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Franklin Food Pantry Sponsors 'SNAP Match' to Double Buying Power at Franklin Farmers' Market

FRANKLIN, MA (June 11, 2026) — The Franklin Food Pantry is sponsoring the SNAP Match program at the Franklin Farmers' Market, offering an unlimited, dollar-for-dollar match that doubles the purchasing power for Supplemental Nutrition Assistance Program (SNAP) recipients. Funded through grants and individual gifts, the SNAP Match program is a win-win for the local community. By effectively lowering the cost of farm-fresh produce, households experiencing food insecurity gain greater access to nutritious options. The program also supports local vendors and regional agribusinesses.

The Franklin Farmers' Market takes place every Friday from 2pm to 6pm, June through October, on the Franklin Town Common.

How the SNAP Match Program Works

Any household registered with SNAP, regardless of their resident town or state, can participate in the SNAP Match at the Franklin Farmers' Market.

Before shopping, SNAP recipients bring their SNAP EBT card to the Franklin Food Pantry booth. Shoppers tell the staff how much they would like to spend from their SNAP benefits. The representative swipes the SNAP EBT card and "matches" the chosen amount dollar-for-dollar in SNAP Tokens. For example, spending \$10 results in \$20 worth of tokens.

SNAP tokens can be spent just like cash with any SNAP-eligible vendor at the Franklin Farmers' Market. Franklin Farmers' Market SNAP tokens are exclusive to the Franklin Farmers' Market and SNAP tokens from other farmers' markets cannot be accepted.



For more information on the SNAP Match program, please visit the Franklin Food Pantry booth at the Franklin Farmers' Market, or contact the Franklin Food Pantry at 508-528-3115 or info@franklinfoodpantry.org.

To apply for SNAP benefits, please visit the [Department of Transitional Assistance website](#).

About Franklin Food Pantry, Inc.

The Franklin Food Pantry, Inc. offers supplemental food assistance, household necessities, and resource referrals to more than 1,880 individuals per year. The Pantry relies on donations and grants to purchase items and pay for daily operations, and partnerships with The Greater Boston Food Bank, Spoonfuls, and local grocery stores to achieve greater buying power and lower costs. Programs include Inside Shopping, Curbside Distribution, Emergency Food Boxes, Mobile Pantries, Home Delivery, Kids' Snack Bags, Weekend Backpacks, Holiday Meals, and the SNAP match at Franklin Farmers Market. The Pantry is a 501(c)3 non-profit organization in good standing in Massachusetts, recognized by Charity Navigator as a Four-Star Charity, and awarded GuideStar's Platinum Transparency ranking. The Pantry is located at 341 W Central St. in Franklin, MA on Route 140. Please visit www.franklinfoodpantry.org, or on Facebook, Instagram, and LinkedIn for more information.