



**Michigan Food &
Farming Systems-MIFFS**

Bringing Farmers & Communities Together

FOR IMMEDIATE RELEASE

May 29, 2007

NEWS RELEASE

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Accepting Bridge Cards at Your Farmers' Market: EBT Training and Workshop

Many Michigan farmers markets already accept Project FRESH coupons which allow WIC recipients and low-income senior citizens to purchase Michigan-grown fruits and vegetables. Some markets are also turning to Electronic Benefits Transfer (EBT), an electronic system that allows a recipient to authorize transfer of their Food Stamp benefits from a Federal account to a retailer account to pay for food products received. Adding a Food Stamp/EBT option can allow many current Project FRESH customers to buy more products at your farmers' market and will help open your market to others who cannot currently shop there.

The Michigan Farmers' Market Association (MIFMA), in conjunction with many partners, is offering a workshop to help farmers' markets learn more about accepting Bridge Cards and using EBT in the marketplace.

When: June 13, 2007, 10 a.m. to 3:30 p.m.

Where: The workshop will take place at the Foster Community Center in Room 110, 200 N. Foster Ave, Lansing, MI, with an afternoon visit to the Allen Street Farmers' Market.

The morning session will focus on all of the aspects a farmers' market needs to consider to be able to accept EBT:

- * Electronic Benefits Transfer: What it is and how it works
- * Alternative redemption system (voucher and tokens) and how it works
- * Using the point of sale machine
- * Accounting, management, advertising and outreach
- * Debit and credit opportunities

The afternoon session will take place at the Allen Street Farmers' Market where participants can see the farmers' market and EBT in action.

The workshop cost is \$5 for MIFMA members and \$15 for non-members and includes lunch. Participants must register by June 8, 2007. To register, contact Jana at Michigan Food & Farming Systems – MIFFS at (517) 432-0712.

Partners in this workshop include MIFFS, Michigan State University, Michigan Food Policy Council, the Allen Street Farmers' Market, the Allen Neighborhood Center,



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Michigan Department of Community Health, Michigan Department of Human Services, United States Department of Agriculture Food and Nutrition Service and ACS Governmental Solutions.

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To learn more about MIFMA or EBT, visit www.farmersmarkets.msu.edu.

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Founded in 1998, MIFFS is a statewide membership organization (501c3) whose purpose is to promote diverse efforts that foster and sustain food and farming systems that improve economic, ecological and social well-being. MIFFS has been effective at establishing successful partnerships among producers, markets and institutions that have created more profitable, environmentally friendly food systems in Michigan.

The organization's vision is based on the premise that agricultural productivity, environmental stewardship and profitability reinforce each other for the benefit of Michigan's rural and urban communities. To learn more, please visit www.miffs.org or call (517) 432-0712.