

Attention Finger Lakes Farmers' Market Managers:

Would you like to increase EBT redemption at your market?

Would you like help marketing your EBT and have your very own Eat Smart NY nutritionist attend your market days?

FLESNY is looking for 3-5 markets within the Finger Lakes who would like to participate in their farmer's market project, which would help increase sales through EBT redemption.

By participating, markets will be provided with:

1. A plan that addresses market challenges and supports strategies to increase EBT redemption.
2. Tools to market and promote EBT use.
3. Your very own *Eat Smart NY* nutritionist that will attend your market days delivering nutrition education, food demonstrations and sampling!

If you would like more information, please call Maggie McHugh at 315-331-8415 or mbm32@cornell.edu

Finger Lakes Eat Smart New York knows the importance and potential to increase sales by accepting SNAP EBT and the health benefits of purchasing foods at a farmer's market. However, there are barriers that are preventing markets from having successful EBT redemption such as consumer misconception that food is more expensive at farmers' markets, lack of EBT promotion at farmers' markets, and just lack of time!

Let FLESNY help!