



2024 SNAP Market Match Application Frequently Asked Questions

What is SNAP Market Match?

At more than 100 participating farmers markets and farm stands, customers who use Supplemental Nutrition Assistance Program (SNAP)/EBT benefits will receive up to \$25 per customer, per day in SNAP Market Match currency to use on qualifying produce. Qualifying items include fresh fruits and vegetables, mushrooms, fresh herbs, and plant starts that produce food. For more information about SNAP Market Match, visit www.doh.wa.gov/SNAPMarketMatch. SNAP Market Match is administered by the Washington State Department of Health (DOH) and funded by the U.S. Department of Agriculture and Washington State.

About SNAP Market Match expansion

Washington State Department of Health is searching for additional Washington state farmers markets, farm stands, and farmers to become SNAP Market Match partners. Washington State Department of Health will add participating entities in priority locations throughout the state based on available funding.

What are the benefits for farmers market and farm stand partners?

- Provide a way for SNAP shoppers to better afford fruits and vegetables
- Increase SNAP sales for farmers markets and farmers
- Increase produce sales for local farmers
- Free printed promotional materials and directed marketing
- 100% reimbursement for redeemed incentives
- Additional 10% administrative reimbursement

What farmers markets are eligible to participate?

To be considered for the SNAP Market Match, farmers markets must:

- Be in good standing with the U.S. Department of Agriculture's Food and Nutrition Service (FNS) and be authorized to accept SNAP benefits.
- Have a valid business license or tax ID number to operate in Washington.
- Report required data and invoicing to DOH each month.
- Promote the program at your market.
- Comply with SNAP Market Match training sessions and site visits.
- Ensure all staff and volunteers offering the program are fully trained.
- Comply with all terms and conditions of the Washington State Department of Health contract.

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- Report required data and invoicing to DOH each month.
- Promote the program at your farm stand or place of business.
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- Comply with all terms and conditions of the Washington State Department of Health contract.

Farm stands participating in SNAP Market Match must also meet the following criteria:

- Have a physical structure to sell produce to include but not limited to stick built, portable shelter, and pop-up canopy tents.
- Have regular business operating days and hours posted.
- Have staff on-site during operating hours. No honor pay system (jar/cash box, etc.)
- Sell local produce grown in Washington or in an adjacent county of Idaho or Oregon.
- Grow food themselves (i.e., the seller is also the grower, employed by the grower, or part of a seller collective). Multiple farms contributing to a farm stand is permitted.
- Community Supported Agriculture (CSA) farm shares only permitted to be sold as weekly or bi-weekly shares and not a full season in advance. Product must be in hand within 14 days of purchase.

What does DOH provide to participating farmers markets and farmers?

- Promotional materials at no cost to market partners
- Electronic tablet for required data collection
- Training manuals and recorded training videos
- Monitoring of incentive spending
- Program specifications and guidelines
- Technical Assistance Providers to provide program support as needed

What is the application process and timeline?

To apply, please complete an application by October 20, 2023.

- Application opens: September 15, 2023
- Application deadline: October 20, 2023
- Application Receipt Confirmation: November 1, 2023
- Contract start date: January 1, 2024

Questions? Email SNAP.MarketMatch@doh.wa.gov

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentives Program. For more information, visit: www.doh.wa.gov/FVIP.

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.



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