



April 2026 Local Food Town Hall



Today's Agenda:

- Presentations:
 - GrownBy – Eric Sannerud
 - Kansas Food Hub Working Group – Thomas Smith, KC Food Hub and Tom Buller, KRC
- Program Updates from Across the State
 - Funding, grant programs, and staffing changes
 - Upcoming events
 - New resources or opportunities
- Evaluation

Notes & Recordings of all Town Halls can be found at: <https://www.k-state.edu/kansaslocalfoods>

Welcome Poll:

- Have you attended a quarterly Local Food Town Hall in the past?
 - Yes, more than one time
 - Yes, one other time
 - No, this is my first
 - I'm not sure

Welcome Poll:

- What part of the state are you from?
 - Northeast
 - North Central
 - Northwest
 - Southwest
 - South Central
 - Southeast
 - KC Metro, MO
 - Not from Kansas
- Please put your name, location, and organization or business affiliation (if any) in the chat.

GET INVOLVED JOIN US

[Learn More](#)[Sign Up for Our Mailing List](#)

JOIN US

Local food systems are successful when they have many diverse partners working together for a common goal. We invite you to join in our virtual or in-person events to help us continue building a thriving Kansas Local Food System.

Quarterly Virtual Town Halls

Community Roundtables

Local Food Fellows

Local Food Summit



SNAP Online Overview & Demo

Presented by Eric Sannerud
Director of Accounts and Partnerships
GrownBy
Proudly Cooperatively Owned



January 2026



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About us

- GrownBy is an all-in-one software solution for local food sales. Founded in 2019.
- Farm Generations Cooperative is a tech company organized as a producer co-op, created to build technology for farmers in a business structure that doesn't compromise collective values.
- We partner with MarketLink for farmer support on SNAP Online, via a USDA grant.
- I farm in Milaca, MN, farmed for 15 years now. Pluck Flower Farm, flower CSA, farmers market sales, and retail.



A person wearing a dark grey hoodie is harvesting sunflowers in a field. The hoodie has the text "The farmer-owned marketplace" and a logo for "GROWN BY" on the back. The person is reaching up to pick a sunflower head. The field is filled with tall sunflower plants. The sky is a mix of blue and pink, suggesting sunset or sunrise. A utility pole is visible in the background on the left.

Part 4:

GrownBy Platform



We serve all sales channels
for farmers.

1. Online Sales
2. CSA/Subscription sales
3. Wholesale
4. Point of Sale/Register

Plus we are cooperatively owned and
operated by farmers.



I work at this one.

I don't care if you choose
to use us or not.

I believe GrownBy is a
really good fit for most
farmers.



Part 2:

SNAP Online Grant



INNOVATIVE & NEW

- GrownBy is the first eCommerce provider that allows individual Direct Market Farms (DMF) to accept SNAP Online payments
- Over 100 SNAP Online approved farms selling on GrownBy (and counting...)
- Customers can save their EBT card in GrownBy just like a credit card (with PIN verification)
- Farmers can sell eligible items a-la-carte
- CSA shares can be distributed to SNAP Online customers easily by modifying the SNAP eligible “shares” to a standard product per USDA regs





SNAP Online Program Overview

ELIGIBLE



Direct Marketing Farmers (DMF) and Food Hubs

Individual producers of agricultural products including CSAs that sell directly to the public by means of farmers' markets, farm stands, U-Pick It, and/or a CSA program. At least 50% of your profits must be of your own products.

Food Hubs recently became eligible.

NOT ELIGIBLE



Farmers Markets (FM)

GRANT COVERAGE INCLUDES:

Technical assistance with the SNAP Retailer Authorization

1 year subscription to GrownBy and PIN services (WorldPay by FIS) for accepting SNAP Online

Equipment setup and training

Equipment advice and guidance

Answering general questions about the MarketLink program

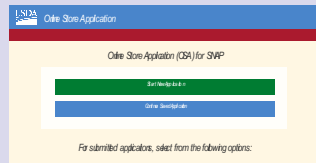
SNAP Online Process

1



Apply for the grant
at marketlink.org

2



Complete the USDA's
SNAP Retailer
Application (Skip it if
already authorized)

3



Create a
GrownBy Account

4



Apply for
SNAP Online
Certification

5



Test online store with
MarketLink and
GrownBy



River Queen Greens
New Orleans, LA

Certifications & Reviews



★★★★★ (3) (941)

About

River Queen Greens is a Certified Naturally Grown vegetable farm in New Orleans. We grow greens and other produce in Lower Coast Algiers on New Orleans' West Bank. We are proud to grow vegetables primarily for home cooks and are dedicate...

[Read More](#)

[Message Farm](#) [Share](#)

Search River Queen...

Select location

☒ SNAP/EBT eligible

Categories

- All
- EBT Farm Share
- Eggs
- Fruit
- Meat
- Mushrooms
- Pantry
- Vegetables

21 items found

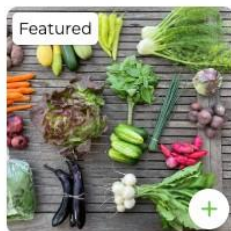
River Queen Greens Spring Farm Share - Press St Gardens ✕

River Queen Greens Spring Farm Share - Press St Gardens

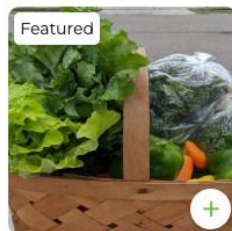
[Learn more](#)



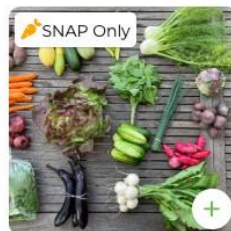
Bonus Item
\$2.50 - \$5.00



REDUCED PRICE
Spring Farm Share
\$15.00/Small Share



Veggie Box
\$32.00/1 Veggie Box



SNAP ONLY Spring
Farm Share
\$15.00 - \$27.00



Eggs
\$8.00/1 carton regular



Frozen Beans
\$3.25 - \$6.50



**Gourmet
Mushrooms - Chestnut**
\$4.50 - \$9.00



**Gourmet
Mushrooms - Oyster**



Honey
\$10.00



Jams & Jellies
\$9.00 - \$9.50



**LCF Breakfast
Sausage**



LCF Italian Sausage
\$11.00/1 pound



Pickles
\$9.50



Strawberries
\$3.00 - \$6.00



EBT ONLY Spring Farm Share

Farm Share for EBT Customers Only

\$15.00 - \$27.00

103 left in stock

Small Size Share

Full Size Share

XL Size Share

Add to cart

Share

[Continue Shopping](#)

description

JUST PAY WITH EBT CARD*

Our Farm Share is for customers using their EBT card only. Includes your choice of a variety of salad and cooking greens, root veggies, herbs, and seasonal favorites harvested fresh. Choose the size: Small (6 items per week) for 1-2 people, Full (9 items per week) for 2-4 people, XL (12 items per week) for 4+ people.



Veggie Box (SNAP only)

one box (3/4 bushel)

\$25.00

87 left in stock

Veggie Box

Add to cart

[Share](#)

[Continue Shopping](#)

Description

Pay only \$25, with SNAP, for a \$45 value box of freshly harvested in-season produce.

Details

Available Jun 15 - Oct 19, 2026

Categories Vegetables

Cancellation Policy 17 hours before end of pickup



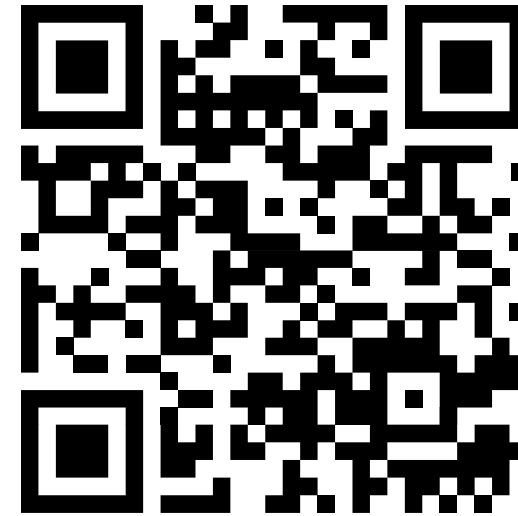
Questions

For More Information on SNAP Online or GrownBy you can contact me

Eric Sannerud

Eric@farmgenerations.coop

**Schedule a
one-on-one demo at
coop.grownby.com/schedule**





Local Food Constellation

*connecting Kansas with
existing Food Hub models*



BA 123
Problem
time please to life every \$1



**We must meet
the market
where it is at**



**Bringing what
works across the
state**



Creating an intentional network





Offering Market Opportunities for Commodity Conversion

Kansas Food Hub Working Group

Kick off meeting-

May 14 Noon-1

Views from the Field

Register via QR code



Questions?

K-State Local Food Program Updates

June 9-10, 2026
Hays, KS

August 4-5, 2026
Lawrence, KS



Food Business Start-Up Summit

Move your business forward with
collaboration, clarity, and confidence.



**Apply
today!**

KANSAS STATE
UNIVERSITY

Extension



New Peer Groups

Farmers Market Management

- Third Tuesday of the month
- 9 a.m.
- **First Meeting:** Tuesday, May 19th

Shared Kitchen Operators

- Fourth Tuesday of the Month
- 1:30 p.m.
- **First Meeting:** Tuesday, June 23rd

<https://tinyurl.com/CFSpeer>

Next Town Hall – July 29, 2026

Last Wednesday of the month at 11 a.m.:

- July 29th
- October 28th
- Register: <https://bit.ly/3JBnHyt>



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Program Updates from Around the State

Closing Poll:

- How much do you agree or disagree that the Town Halls have helped you stay connected to statewide local food efforts?
 - Strongly Agree — Agree — Neither — Disagree — Strongly Disagree
- Did you learn something new today?
 - Yes
 - No
- Which topics were valuable to you today?
 - GrownBy
 - Food Hub Working Group
 - K-State Updates
 - Program Updates

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Closing Poll:

- How many people will you share something with from today's town hall?
 - None
 - 1
 - 2-5
 - 6 or more
- Do you have suggestions for speakers or topics at our next Town Hall?

Thank you!