



EBT FOR FARMERS MARKETS



FMNP

Farm Market Direct was built for the Farmers Market Nutrition Program.

SFMNP

Use the same technology for the Seniors Farm Market Nutrition Program.



WIC CVB

Current WIC Direct customers can use Farm Market Direct to process WIC CVB transactions too.



FOCUS MATTERS

FOCUS ON FARMERS

Farmers are at the heart of the Farm Market Direct solution, which means it was designed to fit in with their lives. This is why there's no complicated technology to learn, no special equipment. Just a smartphone.

FOCUS ON TECHNOLOGY

Farm Market Direct uses the same processing engine as WIC Direct, which has been processing EBT transactions every day since 2009.

FOCUS ON FLEXIBILITY

Every farm market program is different, so a one-size-fits-all solution isn't the answer. Farm Market Direct can be customized to meet the needs of your program.

FARM MARKET DIRECT CHECKS ALL THE BOXES

- Voucher model available
- Mobile application
- QR code redemption
- Custom card designs available
- Bankless model
- No special equipment necessary
- Scheduled settlements using ACH
- Data analytics using Data Direct