

IN THE NEWS



VOLUME 31 ISSUE 24
JULY 6, 2026

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RETAILERS - MA SNAP EBT CHIP/TAP CARDS COMING

The latest news from the MA Department of Transitional Assistance: Please review the information and resources below. Please review the resources provided on www.mass.gov/EBTforRetailers, ensure your cashiers are trained, and display signage on the **dates listed below**. The first transaction using a chip/tap EBT card was completed by a DTA client on July 7 in the Worcester area.

If you need additional support, please contact DTA at DTA.EBT@mass.gov.

As many of you know, DTA is rolling out new chip/tap EBT cards, starting with a pilot in the Worcester area in July 2026 and a full statewide rollout starting in August 2026. Here are some key dates related to this implementation:

- **Worcester area:** Retailers in the Worcester area should prepare to start accepting chip/tap EBT cards starting on **JULY 8th**. Chip/tap EBT cards will be issued to cardholders in the Worcester area from approximately July 8th – July 22nd.
- **Statewide:** All retailers statewide should prepare to accept chip/tap EBT cards starting on **JULY 27th**. Chip/tap EBT cards will be issued to cardholders statewide from approximately July 27th – September 2nd, with the bulk of cards being issued starting in mid-August.

Ahead of chip/tap EBT card distribution, all retailers should take the following steps:

- **Confirm your readiness level with your Point of Sale (POS) provider.** You should confirm whether you are Chip/Tap Ready, ECL Fallback, Magnetic Stripe Ready, or Not Ready and the procedure to complete a transaction using a chip/tap EBT card at your POS terminal(s).
- **Train your cashiers.** This is very important for a smooth process at checkout for cardholders and your staff. Make sure your cashiers know how to complete a transaction at your POS terminal with the new chip/tap EBT card. Refer to DTA's [Cashier Training Guide](#) for suggested training content, including:
 - Chip/tap EBT cards will look slightly different from current non-chip EBT cards. Both can be used during the transition.
 - Cashiers need to instruct customers how to use their new chip/tap EBT card at check out.
 - If your store requires cardholders to swipe, as opposed to insert or tap, the card is not broken or defective.
 - Cardholders still need to enter their PIN for every transaction.
- **Post signage promoting chip/tap EBT card usage.** Retailers are encouraged to post [DTA-provided signage](#) in their store locations promoting the new chip/tap EBT cards. We encourage you to post this signage in your store windows and/or on your POS terminals. Please do not post these signs until the following dates:
 - Worcester area retailers should **post signage on July 20th**.
 - Statewide retailers should **post signage on August 10th**.

Visit www.mass.gov/EBTforRetailers for resources to prepare for this change. If you have questions or need additional support, contact us at DTA.EBT@mass.gov.