

SNAP Reauthorization Overview for Farms and Farmers Markets

Created: April 2026

Introduction

This Guide was created by MarketLink, a program of the Farmers Food Assistance Bureau. MarketLink is funded by the USDA - Food and Nutrition Services, to support direct marketing farmers (DMFs) and farmers markets (FMs) through the SNAP Retailer Application process. **While MarketLink has created this guide and has had years of experience with SNAP authorization, only the USDA can make the final determination on eligibility and requirements.**

What is SNAP Reauthorization?

- Reauthorization is the process of recertifying your SNAP Retailer Authorization with the USDA. During this process, the USDA will confirm your business meets the Eligibility Requirements to participate in the SNAP Program. Please review them here: <https://www.fns.usda.gov/snap/retailer/eligible>
- This is also the time a farm or market will confirm and update (if needed) the information already on file with USDA/FNS.

When does SNAP Reauthorization happen?

- Generally, every five years.

How are businesses notified?

- The USDA will contact you at the mailing address, email, and phone number listed on your original application.
- You first will receive a letter from USDA/FNS through the US Postal Service, informing you that you are due for reauthorization. This letter will have a web link and a unique identification number to use in your reauthorization application.
- On day 15, if the reauthorization is not completed you will receive a reminder email to the email address USDA/FNS has on file.
- On day 23 to 30, you will receive a Robo call each day reminding you the reauthorization hasn't been completed. You will receive these calls for 7 days or until it is completed.
- On day 45, you will be automatically withdrawn from the SNAP program and may have to do a new application to get reinstated.

What Happens During Reauthorization?

- Once you receive your reauthorization notice, you will use the login information listed on the notice to access the USDA reauthorization portal website.
- From there, follow the prompts to confirm and update your information, then submit.
 - Note: if you are adding and/or changing Responsible Officials, you will need to submit Supporting Documents for each person. See our SNAP Application Guides linked in the additional

tips section to help guide you on what documents to submit, based on your business type and organizational structure.

- They sometimes ask for a signature page, but may not include one. If you need a blank copy, [click here](#) to access one.
- After you submit, your reauthorization form will be sent to the USDA, and assigned to a Program Specialist.
- From there, the Program Specialist may request additional information, and may request a Site Visit.
 - Note: a site visit is done on almost all SNAP reauthorizations. It may not be right at the time of the reauthorization form but within that year. If you are a seasonal farmer doing your reauthorization in February, your review visit may not be until your operational months of that year. If you operate year round, the review visit could be anytime during that year.
 - Please see our [Site Visits Guide](#) for an overview of what to expect.

After Reauthorization?

- Once you have completed the “Reauthorization”, FNS will process it. If there are no further questions about the information you submitted, you should receive an automated email telling you the reauthorization is complete and you have been reauthorized.
 - If you do not receive this email, keep following up with your Program Specialist until they confirm you are reauthorized.
 - Note: they will not send you a new copy of your permit unless you request it

Additional Tips:

- Please reference our [DMF SNAP Retailer Application](#) guide and our [Farmers Market SNAP Retailer Application](#) guide during the process, as the questions on the reauthorization forms are very similar to the original application, and may help you answer some questions.
- When you originally apply for SNAP, we recommend keeping:
 - A copy of your original application
 - A copy of your SNAP Approval email
 - The contact information of the Program Specialist who originally approved you
 - A copy of your SNAP Permit in both a digital and physical copy
 - Set yourself a reminder for 5 years to keep an eye out for reauthorization
- Keep your contact information up to date with the USDA. If you need to update it, the Responsible Official for your farm or market can reach out to the Program Specialist who approved your application, or call the SNAP Retailer Service Center at 1-877-823-4369 to update your information
 - Note: the SNAP Retailer Service Center can have long hold times, so we recommend calling midweek, close to when they open (8am ET) or closer to when they close (8pm ET) for a better chance of a shorter hold time.
- While going through the reauthorization process, save all correspondence with the USDA, including notes on phone calls. This is helpful for your own records, but also helps us if you need to reach out to us for support.
- Farmers Markets often ask questions about how to estimate sales and inventory, see tips below:
 - How to estimate farmers market retail sales:

- Retail sales means how much the market is doing in total through their vendor's sales. The USDA understands that markets do not keep track of their vendors sales, so its ok to use your best faith estimate, using this formula:
 - Average \$\$ a vendor makes in one market day
 - X Average # of vendors
 - X Number of Market days in a year
 - = Total Retail Sales
- Estimating inventory percentage and stocking units - again the USDA understands that markets do not keep track of their vendors' inventory, this is just to give them an idea of the general products the vendors at the market have available. Its ok to use your best faith estimate.
 - Review the [USDA Stocking Requirements](#) to get an idea of how the types are categorized, and for a glossary of their terms.
- If you are using TotilPay as your SNAP/EBT processor, there is a question that will ask for the equipment providers address, you may list: 305 Get A Way Lane, Bahama NC 27503, for TotilPay. If you do not use TotilPay, you will need to look up or reach to them for an address.

Conclusion:

We hope this guide helps business owners feel more prepared for the SNAP Reauthorization Process, but if you have follow up questions, reach out to us at info@marketlink.org.