

# CROP CASH Program (CCP)

Summer 2024 & Winter 2024-25

## PROGRAM OVERVIEW

### What is Crop Cash?

Crop Cash is Northeast Organic Farming Association's (NOFA-VT) SNAP incentive program at farmers' markets, which provides FREE matching funds to 3SquaresVT (3SVT) customers when they spend their 3SVT benefits at participating farmers' markets. Customers from other states that receive Supplemental Nutrition Assistance Program (SNAP) food benefits are also eligible to receive Crop Cash.

### Program Goals

- Support 3SVT participant efforts to purchase more locally grown produce, leading to more positive health outcomes.
- Grow and diversify the farmers market consumer base by encouraging more Vermonters receiving 3SVT benefits to visit and shop at farmers markets.
- Support the Vermont agricultural economy by keeping federal food assistance dollars local and building stronger direct market relationships between vendors and Vermont consumers.

### Program Basics

- All farmers markets in Vermont that are authorized to accept 3SVT benefits via EBT cards are eligible and encouraged to participate in the Crop Cash Program.
- Anybody that receives 3SVT benefits is automatically eligible to receive Crop Cash when they spend their 3SVT benefits at the market.
- Crop Cash provides a dollar for dollar match for 3SVT benefits spent at the farmers' market, typically up to \$10 per market visit.
- Crop Cash can be used to purchase **fruits, vegetables, herbs, and seeds and plants intended for food cultivation and consumption.**
- Crop Cash is available on an annual cycle, beginning on May 1st, 2024 and operating through April 30, 2025. <sup>1</sup>
- Crop Cash can be spent at any participating market. <sup>2</sup>

### Distribution to Customers & Spending Crop Cash

- Crop Cash is a program for customers using **3SVT/SNAP benefits**, only. <sup>3,4</sup>
- There is no limit to the number of market days that a customer can receive Crop Cash during a market season.
- Any market vendor that sells fruits, vegetables, and/or herbs at a participating farmers market is expected to accept Crop Cash.
- Individual Crop Cash incentives must be used in full \$1 increments (i.e. no cash change can be given). \$5 Crop Cash coupons can be given \$1 coupons as change.
- Crop Cash can be saved and used at future markets, as long as they are used prior to the expiration date.

### Project Funding

Crop Cash is funded by the USDA Gus Schumacher Nutrition Incentive Program (GusNIP), in partnership with Farm Fresh Rhode Island.

### Program Coordination:

The NOFA-VT administers the Crop Cash Program. Crop Cash is made available to all farmers markets in Vermont that accept 3SVT/SNAP benefits via EBT machines at their market and agree to the terms of the Crop Cash Program. Individual markets are responsible for managing Crop Cash at their market according to the terms of the program.

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<sup>1</sup> Crop Cash obtained from a summer market can be spent at the winter market.

<sup>2</sup> For an updated list of participating markets, visit: [www.nofavt.org/cropcash/](http://www.nofavt.org/cropcash/).

<sup>3</sup> Senior and disabled customers may receive 3SquaresVT without an EBT Card. If **everyone** in a household is 65 or older or receiving Supplemental Security Income (SSI), the individual's 3SquaresVT benefits will be deposited as cash directly into their bank account. If they do not have an active bank account or if they recently turned 65, they may receive their benefits as EBT Cash. EBT Cash might be eligible to receive Crop Cash. Please contact your market or call 802-434-7162 for more information.

<sup>4</sup> Debit, Credit, and Check customers DO NOT qualify for the Crop Cash Program (unless they meet the exception described in Footnote 3).