

FUNDING FOR ELECTRONIC BENEFITS TRANSFERS AT FARMERS MARKETS

The United States Department of Agriculture's Food and Nutrition Service (FNS) changed from use of paper food stamps to Electronic Benefits Transfer (EBT) cards in 1993 and by 2002 all 50 states switched to the plastic payment form for low-income individuals receiving food stamps. In order to convert electronic FoodShare dollars to paper script to allow for the purchase of farm fresh fruits and vegetables at a farmers market, the Dane County Farmers Market (DCFM) has a point-of-sale machine to process electronic bank transfers. Patrons swipe their FoodShare card, choose the amount they'd like to spend at the market and receive DCFM's unique scrip, which can be exchanged with DCFM market vendors for food purchases.

The scrip can only be used at the DCFM and does not expire. Unused script can be returned with the value credited to the participant's account. Funds from the scrip go directly to DCFM food producers. All DCFM producers participate in the program.

For the 2012 market, DCFM formed a partnership with Community Action Coalition to handle the market's ever-increasing FoodShare redemptions. As a result of this program, last year Dane County Farmers' Market (DCFM) customers spent almost \$50,000, the most federal food assistance dollars of any market in Wisconsin.

~~To make this program available in 2014, the EBT program requires an estimated \$30,000. This is an expense that was not identified at the time the 2014 budget was adopted. The City of Madison and DCFM Board have indicated a willingness to split this expenses with Dane County. This is a program that benefits low-income consumers by providing access to healthy local food, and benefits local producers by providing demand for their products, at a cost of \$10,000 to Dane County.~~

BE IT FINALLY RESOLVED that Dane County agrees to support Electronic Benefits Transfers at Farmers Markets, and will transfer one third of the final expense for the 2014 DCFM FoodShare redemptions not to exceed \$10,000~~\$10,000 is transferred from the General Fund~~ to the following account in Public Health Madison & Dane County for the purpose of contracting with a POS agency, to be determined by RFP process, to facilitate the DCFM FoodShare redemptions: BHADM ASBPAA "Board of Health POS".

This substitute amendment specifies that Public Health Madison & Dane County will manage the contract with a responding POS agency to provide EBT at the Dane County Farmers Markets. It further specifies the appropriate account for the funds.

4/10/14 Extension Committee recommends adoption with following amendments: (5-0)

Strike To make this program available in 2014, the EBT program requires an estimated \$30,000

Add not to exceed \$10,000 in line 32

4/10/14 Board of Health for Madison and Dane County recommends adoption (8-0) with the following amendments: strike To make this program available in 2014, the EBT program requires an estimated \$30,000. This is an expense that was not identified at the time the 2014 budget was adopted. The City of Madison and DCFM Board have indicated a willingness to split (strike this) expenses (add s) with Dane County,

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