

Maryland Market Market Money

- Established in 2013, MMM is statewide incentive program offered at farmers markets throughout Maryland.
- Maryland Market Money is run jointly by the Southern Maryland Agricultural Development Commission (SMADC), and the Maryland Agricultural & Resource-Based Industry Development Corporation (MARBIDCO).
- Funding for this program is based on a complex network of public and private partnerships and includes generous grants from the Maryland Department of Agriculture, Baltimore City, Garrett County, Montgomery County, and Prince George's County.



MARBIDCO
growing rural ventures™

Impact

- Multi-tasking program.
- Since its inception, the program has distributed over \$1 million in MMM incentives to shoppers.
- Plans for 2021 season: to offer program at 25 plus farmers markets.
- We project that shoppers will spend \$450K in incentive dollars and benefits with farmers at markets.

2020 Maryland Market Money by the Numbers

27,186 Marylanders



in 9,062 households



spent **\$262,106** in federal nutrition benefits
& Maryland Market Money incentive dollars

with 269 ag producers

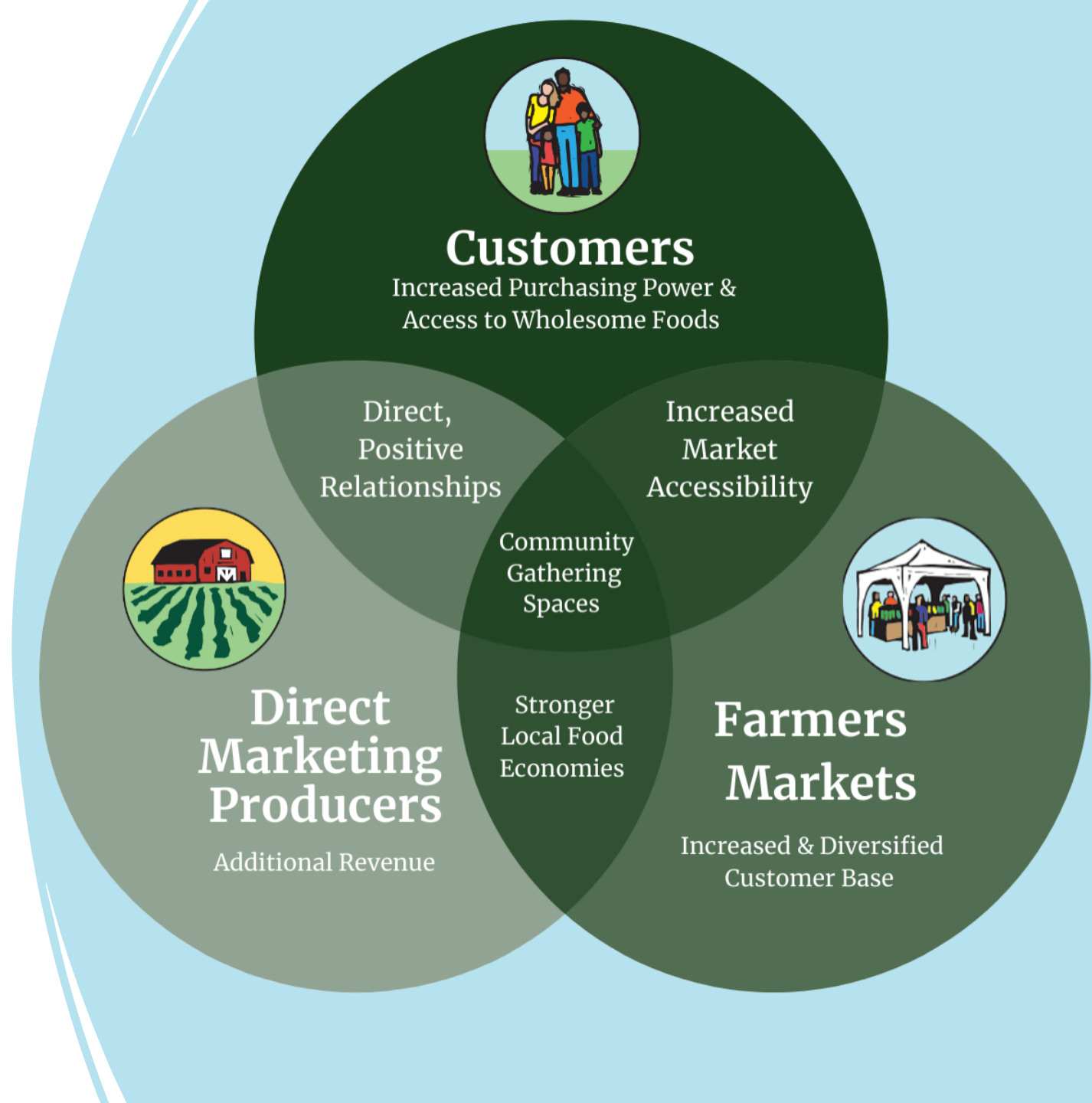


at 14 farmers markets



Incentive programs are win-win for all

- **Food-insecure Marylanders** stretch their limited food budgets through matching dollars received, making it easier to access fresh, healthy, quality foods.
- **Farmers markets** broaden and diversify their customer base, creating welcoming community spaces and thriving economic centers for market vendors.
- **Local farmers and producers** selling at participating markets diversify and augment their revenue stream.
- **Communities** gain a positive gathering place for diverse residents of all ages and backgrounds through the establishment of an accessible market.
- **Local economies** grow and sustain through the spending of federal nutrition benefits and Maryland Market Money by community residents with local markets.



How it works (SNAP/EBT/P-EBT)

1. Grab your SNAP/ EBT card & head to a Maryland Market Money Market*



2. Look for the “Market Info” tent & tell staff you want to use your SNAP/EBT card



3. Get SNAP tokens using your SNAP/EBT card & receive FREE matching Maryland Market Money tokens



4. Use tokens to buy local foods, enjoy & come back next week!



**How to Use
Your SNAP/
EBT Benefits
& get FREE
Maryland
Market Money**



Use your tokens to purchase fruit, vegetables, grains, legumes, dairy, eggs, meat, poultry, fish, baked goods, vegetable plants, jams, pickles, syrup & honey!

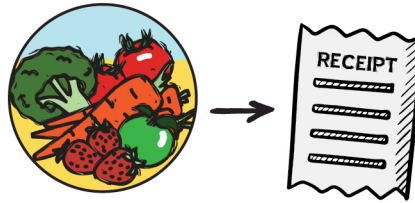
* find a market at www.marylandmarketmoney.org

How it works (FMNP)

1. Grab your FMNP checks or eWIC card & head to a Maryland Markey Money Market *



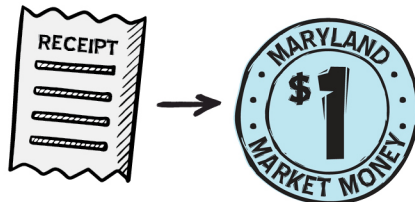
2. Use FMNP checks or eWIC card to buy produce & get a receipt from the vendor



3. Take receipt to "Market Info" tent, show it to staff & ask for your FREE Maryland Market Money



4. Exchange receipt for FREE Maryland Market Money tokens to spend at market!



* find a market: www.marylandmarketmoney.org

**How to Use
Your FMNP &
eWIC Benefits
& get FREE
Maryland
Market Money**



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