



April 2025 Local Food Town Hall

Today's Agenda:

- Kansas Local Food Summit Update
- Presentation:
 - MarketLink Resources – Whitney Butler, MarketLink
- Discussion of Federal Funding & Policy Impacts
 - Nick Levendovsky, Kansas Farmers Union
 - Eileen Horn, Kansas Food Action Network
 - Open discussion opportunity
- Announcements of local food system efforts in Kansas
- Evaluation

Notes & Recordings of all Town Halls can be found at: <https://www.k-state.edu/kansaslocalfoods>

Welcome Poll:

- Have you attended a quarterly Local Food Town Hall in the past?
 - Yes, more than one time
 - Yes, one other time
 - No, this is my first
 - I'm not sure
- Please put your name, location, and organization or business affiliation (if any) in the chat.

2025 Town Halls – 5th Wednesday

- January 29
- April 30
- July 30 CANCELLED
- October 29



Register at: <https://ksre-learn.com/local-food-town-halls>

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<https://www.k-state.edu/kansaslocalfoods>



Kansas Local Food Summit

Painting a Vibrant Future

July 29-30, 2025
Kansas Wesleyan University ,Salina, KS

Agenda and Registration Details available at:

<https://bit.ly/KsFoodSummit>

GET INVOLVED JOIN US

[Learn More](#)[Sign Up for Our Mailing List](#)

JOIN US

Local food systems are successful when they have many diverse partners working together for a common goal. We invite you to join in our virtual or in-person events to help us continue building a thriving Kansas Local Food System.

[Quarterly Virtual Town Halls](#)[Community Roundtables](#)[Local Food Fellows](#)[Local Food Summit](#)



MarketLink SNAP Grant for Farmers & Farmers' Markets

Presented by Whitney Butler,
Regional Representative

April 2025

About MarketLink

- Established in 2013 in response to USDA grant opportunity, known as the SNAP Equipment Grant for Farmers and Farmers Markets.
- Program of the nonprofit Farmers Food Assistance Bureau
- Mission is to help direct-marketing farmers and farmers markets increase sales and expand their customer base through SNAP, WIC and Seniors FMNP, and incentive programs
- TotilPay Go is the POS equipment paid for by the SNAP Equipment Grant.
- We partner with GrownBy and WorldPay from FIS for the SNAP Online Grant.



DMF = Direct Marketing Farmer

FM = Farmers Market

Our Grants and Services



SNAP Equipment Grant

The grant includes:

- Free technical assistance on the USDA SNAP Retailer Application
- 1-year free SNAP card processing equipment

Available to DMFs and FMs

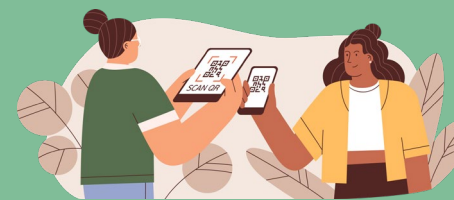


SNAP Online Grant

The grant includes:

- Free technical assistance with SNAP Online Authorization
- 1-year subscription to an eCommerce platform (GrownBy) and PIN services (FIS/WorldPay) for accepting SNAP online.

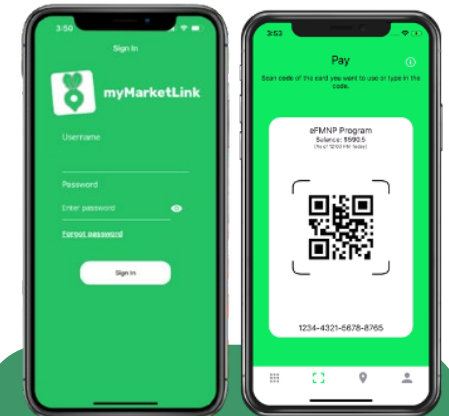
Available only to DMFs



Electronic Payments for eWIC, S/FMNP and Incentive Programs

We work directly with state agencies and organizations to modernize their paper-based federal nutrition assistance programs and incentive programs.

Available to DMFs and FMs located in participating states.



The TotiPay Incentive Management Systems (TIMS) is completely customizable to specific programs and work with the MyMarketLink app for customers to find farm vendors/farmers markets, and keep track of their benefits



SNAP Equipment Grant Process

1



Apply for the grant
at marketlink.org

2



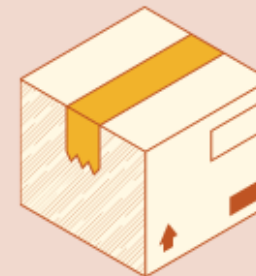
Complete the
USDA's SNAP
Retailer Application

3



Set Up a TotilPay Go
Account

4



Receive and Set Up
the Equipment



SNAP Equipment Grant - Eligibility Overview

ELIGIBLE



DIRECT MARKETING FARMERS (DMF)

Individual producers of agricultural products that sell directly to the public.
At least 50% of your profits must be of your own products.

FARMERS MARKETS (FM)

Two or more farmer-producers selling their own agricultural products directly to the public at a fixed location.

NOT ELIGIBLE



DMF or FM with functioning equipment received through state-sponsored programs.

DMF or FM that has received the grant since October 2024



SNAP Retailer Application

Process Overview

01. Free Technical Assistance from MarketLink
 - We can submit the application on your behalf over the phone
 - OR - Apply on your own using our step-by-step guide
02. Fill out and submit application online

03. Submit supporting documents
 - Government issued photo ID
 - Social Security Card (only exemptions are for 501(c)3 nonprofit or government-owned farmers markets)
 - Signature Page
 - Business license (if applicable)
 - 501(c)3 Tax Exempt Status Determination Letter from IRS (if applicable)
 - Copy of W-9 for government entity
04. Provide additional information if requested
05. Check on application status online or by calling the USDA directly
06. Receive your SNAP Permit once approved!



This is a Bring Your Own Device (BYOD) program.

Customers will need to provide their own smart device to run the TotilPay Go app (Android 5+, Apple iOS 11+ devices).

Equipment Overview

Note: Device must have Bluetooth capabilities to connect to the card reader

Internet/Data Service is required to run the TotilPay Go app.

You can use WiFi (if available at your location) or you will need paid mobile service for your device.

Note: Any carrier works (e.g. Verizon, Sprint, AT&T, T-mobile, etc.)

The USDA provides a “printed-receipt” waiver for grant recipients.

The TotilPay app can email or text receipts and check balance of SNAP accounts for SNAP customers

Printers are available for purchase.





Costs overview

Grant Year (First Year)

- Free Bluetooth SNAP card reader
- 1-year subscription to TotilPay Go
- Printer waiver

After Grant Year

- The cost of the TotilPay Go subscription is \$191.40/year or \$19.95/month
- MarketLink recipients will continue to enjoy:
 - The use of the Bluetooth SNAP/EBT card reader.
 - The printer waiver.

New for this Grant Cycle (Oct 2023 - Oct 2026)

- Free one-year extension of the app subscription to DMFs and FMs earning \$500 or more in SNAP sales annually.

SNAP/EBT TRANSACTIONS WITH TOTILPAY GO

\$0 per transaction & 0% of the sale



Get started by completing the MarketLink Grant Application

To apply, go to our website.

If you didn't get a chance to have your questions answered today, send us an email!



marketlink.org

info@marketlink.org

Federal Funding & Policy Updates & Impacts

Other discussion and announcements

Closing Poll:

- Did you learn something new today?
 - Yes
 - No
- Which topics were valuable to you today?
 - MarketLink
 - Federal Policy Updates
 - Discussion and Other Updates/Announcements

Closing Poll:

- How many people will you share something with from today's town hall?
 - None
 - 1
 - 2-5
 - 6 or more
- Do you have suggestions for speakers or topics at our next Town Hall?

Thank you!