



2026 AT MARKET CURRENCY VENDOR GUIDE

This guide outlines the currency programs accepted at the five markets of Portland Farmers Market (PFM), including their rules of acceptance, restrictions and the token & voucher reimbursement process.

Vendor business owners and their on-site vendor staff are required to honor these currencies and understand the rules of acceptance for each. These currencies are essential to create greater access to the market and increase sales for market vendors. Please share this guide with your staff and have it available for their reference.

TOKEN PROGRAMS

PFM market tokens come in two denominations: **\$1 red token** and **\$5 green token**.

To receive market tokens, shoppers use their debit/credit cards, checks, or Supplemental Nutrition Assistance Program (SNAP) / Electronic benefit transfer (EBT), also called Oregon Trail Card, at PFM Market Info booths. Be aware:

- Do not accept other farmers markets use tokens for currency. We are unable to reimburse other markets' tokens, and will return them to you.
- Only accept "Portland Farmers Market" branded tokens.

\$5 GREEN TOKENS



- Shoppers purchase **\$5 green tokens** with credit/debit cards or checks at the Market Info booth.
 - There is a purchase minimum and convenience fee assessed for debit and credit card transactions.
 - **\$5 green tokens** are non-refundable once a shopper purchases them.

- These tokens are eligible to purchase all market items.
- **\$5 green token** should be treated exactly like a \$5 bill. Cash change is given when **\$5 green token** is used in a transaction.
- Please note: although the **\$5 green token** program is successful and necessary, it is time consuming and costly for PFM to administer. Therefore, we encourage vendors to gain independence with their sales and consider new technology that connects cell phones to a merchant account, allowing individual vendors to accept debit/credit cards directly at their booth.

\$1 RED TOKENS



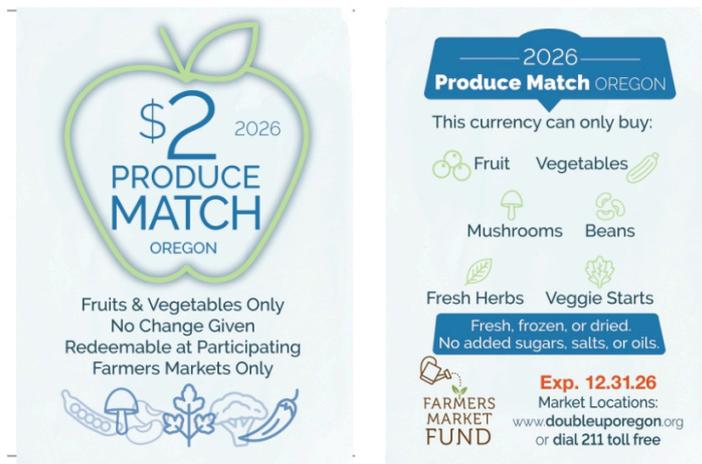
- Shoppers purchase **\$1 red tokens** with EBT/SNAP cards at the Market Info booth to pay for SNAP eligible items with vendors.
 - Eligible items: Fruits, vegetables, animal protein, dairy products, edible seeds, baked goods to be taken home, and plants intended for growing food.
 - Prohibited items: non-food items, foods that are hot at the point of sale, alcoholic beverages and flowers.
 - *It is illegal to exchange SNAP tokens for these products. Sale of ineligible items with SNAP benefits is illegal and risks PFM's ability to accept SNAP.*
- **\$1 red tokens may NEVER be given as change for any market purchases for any reason.**
 - Any misuse of the **\$1 red tokens** compromises our eligibility to accept SNAP benefits at the market. It is a privilege to offer this service to our shoppers and we have been through a rigorous application process to be granted authorization. Help maintain our eligibility by following the rules.
- Change is not given with **\$1 red tokens**.
- Please work with shoppers using **\$1 red tokens** to modify purchases to reach a whole dollar value.
 - *If a whole dollar cannot be reached, provide the shopper with a receipt displaying the vendor name and amount due to the shopper. The shopper can bring this receipt back to the Market Info booth for refund to the shopper's SNAP account.*

SNAP AND EBT CASH MATCHING PROGRAMS

Despite the support of government programs like Supplemental Nutrition Assistance Program (SNAP), many families struggle with food insecurity. To help fill the gap and get more farm-direct produce into the hands of shoppers, we offer a matching program through Farmers Market Fund for those using SNAP called **Double Up Food Bucks (DUFB)**.



Shoppers utilizing EBT Cash receive a similar match called **Produce Match**.



- DUFB and Produce Match currencies can be used for the following at any participating farmers market:
 - Fresh, frozen, or dried products which do not contain any added sugars, salts or oils.
 - Fruits, vegetables, mushrooms, beans, herbs, and veggie starts.
- Change is not given for these two currencies.
- DO NOT accept a prior year's currency. DUFB and Produce Match expire at the end of each year.
- To be able to accept DUFB and Produce Match from shoppers, please complete and submit an [Eligible Vendor Acknowledgment form](#).

FARM DIRECT NUTRITION PROGRAM (FDNP)



Oregon FDNP is a state-administered USDA nutrition program that brings more than \$2 million dollars to Oregon farmers each year. Farm Direct Dollars are issued to families enrolled in the WIC (Women, Infants and Children) nutrition program and to income-eligible seniors to spend with authorized farmers selling directly to consumers. Farm Direct Dollars are used to buy locally grown, unprocessed fruits, vegetables and cut culinary herbs from June 1 through November 30.

All PFM farm vendors selling eligible products are required to participate in the FDNP program.

To qualify and become authorized to accept Farm Direct vouchers:

- You must own, lease, rent or sharecrop land to grow, cultivate or harvest crops on that land **AND** grow fresh fruit, vegetables or cut herbs in Oregon or a bordering county to sell at your farm stand or at a farmers market.
- [Complete an online application](#) for first time farmers or call (877) 807- 0889 option 2

If you participated in the program last year, Oregon FDNP will email you the first week of April to update your information or reapply as needed.

MARKET PURCHASE VOUCHERS

- Market purchase vouchers are paper “IOU” receipts issued by PFM staff and volunteers to purchase products from vendors for use in programs such as chef demos, kids’ activities, and special events.
- The “IOU” receipt is for your records and does not need to be turned in with tokens.
- Market purchase vouchers will be reimbursed with your next token reimbursement.

TOKEN & VOUCHER REIMBURSEMENT PROCESS

- Bring all PFM market currency received to the market info booth for redemption.
 - All currency (*\$1 red tokens, \$5 green tokens, DUFEB, and Produce Match vouchers*) must be separated and pre-counted.
- Token redemption is available to vendors until 30 minutes after the market closes.

- The PFM staff member at the booth will provide you with a receipt for the tokens and vouchers received.
- Any **\$1 red tokens** used to purchase ineligible items will be retained by PFM without reimbursement.
- Reimbursement checks will be mailed to you twice per month or directly deposited, if you have signed up for ACH.
- Email your questions about token reimbursement to the PFM Accounting Department.

VENDOR AGREEMENT

- **PFM vendor business owners and on-site vendor staff are required to honor all forms of PFM currency and understand the rules of acceptance for each form of currency.**
- It is every PFM vendors' responsibility to educate their staff about the currency programs accepted at the five markets of Portland Farmers Market.
- If you are unsure of how to accept a currency, contact the PFM staff before accepting.
- If a shopper attempts to use a currency that is not documented above, direct the shopper to the Market Info booth, so that PFM staff member can advise them how to proceed.
- PFM will not redeem tokens that have been used inappropriately.
- Market tokens may not be used to pay stall fees.

MARKET SPECIFIC CURRENCY

SUMA FARMERS MARKET MATCH *King & Lents Only*



- Shoppers enrolled in Suma receive \$2 in "Farmers Market Match" currency to spend on eligible items like fresh produce, honey, bread, meat, fish, and packaged food with vendors.
- Change is not provided for this currency.
- Return this currency with PFM market currency to the Market Info booth for redemption.

KIDS' ACTIVITY MARKET BUCKS *Lents Only*



- Kids participating in weekly educational activity at the market receive \$4 in "Market Bucks" to spend on fresh produce (fruits, vegetables, mushrooms), nuts, honey, and dried beans with the farm vendors.
- Change is not provided for this currency.
- Return this currency with PFM market currency to the Market Info booth for redemption.
- **New 2026 currency coming in May 2026.**