

Modernizing an 85 billion dollar industry - *Snappier*

Project Information

Market

Food assistance programs alone transacts more than 85 billion dollars in every year. Today food assistance is delivered, to those who need the most, through FDA approved debit cards. However, transactions most of the time rely in very rudimentary off-line solutions.

Opportunity

Farmers markets allow consumers direct access to inexpensive fresh produce sustaining local economies and benefiting consumers with a healthy diet. In the USA XX% of total transactions under these food assistance programs are placed in farmers markets.

The Challenge

Transacting inside farmers market usually involves off-line systems such as wooden tokens or coupons to be exchanged for products inside the market. Each market has to mint their own pre-approved tokens to allow food assistance consumers to acquire them with program money to then pay local farmers when purchasing goods inside the market.

Some challenges of wooden tokens are:

- 01 Tokens or coupons are physical elements that can help disease to spread
- 02 Wooden tokens can be lost or stolen
- 03 Wooden tokens can only be used in the market where they were minted
- 04 Wooden tokens make reconciliation between farmers and markets complicated
- 05 There is a fixed stock of wooden tokens at a given time, meaning that an overflow of demand will be unsatisfied

The solution

Snappier contacted Codelosophy to help them solve this problem creating the first SNAP and Food Assistance Program Digital Token App. Using inclusive solutions such as QR Codes & Progressive Web Application Technologies the app was developed to allow Markets, Farmers and Consumers interact and exchange digital tokens easily & securely.

Technologies used: MySQL, Angular & PHP

Snappier began rolling-out to marketplaces with already a line-up of marketplaces willing to start implementing the solution changing the lives of millions of people and helping markets become more efficient and modern.

The Results