies**

What counts as In-Kind Support

In-kind support = non-cash contributions that support DUFB implementation, such as:

- Volunteer time
- Donated space
- Equipment / supplies
- Marketing & promotion
- Administrative support
- Partner services / coordination

Why it matters:

- Demonstrates community and stakeholder commitment
- Helps show resource leveraging
- Supports sustainability and reporting
- Strengthens grant competitiveness (USDA values strong partnerships)

Outreach is essential to DUFB Success

A photograph of a garden or field filled with various flowers. In the foreground, there are several tall sunflowers with bright yellow heads and green leaves. To the right, there are white daisies. In the middle ground, there are rows of green plants, possibly cosmos, with some yellow and orange flowers. The background shows a line of trees and a cloudy sky. The overall scene is bright and natural.

Outreach helps us:

- 1. Raise Awareness**
- 2. Increase participation**
- 3. Reduce Barriers (Stigma, confusion, misinformation)**
- 4. Build long-term sustainability**
- 5. Grow lifelong customers for our markets**

2025 DUFB Outreach & In-Kind Highlights

- **18 participating farmers markets/outlets (of 68)**
- **~40 weeks average season**
- **700+ hours promoting DUFB and related activities**
- **Local Food Guides distributed at schools, community centers, and libraries**
- **Social media promotion**
- **Nutrition education at markets**

Examples from Markets & Partners



Outreach & Promotion

- Info shared at food pantries, health fairs, and community events
- Local media/newspaper promotion
- Tours for state/federal legislators

Partnerships & Accessibility

- Collaboration on accessibility, advertising, and DUFB promotion
- Support for relocation improvements / signage funding

Volunteer & Staff Support

- Set up / take down
- Parking support
- Promo materials / kids' bucks
- Social media support

Challenges-and How We Strengthen Outreach



Common challenges

- Limited outreach capacity / social media time
- Staff and market managers are stretched thin
- Teaching new customers takes time
- Language/literacy barriers
- Misinformation and stigma
- Transportation / rural access barriers
- Technology and enrollment challenges

What helps

- Simple, repeatable outreach tools
- Partner support and volunteers
- Bilingual/plain-language materials
- Consistent messaging
- Tracking in-kind contributions year-round

In-Kind Support Makes DUFB Possible

In-kind support is not “extra” – it is essential infrastructure.

It reflects the real contributions that sustain DUFB:

- Staff time
- Volunteer labor
- Partner coordination
- Community outreach
- Donated space, supplies, and promotion

Why it matters

- Shows the true level of community investment
- Demonstrates leveraged resources beyond grant dollars
- Strengthens program credibility, sustainability, and reporting
- Helps tell the full story of DUFB's impact

When we track in-kind support, we show what it truly takes to make food access work.

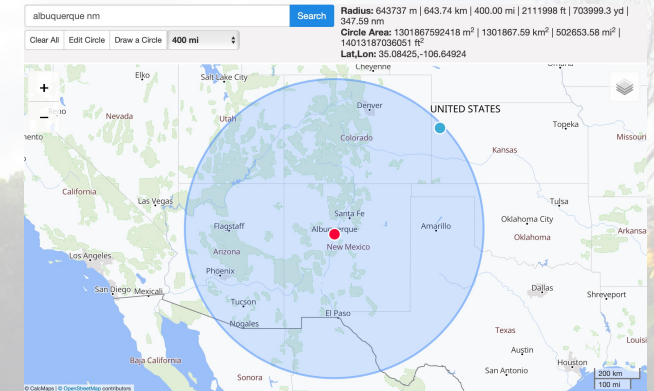
Marketing Materials



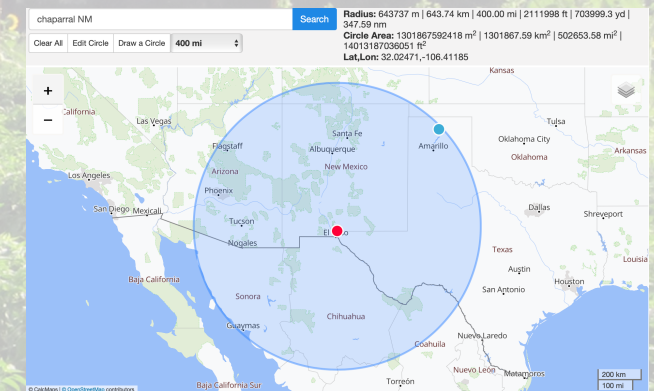
Check out our Marketing Materials!

Regional Pilot

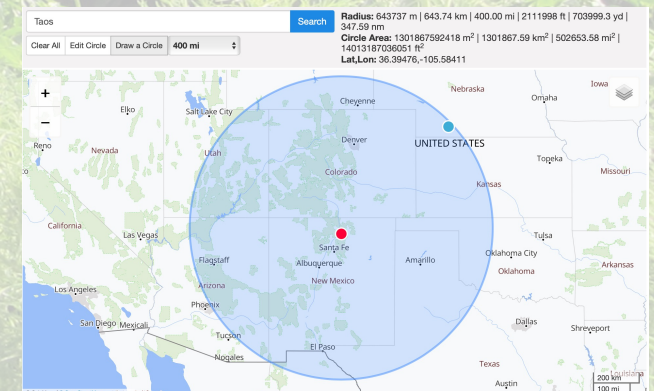
- New Mexico's Double Up Food Bucks program has focused solely on New Mexico-grown produce since it began.
- We are offering a locally grown pilot to all New Mexico Double Up Food Bucks locations.
- Produce must be grown in the United States within 400 miles of the farmers market or retailer to qualify as Double Up Food Bucks eligible.



400 miles from Albuquerque



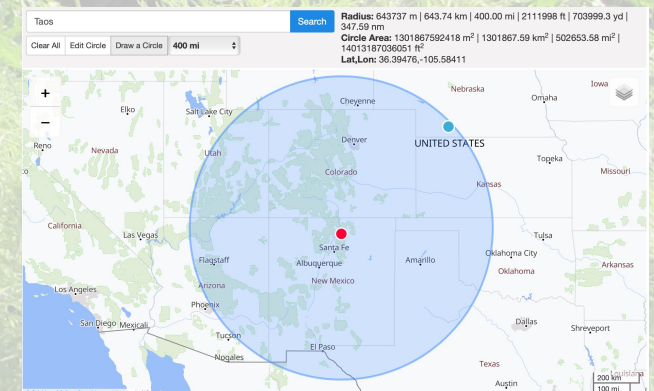
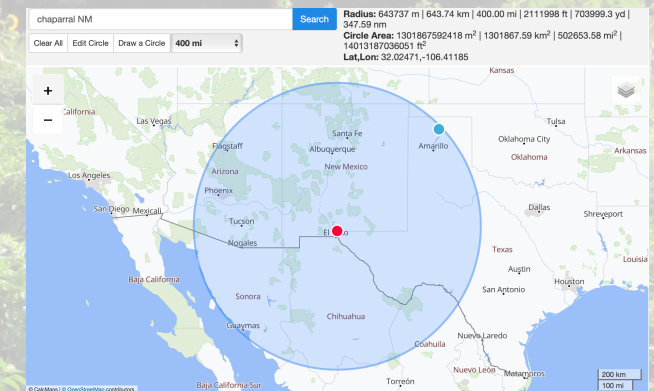
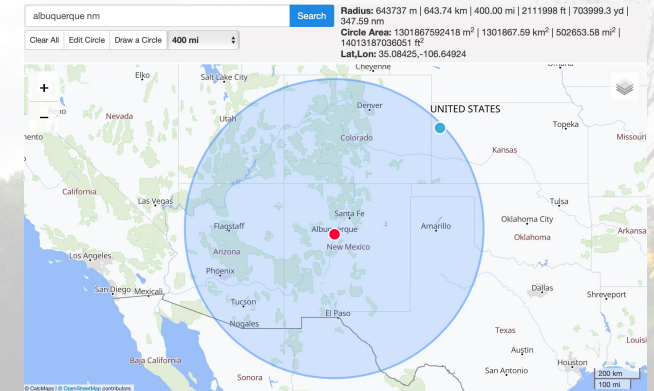
400 miles from Chaparral



400 miles from Taos

Regional Pilot

- Does this pilot make sense for your retail outlet?
 - Do you have vendors from Arizona, Colorado, or Texas?
 - Do you source produce grown in (not distributed from) El Paso?
 - Do you source produce grown in Colorado?
- This is a pilot and we encourage each business to consider their best interest regarding participation.



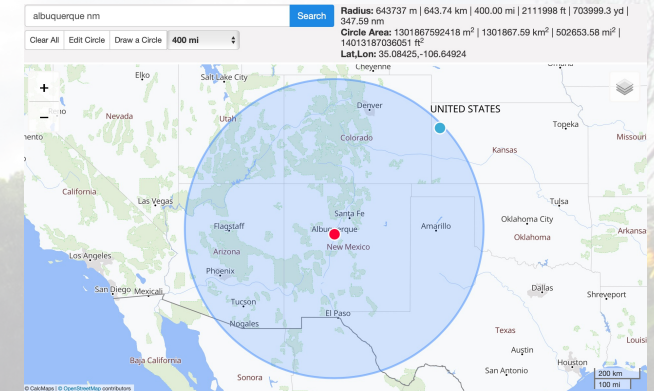
Regional Pilot

Farmers' Markets:

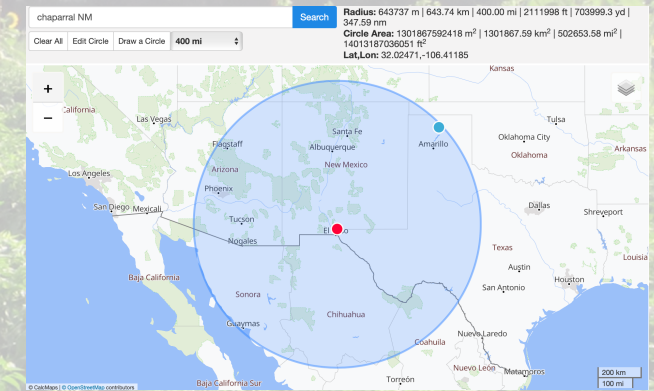
Vendors from other states will take the same online training as New Mexican farmers. Additional online manager training will be available and an additional MOU must be signed.

Single Point of Sale Retailers:

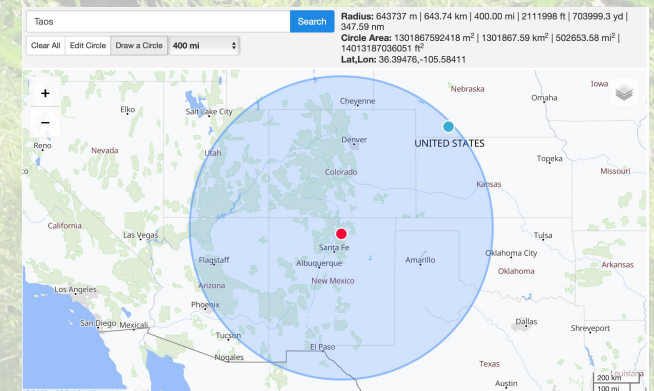
In addition to regular reporting, you will be required to submit a limited number of invoices to prove the incentivized produce was grown within 400 miles of the store. Additional online training will be available and an additional MOU must be signed.



400 miles from Albuquerque

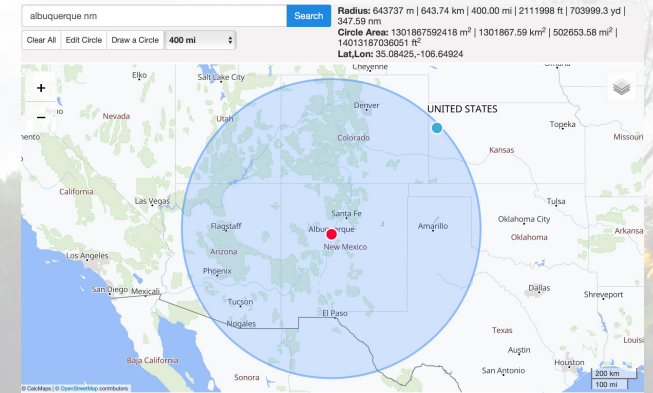


400 miles from Chaparral

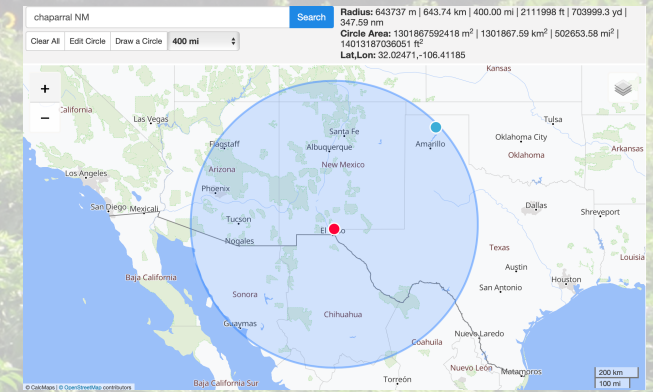


400 miles from Taos

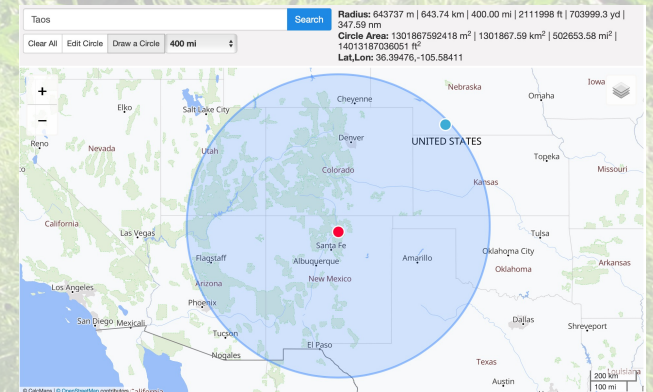
Regional Pilot Questions



400 miles from Albuquerque



400 miles from Chaparral



400 miles from Taos

Protein Pilot

- During the 2026 Legislative Session, New Mexico provided funds for a protein pilot that incentivizes New Mexico-grown proteins for SNAP customers.
- This program will work like Double Up Food Bucks, but will be good for meats, poultry, eggs, and nuts (yes, that means pecans!)
- Details will be shared when available
- Follow the QR Code to take the vendor survey





BONUS BUCKS



**DOUBLE UP
FOOD BUCKS™
NEW MEXICO**

*Valid thru 08/31/26
(or while funds last)*

#XXXXXXXXXX





Double Up Food Bucks **Bonus Bucks** are additional incentives for SNAP customers to shop for fruits and vegetables at your farmers' market. They follow all the same rules as regular Double Up Food Bucks and spend just like Double Up Food Bucks tokens.

What are Bonus Bucks?

Why are we offering Bonus Bucks?

In late 2025, NIFA provided additional funds for the Double Up Food Bucks program, which must be spent by August 31, 2026. Since this funding exceeds normal SNAP/Double Up redemption rates, we are offering Bonus Bucks to use the funding before we lose it.

If Bonus Bucks are the same as Double Up Food Bucks, why are they different?

Since this additional funding ends on August 31st, Bonus Bucks must expire on that date.



How do we start Bonus Bucks?

- Bonus Bucks begins in April 2026.
- Bonus Bucks will be mailed to you after the conference.
- The program ends on August 31st. This is a hard end date.
DO NOT reimburse vendors who turn in Bonus Bucks for redemption after August 31st.





How Bonus Bucks Works

1. A customer visits the Info Booth or Manager Table and decides how much to spend from their EBT card
2. Market staff/volunteer swipe the EBT card, provide SNAP tokens, match the amount in Double Up Food Bucks tokens, and then match the amount in Bonus Bucks.
3. SNAP tokens, Double Up Food Bucks tokens, and Bonus Bucks should all be recorded separately on the Customer Record Sheet.
4. Customers use SNAP tokens, Double Up Food Bucks tokens, and Bonus Bucks to shop for eligible foods with vendors.
5. Vendors submit tokens and Bonus Bucks to market staff for redemption.
6. Market staff records details and processes vendor payments using the Vendor Record Sheet or other market-specific tracking mechanism. Bonus Bucks can be separate or counted together on vendor recordkeeping documents.

Vendor Training

Online Vendor Training BEFORE March 9, 2026

- Vendors did not receive information about Bonus Bucks during their online training. Please provide additional training to these vendors as appropriate.

Online Vendor Training AFTER March 9, 2026

- Vendors who complete online training after March 9th will receive Bonus Bucks training with their regular training

Offline Vendor Training

- The NMFMA will provide leaflets to include with vendor training booklets for vendors requiring offline training between April and August 2026.

Customer Record Sheet

- **DATE:** Use this CRS from April – August 2025. DO NOT use this CRS after August 31, 2026.
- **Tracking:** DO NOT use any portion of the EBT Card number for tracking purposes.
- **# of DUFB tokens:** Double Up Food Bucks tokens are \$2 each. This column exists to make sure no Double Up.
- **Food Bucks overdistribution is occurring.** This is how many DUFB tokens/Bonus Bucks were given out.
- **\$\$\$ DUFB:** The dollar value of Double Up Food Bucks given out
- **Bonus Bucks Value:** The dollar value of Bonus Bucks given out
- **SNAP:** The amount you swiped the SNAP card for.



BONUS BUCKS Customer Record Sheet (CRS)

Attach Batch Report Here

Daily Market Data Collection Notes

Market Day(s) # _____

Customer Attendance* _____

Weather, EBT Issues or other observations: _____

Date	Tracking	# of DUFB tokens	\$\$\$ DUFB (\$ value of tokens)	Bonus Bucks \$\$\$ Value	SNAP (\$ from EBT Card)
6/1/26	001	2	\$4	\$4	\$4
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
TOTALS for sheet			\$	\$	\$

Skip 2 lines for next date

*Customer Attendance tracked 4x/yr for NMFMA Market Data

Total matches
Batch Report

Online Reporting

Customer Record Sheet

When completing online reporting, you should add \$\$\$ DUFEB and Bonus Bucks \$\$\$ to calculate "Dollar Value of Incentives Distributed"

Vendor Record Sheet

When completing online reporting, you should add \$\$\$ Double Up turned in and \$\$\$ of Bonus Bucks turned in to calculate "Dollar Value of Incentives Redeemed"

Customer Record Sheet

Date	Tracking	# DUFEB Tokens	\$\$\$ DUFEB	Bonus Bucks \$\$	SNAP \$
6/1	001	2	\$4	\$4	\$4
	002	10	\$20	\$20	\$20
	003	7	\$14	\$14	\$14
	004	1	\$2	\$2	\$2
	TOTAL	20	\$40	\$40	\$40
6/8	001	2	\$4	\$4	\$4
	002	6	\$12	\$12	\$12
	TOTAL	8	\$16	\$16	\$16
6/15	001	50	\$100	\$100	\$100
	TOTAL	50	\$100	\$100	\$100
6/22	001	10	\$20	\$20	\$20
	002	10	\$20	\$20	\$20
	TOTAL	20	\$40	\$40	\$40
6/29	001	5	\$10	\$10	\$10
	002	3	\$6	\$6	\$10
	TOTAL	8	\$16	\$16	\$16
	TOTAL FOR MONTH	106	\$212	\$212	\$212

$\$212 + \$212 = \$424$ Incentives Distributed

Dollar Value of Incentives Distributed *

424

Enter the total dollar amount of incentives distributed for this reporting period.

Vendor Record Sheets

Date	Vendor	Vendor ID on File	# of Double Up tokens turned in	\$\$\$ Double Up turned in	\$\$\$ of Bonus Bucks turned in	\$\$\$ SNAP turned in
6/1	Farmer A		3	\$6	\$8	\$8
	Farmer B		6	\$12	\$8	\$15
	Farmer C		4	\$8	\$14	\$3
	Farmer D		8	\$16	\$12	\$12
	Total			\$42	\$40	\$38
6/8	Farmer A		5	\$10	\$10	\$7
	Farmer B		5	\$10	\$16	\$14
	Farmer C		4	\$8	\$18	\$9
	Farmer D		7	\$14	\$4	\$6
	Total			\$42	\$48	\$36
6/15	Farmer A		3	\$6	\$20	\$11
	Farmer B		6	\$12	\$2	\$5
	Farmer C		5	\$10	\$22	\$10
	Farmer D		2	\$4	\$24	\$4
	Total			\$32	\$68	\$30
6/22	Farmer A		8	\$16	\$8	\$13
	Farmer B		1	\$2	\$6	\$2
	Farmer C		9	\$18	\$14	\$16
	Farmer D		1	\$2	\$12	\$1
	Total			\$38	\$40	\$32
6/29	Farmer A		10	\$20	\$10	\$18
	Farmer B		1	\$2	\$16	\$17
	Farmer C		9	\$18	\$18	\$19
	Farmer D		2	\$4	\$10	\$10
	Total			\$44	\$54	\$64
	Total for the month			\$198	\$250	\$200

$\$198 + \$250 = \$448$

Dollar Value of Incentives Redeemed *

448

BONUS BUCKS



**DOUBLE UP
FOOD BUCKS™
NEW MEXICO**

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(or while funds last)*

#XXXXXXXXXX

