

Contact:
Judy Yarbrough
City of Reidsville
Phone: (336) 349-1099

230 W. Morehead St.
Reidsville, NC 27320
www.ci.reidsville.nc.us



PRESS RELEASE

SNAP/EBT: Debit & Credit now accepted at Market Square Farmer's Market

The City of Reidsville is pleased to announce that SNAP/EBT (Supplemental Nutrition Assistance Program), along with Debit and Credit cards, are now accepted at the Market Square Farmer's Market.

According to Market Square Manager, Judy Yarbrough, "This program has been a work in progress, and we are so excited to offer this to our community. Thanks to the generosity of a \$30,000 grant from the Reidsville Area Foundation, we can now accept SNAP/EBT along with Credit and Debits cards."

The Farmer's Market in Reidsville is the oldest market in the county and the only market offering this service. There are approximately 1,400 families within a three-mile radius of the market that are SNAP/EBT recipients. This program will allow customers to get fresh local produce, fruits and vegetables along with baked goods, eggs, plants that produce edible foods, honey, meat and more. It is a "win/win" for the market, the consumer and the farmers, according to Yarbrough.

The way the program works is when you come into the market, if you plan to use debit, credit or SNAP, you will see new Farmer's Market Assistant Kenya Johnson. She will swipe your card for an amount and then give you that dollar amount in Farmer's Market Tokens. The customer then takes the tokens to the vendors at the market and buys their produce, etc. Every purchase is rounded up or down to the nearest dollar amount as the tokens are valued at \$1 each. If you do not use all your tokens on that visit, you may keep them for the next time you shop at the market. The tokens can only be redeemed at Market Square Farmer's Market.

The grant received from the Reidsville Area Foundation provides funding for the Farmer's Market Assistant position. The Farmer's Market also received a grant through Market Link that provides our SNAP/EBT, Credit & Debit equipment at no charge for the first year and minimal charge for the seceding two years. This year we have also received an additional grant through the Community Transformation Grant Project, that provides transportation from various senior living facilities throughout the county to the market at least twice a month, Yarbrough said. This is free for the individuals riding the van. This particular grant can serve up to 600 people. Once the skat bus program kicks off later in August, one of the stops will be Market Square. Now there is no reason you can't get fresh local produce and more!

All of these efforts, along with now accepting Credit and Debit, will enrich the market and contribute to the growth and economic development of not only the market but to the citizens, farmers and artisans selling at the market. The Farmer's market is open Tuesday, Thursday and Saturday from 6 a.m.-12 noon. It runs through October. For more information, please call 349-1099.