



October 29, 2025

SNAP Contingency Execution Plan

Program Summary

In response to the ongoing federal government shutdown and the resulting pause in SNAP benefits, the Charlotte-Mecklenburg Food Policy Council (CMFPC), in partnership with Mecklenburg County Public Health (MCPH), has developed and activated a temporary SNAP Double Bucks Contingency Plan to ensure continued access to fresh, local food for SNAP recipients.

On Saturday, November 1, 2025, participating farmers markets will implement an emergency incentive model allowing any Mecklenburg County resident who presents an EBT card at the market's SNAP or welcome tent to receive \$50 in SNAP tokens — no transaction required. Tokens are used to purchase any SNAP-eligible foods from participating vendors.

This contingency is a rapid-response measure intended to support community stabilization of food access during the federal disruption, while preserving the intent of the SNAP Double Bucks program: to make healthy, local food more affordable for families and to sustain the viability of small and mid-sized farms.

This contingency program has limited funding and will operate on a first come, first serve basis while supplies last. Each household may receive the incentive once per household.

Eligibility Requirements:

- Must present an active EBT card at a participating market
- Must reside in Mecklenburg County
- Incentive can only be received once per household
- Tokens must be used on SNAP-eligible food items
- Tokens are market-specific and cannot be redeemed at other markets



Participating Markets & Roles

Participating Farmers Markets:

- Davidson Farmers Market
- Matthews Community Farmers Market
- South End Farmers Market
- Uptown Farmers Market
- Charlotte Regional Farmers Market

CMFPC will serve as the lead coordinating entity for the contingency program. CMFPC is responsible for overall program oversight, data management, and communication with both MCPH and the participating markets. The Council will provide all program materials, tracking tools, and communication templates to ensure consistency across market sites.

CMFPC will also collect and analyze market-level reporting in real time to monitor total disbursements, ensure adherence to eligibility guidelines, and confirm compliance within the approved budget. In addition, CMFPC will serve as the central point of contact for public inquiries and media coordination, ensuring clear, unified messaging across all partners.

Implementation Procedures

Each participating farmers market has a designated SNAP or Welcome Tent as the central point for incentive distribution and data collection. Market managers or trained staff will oversee operations during market hours to ensure consistency, accuracy, and compliance with program guidelines.