

Introducing Produce Perks SNAP Match Program at Red Bird Sylvania Farmers Market 2022

The Red Bird Sylvania Farmers Market Produce Perks SNAP Match Program will match up to \$25 of EBT funds per market, per card. The dollars matched can only be used for local produce. Customers can exchange their EBT funds for tokens at our Red Bird Sylvania Farmers Market Information Tent on Tuesdays 4-7pm located in the parking lot across from St. Joe's Parish.

What is Produce Perks?

Produce Perks is a program that “matches” SNAP/Ohio Direction Card dollars spent at farmers’ markets. Whatever you spend on your Ohio Direction Card, you’ll get a dollar-for-dollar match of up to \$25 in Produce Perks tokens that you can spend on fresh fruits and vegetables grown locally. So, if you spend \$25 on your Ohio Direction Card, you’ll get an extra \$25 – FREE – that you can use to buy fresher, locally-grown produce.

How do I use my Ohio Direction Card (EBT) at the Farmers Market?

Our market has a central location where a staff person or volunteer will swipe your Ohio Direction Card. You’ll tell the staff person how much you want to spend on your Ohio Direction Card, and you’ll get that amount of Ohio Direction Card tokens that you spend like cash with the vendors that sell eligible food items.

Our Red Bird Sylvania Farmers Market Ohio Direction Card Tokens are worth \$1 each and are only good at the market where you received them. Vendors are not allowed to give you change for Ohio Direction Card tokens.

Money is deducted from your Ohio Direction Card account the day you get the tokens, whether or not you spend the tokens that day. If you don’t spend all your tokens, you have two options: you can get a refund on your Ohio Direction Card tokens on the day you get them, OR you can save them and use them later. Ohio Direction Card tokens can be spent any time during the entire market season June 7 - October 11th.

How do I get Produce Perks?

When you use your Ohio Direction Card, you’ll automatically get an equal value of orange Produce Perks tokens, up to \$25.

What can I purchase with my tokens?

You can spend your Produce Perks tokens on fresh fruits and vegetables. You can spend your Ohio Direction Card tokens on almost anything edible at the market, except ready-to-eat prepared foods

Do I have to sign up for something?

You do not need to sign up for any additional program to receive Produce Perk Tokens. When you swipe your Ohio Direction Card, the market staff person will record the last 4 digits of your Ohio Direction Card account number – this is only so that we can track how many new customers are coming because of Produce Perks and how many times people come back. In addition, you may be asked some questions for our research about your visit to the market.

What if I don't want to spend all my tokens today?

Produce Perks tokens are not refundable because they're free. Some people like to save up their tokens for when their favorite fruits and vegetables are in season and then buy large quantities to can or freeze.

Why can I only get \$25 in Produce Perks tokens per market day?

Produce Perks has a limited budget. We want as many people as possible to get the benefit of doubling their fruit and vegetable purchasing power, and the best way to do that is to limit the number of tokens one person can get per market visit. You can come back every week to this market, and you can visit any other participating market, and you'll get up to \$25 matched at each and every visit.

Is it really free? Where does the money come from?

Produce Perks is a project of Produce Perks Midwest, a nonprofit based in Cincinnati. Their goal is to get healthier food for local families while supporting local farmers. Matching funding comes from private foundations from here in Northwest Ohio.

What is an Ohio Direction Card (EBT) and how do I get one?

An Ohio Direction Card is the common name for the electronic benefits transfer (EBT) card used by recipients of federal food assistance benefits in Ohio. SNAP, the Supplemental Nutrition Assistance Program is the new name for the federal food assistance program formerly called Food Stamps.

In order to qualify for an Ohio Direction Card, you must meet certain requirements for income and expenses determined by the State of Ohio. To see if you qualify and apply for benefits, contact your local food bank for information on where to go in your community to apply for benefits, or call the United Way's 2-1-1 service (dial 2-1-1 on any phone).