

In collaboration with Community Partnerships RC&D
The Pennsylvania Women's Agricultural Network
presents

EXPAND YOUR CUSTOMER BASE THROUGH SNAP, WIC & BUYFRESH BUYLOCAL PROGRAMS

FREE WORKSHOP

April 11, 2012

1:00—4:00 pm.

PENN STATE EXTENSION
152 EAST MARKET STREET, ROOM 3
LEWISTOWN, PA 17044
(MIFFLIN COUNTY)

Welcome more customers to your market! More people are seeking out local foods and more people are qualifying for government food assistance programs due to job loss and an aging population. This workshop will give farmers and market managers the tools to attract and welcome assistance recipients and others at the farmers market. Learn how farmer's markets can accept Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) through the Electronic Benefits Transfer (EBT) card swipe system. Discover the fundamentals that will help you implement a system at your market, increase sales, and attract new customers, Learn about WIC program vouchers and how you can accept them at your market. Discover the benefits of the BuyFresh BuyLocal program which promotes farm-fresh products to people consumers.

AGENDA

- 1:00 p.m. Welcome & Introductions
- 1:15 p.m. Cheryl Burns, Outreach Specialist for Capital RC&D will explain how farmer's markets can accept SNAP payments through the EBT card swipe system.
- 2:15 p.m. Melissa Bishop, Nutrition Education Coordinator for Family Health Council of Central PA, Inc. and Shana Meiser, Manager of the WIC Program in Lewistown, will discuss the Farmers Market Nutrition Program, which was established to allow WIC participants greater access to fresh fruits and vegetables from local farmers.
- 3:00 p.m. Megan Epler, from the Pennsylvania Association for Sustainable Agriculture (PASA), will tell us how the BuyFresh BuyLocal program can benefit local Farmers Markets by promoting their products to people who are searching for locally grown produce.
- 3:50 p.m. Evaluation
- 4:00 p.m. Adjourn

FREE REGISTRATION

Online Registration:

<http://svy.mk/2012-04-11EBTWorkshop>

For additional details contact: Patty Neiner at

prn103@psu.edu, 814-865-7031

All are welcome to participate in events
sponsored by PA-WAgN.

DIRECTIONS

<http://bit.ly/2012-04-11Directions>

PENN STATE



College of
Agricultural
Sciences



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

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Pennsylvania Women's Agricultural Network is a partnership of Penn State Cooperative Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute

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