Join the program today!

Scan the QR code to visit Iowa HHS Farmers Markets and Roadside Stands webpage.

https://hhs.iowa.gov/programs/food-assistance/snap/farmers-markets-ebt
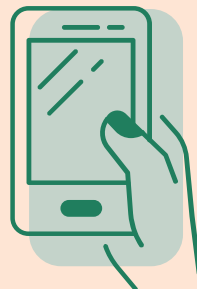
To get started in the program, send an email to **farmers@hhs.iowa.gov.** We will send you all the necessary information to get started growing your business today.

IOWA ™ | **Health and Human Services**

Become an Authorized SNAP EBT Direct Marketing Farmer

IOWA ™ | **Health and Human Services**

The Iowa Department of Health and Human Services (HHS) is increasing access to locally grown farm fresh food at farmers markets due to the efforts of the EBT Farmers Market Project.

This project provides Wi-Fi enabled point-of-sale machines to qualified direct marketing farmers across the state. This enables you to accept SNAP EBT, MasterCard®, Visa®, Discover® and American Express® cards. Iowans can use their EBT, MasterCard®, Visa®, Discover® and American Express® cards to purchase food at the markets, providing easy access to the freshest food Iowa has to offer.

HHS pays for the 1st point-of-sale (POS) device. There are no charges for EBT transactions!

What items can be purchased with an EBT card

- Fruits and vegetables
- Meat, fish, eggs, and dairy products
- Honey and maple products
- Jams, jellies, pickles, and sauces
- Baked goods
- Seeds and plants that produce food

What items can NOT be purchased with an EBT card

- Prepared hot foods
- Non-food items, such as crafts, clothes, or flowers

Requirements to becoming an authorized SNAP EBT direct marketing farmer:

- Live in Iowa or pay taxes in Iowa
- Become, and maintain status as, a USDA authorized direct marketing farmer
- Complete a bank application to allow transactions to be directly deposited to your account

Each direct marketing farmer who participates in the program receives:

- A point-of-sale device
- Signage
- Paper rolls
- Direct marketing to EBT customers
- Technical assistance