

Direct Marketing Farmers and Farmers' Markets

Overview

America's Direct Marketing Farmers and Farmers' Markets (DMFs/FMs) are great sources of fresh fruits, vegetables, and other healthy foods. FNS is committed to expanding access to these foods by SNAP recipients while supporting economic opportunities for farmers and producers.

Application Information

- If you are the owner/manager of a DMF/FM, you can [apply online to accept SNAP](#) and check the [status of your application](#). We have developed [guidance](#) to explain the online application process for farmers' markets.

Farmers' Market- A farmers' market is defined as a multi-stall market at which farmer-producers sell agricultural products directly to the public at a central or fixed location, particularly fresh fruits and vegetables (but also meat products, dairy products, and/or grains).

Direct Marketing Farmer- A Direct Marketing Farmer applies to farmers that are individual producers of agricultural products, particularly fresh fruits and vegetables, as well as meat, fish, dairy, and/or grains.

Advertising and Marketing- Advertising and marketing is one of the most important aspects of attracting SNAP clients to markets/farms. It is also one the most difficult.

- **Traditional Marketing**
 - Direct Mail
 - Media
 - Face to Face
- Non-Traditional Marketing
 - Email
 - Website
 - Social Media (Facebook, X, Tic Tok, etc.)

Some Keys to Success

- **Self-Promotion**
- **Word of Mouth**
- **Branding**
- **Incentivize (Fruits and Vegetables)**
- **Be Resilient**

Economic Benefits:

- Authorized SNAP Producer/Farmer
- Free Wireless Equipment (1 year (or more))
- Double Buck Programs
- Electronic Women, Infant, and Children Program (eWIC)
- Electronic Healthy Incentives Program (eHIP)
- Grant Money

Contact FNS Retailer Service Center 1-877-823-4369 for any information/updates on your application.

Contact SM.FN.ROB-WC1RETR@usda.gov for any questions about SNAP Farmer's Markets.