

For New Markets & Farms



SNAP Authorization itself is free, but it can be time-consuming to get through the application and funding for equipment and staff can be difficult to find.

There are funding opportunities and resources to support you!

Do not give up if your first attempts at authorization do not work out. There is no limit to the number of times you can apply to the USDA for this authorization, and no cost associated with having it.

You must ask the following questions:

- Will authorization be beneficial for the farm or market?
 - Where are you located? Is there a need?
 - Do you have the ability to bring in SNAP customers through promotion and outreach?
 - Are you/your vendors willing and able to follow the rules of SNAP-eligibility?
- Is farm or market likely to be authorized?
 - **Are 50% or more of your sales SNAP staple foods?**
 - Do you have a Responsible Official who can manage the program?
 - Do you have access to all necessary supplemental data, such as business licenses, contractual agreements, and tax information?
- Is there staff support and finances to accomplish this?
 - There must be a person to run the SNAP equipment and stop any fraudulent activities
 - Outreach and promotion of your program is a must
 - Expect initial costs of \$700 - \$1200 (not counting staff time)

If you are confident that SNAP authorization is right for your market:

Find which [Retailer-specific Overview](#) best suits your situation

Then, head to [Guidance](#) to complete the application!