

DOUBLE YOUR SNAP DOLLARS

AT THE GRAY STREET FARMERS MARKET

1. GO

TO THE MARKET INFORMATION BOOTH.



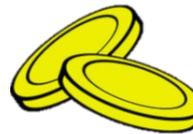
2. SWIPE

YOUR EBT CARD FOR ANY \$ AMOUNT AND RECEIVE WOODEN TOKENS (ALL VENDORS ACCEPT TOKENS).



3. DOUBLE

\$20



YOUR DOLLARS — UP TO \$20 PER WEEK AS FUNDING PERMITS.
IF YOU SPEND \$20, WE MATCH \$20 = \$40 IN TOKENS.

4. SHOP

PURCHASE FRUIT, VEGETABLES, BREAD, JAM, AND MEATS.
ITEMS NOT ELIGIBLE: NON-EDIBLE & READY-TO-EAT ITEMS.



GRAY STREET FARMERS MARKET

May 18 — Oct. 26, 2017 ● Thursdays ● 10:30 am — 1:30 pm ● Rain or Shine

400 Block of E Gray Street (Louisville, KY 40202)

10+ Local Vendors with fruits, vegetables, lunch, eggs, meats, breads, jams, and more.

E: farmersmarket@louisville.edu

P: 502-852-6655

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The Gray Street Farmers Market's Dollar for Dollar program is possible with a grant from Louisville Metro Council's Neighborhood Development Fund (NDF).

FREQUENTLY ASKED QUESTIONS

Matching SNAP Dollar for Dollar

In 2017, the Gray Street Farmers Market is operating the *SNAP Dollar for Dollar* program as a benefit for customers who make purchases using their SNAP benefits.

How does *SNAP Dollar for Dollar* work? SNAP customers visit the market information booth, decide how much they want to spend at the market, and then we will match the amount dollar for dollar up to \$20 per week.

Why is this program important? *SNAP Dollar for Dollar* makes shopping at the farmers market more affordable. Residents will love the taste of local, fresh produce and other items.

How do I use SNAP at the farmers market? We run your EBT card and give you the amount of money requested in the form of wooden tokens. All vendors accept the wooden tokens.

Is there a limit on the match amount? We will match up to \$20 per customer per week as funding permits. Weekly participation in the *SNAP Dollar for Dollar* program is encouraged.

What is the minimum amount I must spend from my SNAP card? You must spend a minimum of \$1 in SNAP benefits in order to receive the matching.

What can I buy at a farmers market using SNAP benefits?

- SNAP can be used to buy food intended to be prepared and eaten at home such as breads; fruits and vegetables; canned items, honey, jams; meat and poultry
- SNAP CANNOT be used to buy items from food trucks that are hot and prepared for immediate consumption or to purchase non-food items such as soap, cosmetics, or other household goods.

Can funds be used to match other benefits like WIC or Senior Farmers Market Nutrition Vouchers? Not at this time.

How is the *SNAP Dollar for Dollar* program funded? The Gray Street Farmers Market's Dollar for Dollar program is possible with a grant from Louisville Metro Council's Neighborhood Development Fund (NDF).

What is a farmers market? A farmers market is a location where vendors gather together to sell their goods. The Gray Street Farmers Market features 10+ farmers and producers each week selling the finest in fruits, vegetables, prepared foods, eggs, meats, breads, jams, granola, kettle corn, popsicles, and more.

How did the Gray Street Farmers Market get started? The GSFM has been open since 2009 and was established to increase the availability of fresh foods in underserved areas known as food deserts. The GSFM is operated by the UofL School of Public Health & Information Sciences in partnership with the Louisville Metro Department of Public Health & Wellness and other community partners.

Who do I contact with questions? Please contact Sara Frazier at 502-852-6655 or sara.frazier@louisville.edu. Sara is the market manager for Gray Street Farmers Market and works for the UofL School of Public Health and Information Sciences.