



MARKET BUCKS

In 2020, the Farmers Market launched the Market Bucks program. Shoppers stop at the information tent at the Farmers Market to swipe their EBT or debit/credit card to receive Market Bucks only able to be used the Downtown Fond du Lac Farmers Market. All vendors at the Farmers Market may accept the Market Bucks as payment for their goods. Vendors then return the Market Bucks to the Information Tent to redeem their cash. The Market Bucks program has no transactional fees for shoppers or vendors.

Electronic Balance Transfer (EBT) is a nutritional assistance benefits program available to low-income individuals and families through the Supplemental Nutrition Assistance Program (SNAP). EBT benefits are accessed via a card which are used the same way as a credit card. By accepting EBT benefits at the Farmers Market, families have more access to local, healthy, Wisconsin grown produce.

HOW THE PROGRAM WORKS FOR CUSTOMERS

Customers may stop at the Information Tent located in front of 131 S. Main Street to swipe their EBT, credit/debit card for any whole dollar amount and receive Market Bucks in return. Market Bucks are valid through the entire Farmers Market season. All Market Bucks do expire on the last Saturday of October for the current year.

There are two types of Market Bucks (shown below). Cash Market Bucks, purchased with a credit or debit card may be used to purchase anything a vendor is selling at the market. Change maybe given in the form of U.S. Currency on transactions with Cash Market Bucks

EBT Market Bucks, purchased with an EBT (electronic benefits transfer) card, can only be spent on eligible items. Change for EBT Market Bucks may only be given in the form of EBT Market Bucks. No exceptions. The first Saturday of every month is EBT Double Days. EBT Market Bucks purchases are eligible to receive up to a \$10 match in EBT Market Bucks.

ELIGIBLE PRODUCTS:

- Fruits
- Vegetables
- Fresh Herbs
- Canned goods
- Meats & poultry
- Eggs
- Cheese & other dairy
- Honey
- Baked goods
- Maple product
- Cider/juices
- Vegetable plants & potted herbs

INELIGIBLE PRODUCTS:

- Alcohol or tobacco
- Nonfood items
- Vitamins or medicines
- Prepared (on-site) foods
- CBD products

Cash Market Bucks



EBT Market Bucks



**Example of Market Bucks*