

**Thank you for
joining us! We will
begin shortly.**



How to Market in a Digital Era : Overview & Electronic Sales





SOUTHERN
**EXTENSION
RISK
MANAGEMENT
EDUCATION**



Center for Rural
Enterprise Engagement



**Tropical Research &
Education Center**



Center for
Public Issues Education



National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

Agenda

10:00 to 10:10 Introduction and overview of workshops

10:10 to 10:40 9 steps in developing a marketing plan

10:40 to 10:50 How to use the marketing manual and worksheet

10:50 to 11:00 Break

11:00 to 11:30 Making Electronic Sales

11:30 to 11:50 Sales to SNAP Recipients

11:50 to 12:00 Closing Remarks & Evaluation

Objectives

- Be able to create your own marketing plan
- Learn about the different options to process mobile payments
- Be familiar with the steps needed to apply for a SNAP payments processing equipment
- Know how to use the Fresh Bucks Program



Nine steps to create your own marketing plan

Trent Blare

Assistant Professor in Food & Resource Economics
UF/IFAS Tropical Research & Education Center



Importance of marketing

- Consumers must be aware of your product
- Desire for local & direct purchases
 - Farmers' markets increased by 180% from 2007-14
 - Local ag products sales increased by 28% from 2015-17, 3% of all ag sales
- Marketing is manageable when broken down into a few simple steps

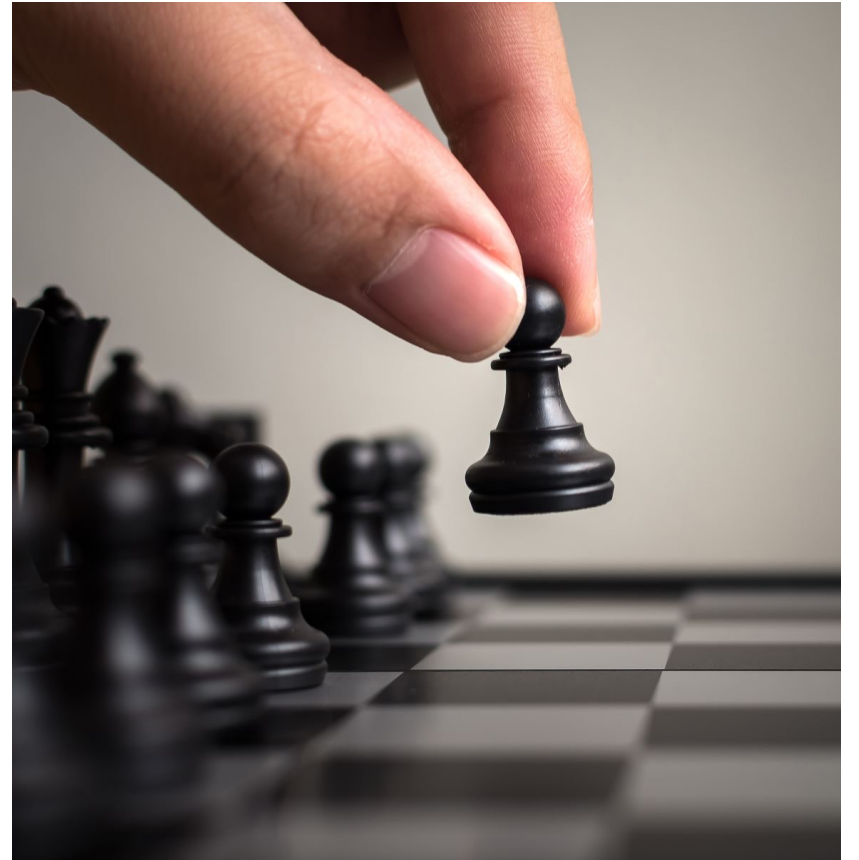


1. Set clear objectives

- SMART (specific, measurable, attainable, relevant, time-bound)
- Limit to four or less
- Implementation & monitoring plan to meet objectives
- In five years, we will double the sales volume at our own farm store.
- Within a year, we will make our first online sale.
- Within six months, our business will have a website where clients can pre-purchase

2. Identify your competition

- What to analyze:
 - Competitor strengths & weaknesses
 - How they promote their product
 - Pricing strategy (step 7)
 - Unique about their product or service (step 3)
- Understand your competitive niche
 - Attract new consumers
 - Strengthen current relationships
 - Important prerequisite for step 4



3. Determine what sets you apart

- What benefits do customers receive?
- How do customers perceive the benefits?
- What do customers perceive as special?
- Why do your customers purchase from you?
- How are you going to present your product/service?



Conduct Market Research

- Informally ask customers
- Conduct formal interviews, [surveys](#), [focus groups](#) to get feedback
 - [Ask IFAS](#) provides insights
 - Links in marketing manual
 - In person: phone or text, online, social media
 - Post purchase most common



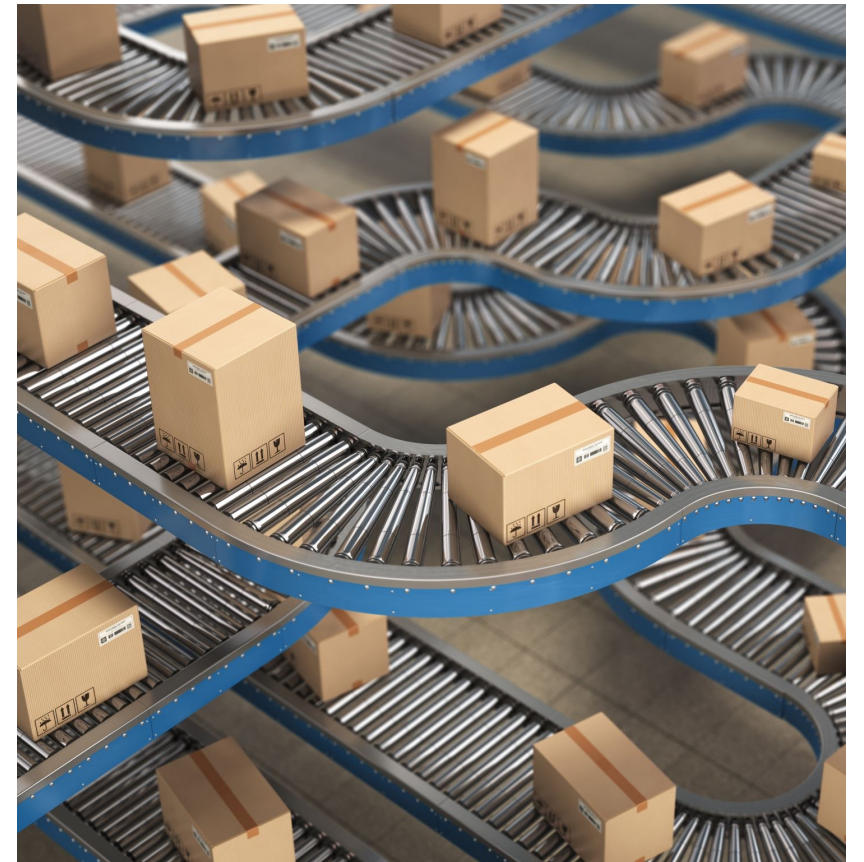
This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

4. Identify target market

- Characteristics of customers: age, sex, profession, income level, education level, location, individual, or business
- Focus efforts & resources: customers likely to make purchases & grow business
- Identify potential customer base you are missing
- Necessary to determine your distribution (step 5) & promotion (step 6) strategies

5. Determine Distribution Strategy

1. Sell directly, indirectly, or combination
 - Analyze transportation implications
 - Diversify in various markets – spread out risk
2. Establish geographic area
3. Choose correct packaging material



6. Choose your promotion strategy

- Gain visibility: customers prefer your product or service
- Keep simple & attractive
- Strategy depends on your target audience
- Multiple strategies to reach a wider audience
- Examples: flyers; newspaper, radio, & television ads; road signs & billboards; & social media



7. Develop a pricing strategy

- **Cost-oriented pricing:** Setting price at a certain percentage level above production cost
- **Flexible pricing:** Vary the price depending on the buyer or season
- **Relative pricing:** Using the prevailing market price either above, below, or the same as your competitor
- **Know your production, marketing, packing, storage, distribution, & shipping costs**



Finding pricing information

- [USDA's Marketing Service's Market News](#) collects pricing data at terminal markets across the country
- UF/IFAS research on consumer preferences for various Florida agricultural products
 - Specific products: [citrus](#), [ornamental plants](#), [vegetables](#), [seafood](#)
 - Product characteristics: [organic](#) or [locally](#) produced

8. Making a marketing budget

- Significant time & money to be effective
- Consider in relation to pricing & other costs (step 7)
- Costs to consider
 - Own labor
 - Graphic designer/public relations
 - Print the materials or produce spot



9. Measuring success

- Many businesses review their marketing plan on an annual basis
- Conduct additional market research
 - Do your customers see your advertising?
 - Has it been effective in bringing in new customers?
- Use the results from to update your plan
 - Invest more in the most effective marketing channels
 - Limit or stop investment in ineffective strategies



Putting it all together

Marketing Plan Worksheet

(Adapted Evans and Ballen, 2015)

STEP ONE

What are your marketing objectives?

1.

2.

3.

4.

STEP TWO

Identify your competition.

Who are your competitors?

1.

2.

3.

What is their specialty?

STEP THREE

Identify your product/service.

What sets your product or service apart from your competitors?

13

STEP FOUR

Identify your target market.

What customers do you plan to target?

1.

2.

3.

Why do you plan to target these customers?

STEP FIVE

Determine your distribution strategy.

Distribution channel (i.e., directly to customers or through a third party)

1.

2.

3.

Payment method (i.e., electronic, online, cash)

Shipping/Packing needs

STEP SIX

Choose your promotion strategy.

How do you plan to promote (make people aware of) your business, product/service?

1.

2.

3.

14

STEP SEVEN

Develop a pricing strategy.

What methods do you use to price your product (i.e., cost-oriented, flexible, and/or relative pricing)?

1.

2.

3.

STEP EIGHT

Marketing Budget.

How much time and money can you dedicate to marketing?

1.

2.

3.

What are the costs of advertising in the marketing channels you wish to target?

STEP NINE

Measuring success.

What methods will you use to measure the effectiveness of your marketing strategies?

1.

2.

3.

When will you conduct this evaluation?

15

Break

We will see you back in 10 minutes!



Mobile Payment Solutions for Growers Engaged in Direct Marketing

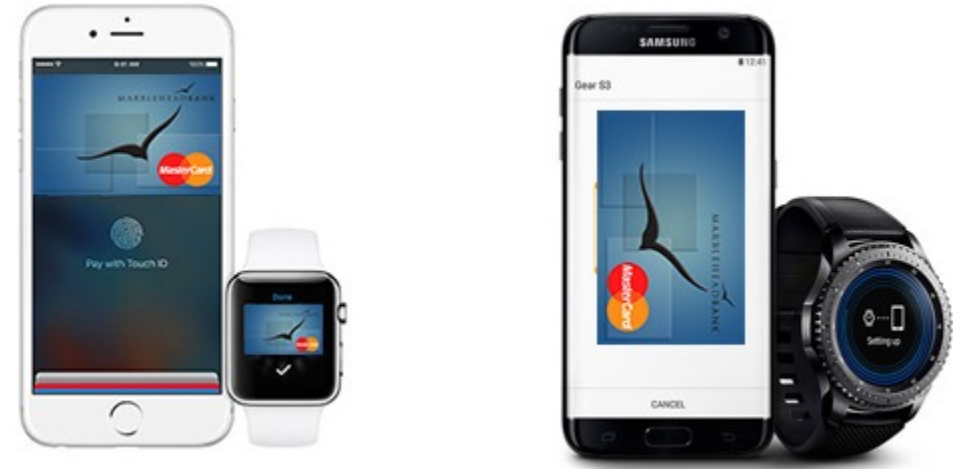


Marketing in a Digital Era
Workshop
Fredy Ballen
May 2nd , 2022

Mobile payments

The evolving mobile payments landscape

- In 2021, 82% of Americans used some form of digital payment (McKinsey, 2021).
- In 2019, the U.S. mobile commerce market was worth \$282.8 billion; **cards accounted for 47% of the transactions** (J. P. Morgan, 2019).
- Growing adoption of Smart Devices, **85% of Americans own a smartphone, and 21% of Americans use Smartwatches** (Pew Research Center, 2021)
- Smart devices may be used for **mobile contactless payments** through Android Pay, Apple Pay and Samsung Pay.
- 5G network deployment will boost mobile payments processing.



Source: Marblebank

Processing credit & debit payments

- Closing the sale is the ultimate step in every transaction, and it does not have to be a hassle.
- Fortunately, there are several options that make the mobile payments processing easy.
- Some research is needed to decide which platform best suits your needs.
- Additionally, it is important to consider the costs associated with each one of the different platforms available.



Source: Credencys

Disclaimer:

UF/IFAS does not endorse any of the payment platforms presented.

There are different options to process mobile payments; however, the platforms presented are already being used by farmers and in several farmers markets.

Additionally, some of these platforms have the flexibility to diversify your payment options should you become also interested in processing SNAP benefits.





Processing credit & debit payments

Square reader for Magstripe

- The most basic option to process debit and credit payments is the Square reader for Magstripe.
- It works with the free Square Point of Sale app, which accepts payments on smartphones or tablets.
- It can process Visa, Mastercard, Discover, and American Express payments.
- **Transaction fee is 2.6% + \$0.10 per swipe.**
- So, for a \$10.00 sale, the seller's transaction fee would be \$0.36 in total.
- Funds are available the next business day.
- For up-to-date pricing info please visit square reader

Processing credit & debit payments

PayPal Zettle

- PayPal Zettle accepts payments on the go or at the counter.
- It can process Visa, Mastercard, Discover, American Express, Apple Pay, Samsung Pay, Google Pay and Paypal, both chip and contactless.
- The card reader costs \$29.00.
- **The transaction fee is 2.29% + \$0.09 per transaction.**
- For a \$10.00 sale the transaction fee would be \$0.32 in total.
- Money transfers into your PayPal account typically within one business day.
- For up-to-date pricing info please go to PayPal Zettle.



Getting a SNAP benefits processing equipment

SNAP Benefits

- MarketLink is a program of the National Association of Farmers' Market Nutrition Programs (NAFMNP).
- Founded in 2013, in partnership with the USDA, MarketLink has helped more than 3,000 farmers and markets accept electronic payments.
- MarketLink assists growers and local markets with completing the SNAP retailer application and applying for the free SNAP/EBT processing equipment.
- In Florida, SNAP participants who buy directly from growers at farmers' markets or from **Farm Stands, CSA's, Mobile Markets and Online Markets** may get their benefits doubled by the Fresh Access Bucks (FAB) program.

Getting a SNAP benefits processing equipment

Eligibility Overview

MarketLink is designed for Direct Marketing Farmers and Farmers Markets. Please see definitions below.

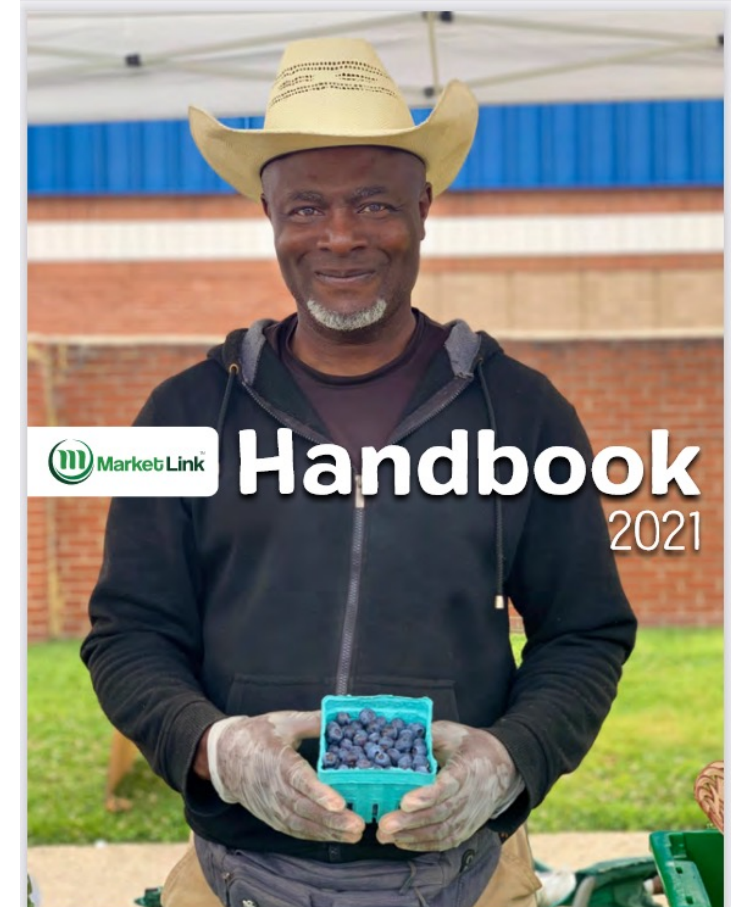
- **Direct Marketing Farmers:** individual producers of agricultural products that sell directly to the public.
- **Farmers Markets:** two or more farmer-producers selling their own agricultural products directly to the public at a fixed location.
- In some cases, MarketLink may consider other business models if the grower/owner is selling their product directly to the consumer.



Getting a SNAP benefits processing equipment

The MarketLink program guides you through the Steps below to get your equipment.

- 1 Apply for the grant program to cover a reader, processing and app fees.
- 2 Apply to get an authorized USDA SNAP FNS Number.
- 3 Complete an EBT Processing Application to setup your EBT/SNAP payment account through Novo Dia Group (this link is providing after we have received your application).
- 4 Receive and Set Up Your Equipment (including Credit/Debit if you choose).
- 5 Start Accepting SNAP and Electronic Sales!





Eligibility Assessment

Answer these questions:

Thank you for your interest in NAFMNP's MarketLink program.

¿Se necesita en español? Clique aqui [aquí](#).

Is this application an update to an application that you previously submitted?

☒ Yes ☐ No

Email *

You must have an active email address to participate; enter it here in order to continue.
USE THE SAME EMAIL ADDRESS FOR EVERY STEP OF THE PROCESS.

Name *

First

Last

This is the name for the point of contact; it should also match the name that is listed on the USDA
FNS SNAP Retailer application.

Are you applying as a farmers market or a direct-marketing farmer? *

☒ Farmers Market (FM) ☐ Direct Marketing Farmer (DMF)
☐ Neither – NOT a FM or DMF

- **Direct Marketing Farmers:** individual producers of agricultural products that sell directly to the public.
- **Farmers Markets:** two or more farmer-producers selling their own agricultural products directly to the public at a fixed location.

Phone Number *

 - -

###

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####



How the Program Works

News

Get in Touch

Before You Begin

1 - USDA Application

2 - Payment Processing Account

3 - Equipment & Setup (Novo Dia Group)

To make the process as easy as possible, you should gather some information prior to beginning.

Ensure that you have the following ready:

- A working email address that you can check regularly; *all information for this program will come via email.*
- **If you plan to accept the Supplemental Nutrition Assistance Program, (SNAP):**
 - Copy of the Social Security card of the person listed on the application
 - Copy of the driver's license of the of the person listed on the application
 - *If you are applying as a nonprofit for the market - a copy of the 501(c) 3 determination letter from the IRS.*
 - Any additional business licenses that you may have for your farm or market (as applicable; if you have none that is fine)

Regardless of whether you plan to get FREE equipment or if you will pay for your equipment:

- Bank account information for the account where funds will be deposited when transactions occur
- Ability to sign the contracts for processing transactions

Note that you will need a smart device that has iOS version 11.0+ for the application to work.



How the Program Works

News

Get in Touch

It is helpful as you read through the below if you know whether or not you are eligible for free equipment.

Before You Begin

1 - USDA Application

2 - Payment Processing Account

3 - Equipment & Setup (Novo Dia Group)

In order to accept SNAP, you must be approved by the Food & Nutrition Service (FNS) of the United States Department of Agriculture (USDA).

In order to accept SNAP, you must be approved by the Food & Nutrition Service (FNS) of the United States Department of Agriculture (USDA).

To complete the USDA SNAP Retailer Application, you can:

- **Choose do it on your own.** We have a detailed explanation of how you can do this; see below. USDA also has a page of resources for direct-marketing farmers (producers) / markets with information [here](#).
- **Choose to have one of our Regional Representatives complete the application with you.** We can even submit the application on your behalf through secure channels; you can schedule a time to chat with one of our Regional Representatives. Find a time that works for you [here](#). *Be sure to have all of the required documents handy during your appointment.*



How the Program Works

News

Get in Touch

If you choose to complete it yourself, instructions are below:

1. USDA Account Registration - you must set up an online account in order to submit an application for approval to FNS:

- Useful tips and documents: [Tip Sheet on eAuthorization account](#)
- Setup an eAuthorization Account here: [USDA Account Registration](#)
- In order to proceed to Step 2, check your email for confirmation that your account has been set up (which will occur within 1-2 hours after submission)

2. After you setup an online account, you must then submit an application to get a FNS number:

- Useful tips and documents:
 - [USDA SNAP Application Guidance for Farmers Markets](#)
 - Be sure to enter "NAFMNP" into the "Chain Store Number" field on the first page for your application to be flagged as part of the MarketLink program.
 - When you finish the application you will be able to print a copy of your application, which is a multiple page agreement. **On the top of page 5 you will see your 7-digit FNS number. Be sure to write it down** as you will not see it again once you leave the screen.
 - [Sample PDF of the USDA application](#) (note: you can only submit the application online)
 - If you have any questions, you can call the USDA SNAP Retailer Service Center at 877-823-4369.



How the Program Works

News

Get in Touch

Before You Begin

1 - USDA Application

2 - Payment Processing Account

3 - Equipment & Setup (Novo Dia Group)

We will help you through setting up processing accounts to be able to accept all electronic transactions.

In order to accept electronic SNAP/EBT payments, you must set up an account for processing transactions.

In order to accept electronic payments, you must set up a merchant account for processing transactions.

We will help you through setting up processing accounts to be able to accept all electronic transactions.

Read more about the process below; but you will be guided through it at each step of the way.

[How the Program Works](#)[News](#)[Get in Touch](#)[Before You Begin](#)[1 - USDA Application](#)[2 - Payment Processing Account](#)[3 - Equipment & Setup \(Novo Dia Group\)](#)

Your equipment will ship after your account is approved. Novo Dia Group is MarketLink's software & equipment provider and will send you notifications via email.

Your equipment will ship after your account is approved. Novo Dia Group is MarketLink's software & equipment provider and will send you notifications via email.

Equipment shipping:

- You can expect to receive your equipment within 2-3 weeks.
- You will receive an email notification from Novo Dia Group when your equipment has been shipped.

Set-up your device:

- You will receive an email notification from Novo Dia Group requesting that you set up your MobileEBT.com account; ***you must sign in to this account to activate your device.***
- Install the TotilPayGo application on your smart device.
- Your equipment will come with step-by-step instructions on how to set up the reader, use the TotilPayGo application, process transactions, as well as create and download reports.

Training is available on setup and use of your machine. Sign up for training via your welcome packet of information you receive via email from Novo Dia Group or here: [Request Training](#).

Processing SNAP benefits payments

- If you qualify, you may get the equipment to process SNAP sales ([TotilPay Go](#)) for free as well the associated fees waived for one year.
- **After the 1st year, fees are \$29.95/month or \$323.40/year**
- In case you don't qualify for the free equipment but still want to process SNAP benefits, you may be able to purchase TotilPay Go for \$319.



Processing credit & debit and SNAP benefits payments

You may use TotilPay Go for SNAP benefits and follow some additional steps to process debit and credit sales on the same platform.

Option 1:

- TotilPay Go + Square reader

Option 2:

- TotilPay Go + WorldPay

Processing credit & debit and SNAP benefits payments

TotilPay Go + Square reader

- SNAP payments to be processed through TotilPay Go.
- The Square reader for chip and contactless cards can be integrated easily with the TotilPay Go platform to process debit and credit payments.
- Square Reader costs \$49.00, it can process chip cards, contactless cards, Apple Pay, and Google Pay.
- **The Square Reader transaction fee is 2.6% of the sale + \$0.10 per transaction.**



Processing credit & debit and SNAP benefits payments

TotilPay Go + WorldPay

- Using WorldPay there is no need to buy additional hardware to process credit and debit transactions.
- However, both transaction and annual fees apply.
- **Transaction fee is \$0.15 per transaction + 1.79% of the sale.**
- A \$120 annual maintenance fee is charged.
- **A 3 year contract is required.**
- For up to-date price info, please visit Totilpay Go.



Processing credit & debit and SNAP benefits payments

Platform	Square reader for magstripe	PayPal Zettle	TortilPay Go/ SNAP	Square reader for contactless & chip	WorldPay
Equipment costs	Free	\$29.00	Free under grant	\$49.00	-
Annual maintenance fee	-	-	Free for the 1 st year, after that \$29.95/month or \$323.40/year	-	\$120.00
Transaction fee	\$0.10	\$0.09	\$0	\$0.10	\$0.15
Percent of transaction fee	2.6%	2.29%	\$0	2.6%	1.79%
Fee for a \$10 sale	\$0.36	\$0.32	\$0	\$0.36	\$0.329
Fee for a \$100 sale	\$3.6	\$3.20	\$0	\$3.60	\$3.29
Compatible with TortilPay Go/ SNAP	No	No	-	Yes	Yes

UF/IFAS Extension

Family Nutrition Program

Connecting with SNAP Customers

SOLINA RULFS
FOOD SYSTEMS SPECIALIST
MIAMI-DADE COUNTY

UF | **IFAS Extension**
UNIVERSITY of FLORIDA



UF/IFAS EXTENSION FAMILY NUTRITION PROGRAM (FNP)



United States Department of Agriculture
Food and Nutrition Service



SNAP-Education (SNAP-Ed) is the nutrition promotion and obesity prevention component of SNAP.

“The goal of SNAP-Ed is to improve the likelihood that persons eligible for SNAP will make healthy food and lifestyle choices that prevent obesity.” - USDA FNS

UF/IFAS EXTENSION FAMILY NUTRITION PROGRAM

NUTRITION EDUCATION



WHY SUPPORT SNAP?



Benefits of supporting SNAP

- Expand access to fresh, local nutritious foods for SNAP customers, and foster health in your community
- Can build new customer base, and increase your sales, and support the local economy
- Potentially offload surplus without additional planting or harvesting



What You Need:

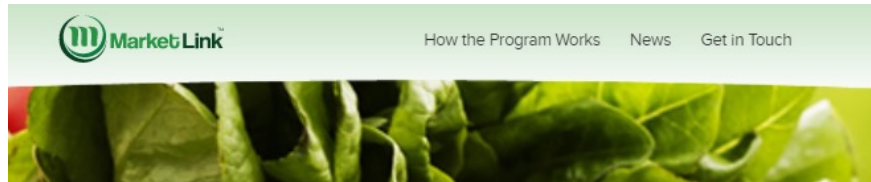
- Goods:
 - Fruits, vegetables, eggs, and honey
 - Variety of product
 - For CSA model, quantity of product in bags/boxes based on household size
- Customers:
 - Consistent customers who want to purchase high quality, local produce at a reasonable cost using SNAP-benefits, cash, or credit cards
 - Site Champion to promote, recruit and maintain customer relations alongside Food Provider
- Payment & Delivery System:
 - Internet connection, equipment to accept payment, change for cash
 - For delivery, select a convenient space for customers and bring a table/tablecloth and promotional signage

RESOURCES SUPPORTING
VENDORS PARTICIPATION
IN SNAP & FAB



RESOURCES SUPPORTING SNAP/EBT VENDORS

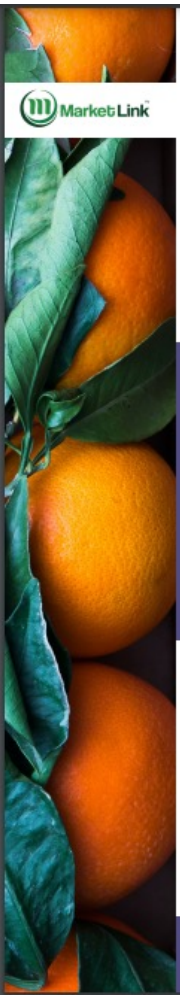
MARKETLINK



How the Program Works

The MarketLink program guides you through the Steps below to get your equipment.

- 1 Apply for the grant program to cover a reader, processing and app fees.
- 2 Apply to get an authorized USDA SNAP FNS Number.
- 3 Complete an EBT Processing Application to setup your EBT/SNAP payment account through Novo Dia Group (this link is providing after we have received your application).
- 4 Receive and Set Up Your Equipment (including Credit/Debit if you choose).
- 5 Start Accepting SNAP and Electronic Sales!



MarketLink Grant + Fees Summary

- 1 Complete the MarketLink eligibility application at marketlink.org/apply
- 2 Complete the USDA SNAP Retailer Application to receive your FNS authorization
- 3 Set up your SNAP/EBT and Credit/Debit merchant accounts
- 4 Receive and set up your equipment

Note: This is a "Bring your own device program." MarketLink customers will need to provide their own smart device with service to run the TotiPay Go point-of-sale app.

What You Get With the MarketLink Grant (One Year)

- Free Bluetooth SNAP/EBT card reader (yours to keep)
- One-year free use of the TotiPay Go point-of-sale App for processing payments
- No per-transaction processing fees for SNAP/EBT
- Printer waiver - no printer/printed receipts required for SNAP/EBT sales (email or text available)

OPTIONAL if you decide to add credit/debit, the rates are:

- Square: \$0.15 per transaction + 1.79% of the sale
- WorldPay: \$0.08 per transaction + 2.6% of the sale

When the Grant Ends (After Year One), MarketLink Costs Will Be:

- The cost of the TotiPay Go point-of-sale App license is \$191.40/year or \$19.95/month
- Any optional credit/debit service fees (see above)

MarketLink customers will continue to enjoy:

- No per-transaction processing fees for SNAP/EBT
- The use of the Bluetooth SNAP/EBT card reader
- The printer waiver

www.marketlink.org | @MyMarketLink

ADDITIONAL RESOURCES SUPPORTING SNAP VENDORS FRESH ACCESS BUCKS (FAB)

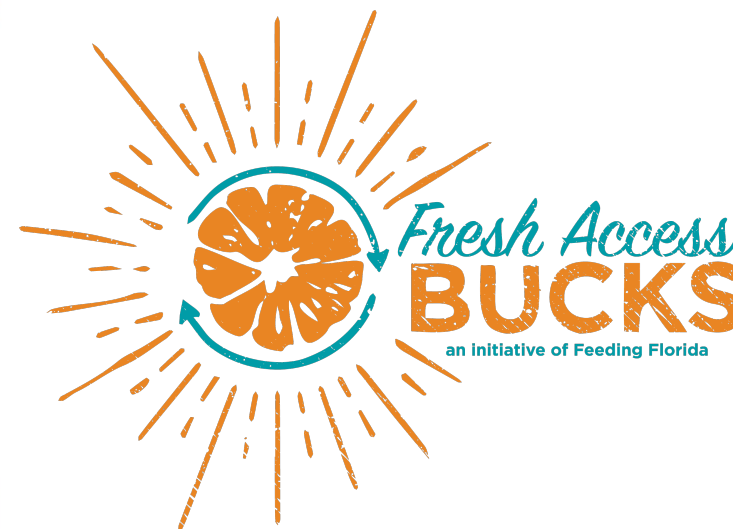


<https://www.feedingflorida.org/food-access/fresh-access-bucks>

The Basics

Fresh Access Bucks (FAB) is a nutrition incentive program that increases the purchasing power of SNAP recipients to buy fresh fruits and vegetables at farmer's markets, produce stands, CSAs, mobile markets, and community grocery outlets. **FAB doubles your purchase!** Want to spend \$10 on your SNAP/EBT card? You get an extra \$10 for free fresh, Florida produce! **No advance sign up necessary.**

WHAT CAN YOU BUY WITH SNAP/EBT?	WHAT CAN YOU BUY WITH FRESH ACCESS BUCKS?
<i>Bread and Baked Goods</i> <i>Jam</i> <i>Dairy</i> <i>Seeds</i> <i>Meat/Fish/Poultry</i> <i>Nuts</i> <i>Vegetable Starts</i> <i>Coffee Beans</i> <i>Loose and Bagged Teas</i> <i>Honey</i>	FRESH FLORIDA GROWN <i>Produce</i> <i>Vegetable Starts</i> <i>Seeds</i>
*HOT OR PREPARED FOODS FIT FOR IMMEDIATE CONSUMPTION NOT ELIGIBLE	*HONEY OR PREPARED FOOD OR DRINK PRODUCTS NOT ELIGIBLE





FRESH ACCESS BUCKS (FAB) AT FARMERS MARKETS

Where are you shopping?

Farmers Market

Farm Stand, CSA, Mobile Market or Online Store

Retail Store (small, regional or independent grocery, co-op, convenience or corner stores)

At Farmers Markets



- Find the SNAP/EBT booth, swipe your EBT card, get your tokens.
- Exchange SNAP tokens with participating vendors around the market for SNAP-eligible items: fruits and vegetables, bread products, meat, fish, poultry, eggs, dairy products, seeds & plants which produce food to eat.
- Exchange free green FAB tokens for Florida-grown produce, plants, and seeds that produce food.
- SNAP and FAB tokens do not expire.
- Green FAB tokens can be used at any FAB market. SNAP Tokens are unique to the market where you received them and can only be spent at that market.

FAB PROMOTIONAL RESOURCES





Florida's Food Bank Network

[Feeding Florida](#) [Food Access](#) [Taking Action](#) [Staying Informed](#) [Connect + Donate](#) [Find Food Now](#)

Resources

Farmers Feeding Florida

Fresh Access Bucks

- How FAB Works
- History and Impact
- Fresh Access Bucks Locations
- SNAP Technical Support
- Blog
- Market + Community Resources
- Fresh Access Bucks Contact
- Retail

Mobile Pantries

Innovative Solutions

Retail Support



Find resources for:

- SNAP Customers
- Fresh Access Bucks Outlets
- Community Partners

FAB Market Toolkit

 NUTRITION EDUCATION

 FM TRACKS

 PROMOTIONAL MATERIALS

 SNAP TECH SUPPORT

 DISASTER RESPONSE

 IDEAS AND RESOURCES FOR YOUR SNAP AND SNAP INCENTIVE PROGRAM

FRESH ACCESS BUCKS TOOLKIT

SOCIAL MEDIA BEST PRACTICES



Fresh Access Bucks Toolkit

- Home
- Ideas and Resources for your SNAP and SNAP Incentive Program
- Disaster Response
- Nutrition Education
- Outreach and Promotion
 - FAB Partner Promotional Package
 - Discount Market Promo Materials
 - Token Market Promo Materials
 - FAB Farm Direct Example Social Media Posts
 - FAB Partner Promotion/Outreach Examples
 - Community Partnerships
 - Social Media
- SNAP Technical Support

Video Resources



Fresh Access Bucks Toolkit

- Home
- Ideas and Resources for your SNAP and SNAP Incentive Program
- Disaster Response
- Nutrition Education
- Outreach and Promotion
 - FAB Partner Promotional Package
 - FAB Partner Promotion/Outreach Examples
 - Community Partnerships
 - Social Media
- SNAP Technical Support

Social Media



FNP SUPPORTING
FARM TO COMMUNITY



FNP SUPPORTING FARM TO COMMUNITY CONNECTIONS



- **Bringing produce to the community:** connecting food providers with local community sites to establish new locations for CSA model, mobile market model, etc.
- **Bringing community to the produce:** Field trips welcoming participants, explanation of SNAP/FAB, nutrition lessons, recipe handouts



URBAN FOLK FARM SPOTLIGHT



- Small, family-owned farm in Duval County
- Selling to customers at farmers markets and at the farm stand located on their property
- Using business-owned EBT card-reader and members of Fresh Access Bucks (FAB)
- Offering CSA delivery program to local schools and businesses

Duval County: Catherine Hart



URBAN FOLK FARM SPOTLIGHT

IDENTIFYING A TARGET AUDIENCE



- Transportation – Key barrier for SNAP recipients at Campus Towers
- Seniors reliably attend nutrition education classes series
- Seniors receive \$16/month in SNAP benefits
- Worked with Site Coordinator to arrange for Urban Folk Farm to sell produce at current Campus Towers



Campus Towers – Jacksonville, FL
Duval County: Catherine Hart



URBAN FOLK FARM SPOTLIGHT DEVELOPING A SYSTEM



- Urban Folk Farm brought 10-15 bags and EBT reader
- Sold them first come, first serve
- Began taking orders and building trust

Duval County: Catherine Hart

URBAN FOLK FARM SPOTLIGHT FINAL PRODUCT – MODIFIED CSA



- Once per month deliveries
- \$10 bags - \$5 with FAB
- Bags are farmer's choice
 - Harvest freshest produce
 - Changes with each delivery
- Customers pay using EBT card at time of delivery – **not** for the season



Duval County: Catherine Hart

FNP PROMOTING LOCAL PRODUCE AVAILABLE WITH NUTRITION EDUCATION



- Nutrition information
- Recipes highlighting relevant produce
- Recipe demonstrations and/or food tastings highlighting relevant produce

FNP SUPPORTING SNAP VENDORS SELLING LOCAL PRODUCE



ADDITIONAL PROMOTION OPPORTUNITIES SUPPORTING FLORIDA GROWN PRODUCE



WHAT IS THE FLORIDA CRUNCH?

- A tasting event to celebrate National Farm to School Month in October
- Raises awareness of Florida-grown produce and healthy eating by highlighting one fruit or vegetable for students to learn about and sample in a taste-test.
- Encourages serving more Florida-grown produce in the throughout the year.





JOIN US IN CELEBRATING THE FLORIDA CRUNCH!

- Fun way for students to learn about nutrition and agriculture
- Celebrate in a cafeteria or classroom
- Connect schools and child care centers with local farmers to purchase produce from for tasting
- Invite parents, school food service, farmers, and community members to join the celebration!



THANK YOU!

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An Equal Opportunity Institution



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Evaluation Time!



<https://bit.ly/3s5sVXq>

Upcoming Webinars

PROXIMO WEBINARIO

MERCADEO EN LA ERA DIGITAL:

DESCRIPCIÓN GENERAL Y VENTAS ELECTRÓNICAS

Mayo 10th | 10:00 AM - 12:00 PM EST

Acompáñanos, enseñaremos como usar el nuevo cuaderno de mercadeo-diseñado por nuestro equipo como una herramienta de apoyo para aprender acerca de los canales de comercialización. Nuestro equipo dará capacitación sobre los pasos necesarios para hacer ventas electrónicas.

Regístrate aquí <https://bit.ly/3DkDKZX>



UPCOMING WEBINAR

HOW TO MARKET IN A DIGITAL ERA:

USING SOCIAL MEDIA & ONLINE SALES

May 12th | 10:00 AM - 12:00 PM EST

Join us as we talk through how to use social media as a marketing tool and how having an online presence can be used to generate online sales.

Register at <https://bit.ly/3qF4Hmc>



Upcoming In-Person Events

UPCOMING IN-PERSON TRAINING

HOW TO MARKET IN A DIGITAL ERA

Join us for one of our in-person trainings at one of the following dates and locations.

In these trainings we will follow-up on the webinars, walk through the 2022 Marketing Manual—created by our team as a helpful tool—and learn how to navigate and choose marketing channels.

May 18th | 9 AM - 12 PM EST

9200 Corkscrew Palms Blvd, Estero, FL 33928

May 19th | 9 AM - 12 PM EST

18710 SW 288th St, Homestead, FL 33030

May 18th | 9 AM - 12 PM EST

1702 S Holland Pkwy, Bartow, FL 33830

May 20th | 9 AM - 12 PM

2199 South Rock Rd, Fort Pierce, FL 34945

