



Communications Toolkit

May 2021

SNAP Produce 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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What is SNAP Produce Match?

At nearly 200 participating grocery stores, customers who spend at least \$10 on fruits and vegetables with their Supplemental Nutrition Assistance Program (SNAP)/EBT benefits receive extra funds in the form of a \$5 coupon for fruits and vegetables!



The program is administered by the Washington State Department of Health and replaces Complete Eats. For a listing of participating grocery stores, visit: www.doh.wa.gov/SNAPProduceMatch

Other Related Information

- [USDA Brief History of SNAP](#) – Learn history surrounding the creation and need of the Supplemental Nutrition Assistance Program (SNAP) at the federal level.
- [SNAP: History, Background and Goals of SNAP](#) – Examine evidence surrounding the need for nutrition assistance programs in the U.S.

SNAP Produce Match FAQs

Who can participate?

Shoppers who use the Supplemental Nutrition Assistance Program (SNAP)/EBT benefits qualify for SNAP Produce Match coupons.

Where is SNAP Produce Match offered?

Shoppers can earn SNAP Produce Match coupons at participating grocery and retail stores in Washington. For a list of participating grocers, see above.

How much is a coupon worth?

This coupon is for \$5 off your next purchase of fresh fruits and vegetables.

What fruits and vegetables are eligible?

All fresh and frozen fruits and vegetables with no added salt, fat, or sugar are eligible for earning and redeeming.

What fruits and vegetables are *not* eligible?

Canned items and fruits and vegetables with added salt, fat, or sugar. For example, chocolate covered strawberries or a vegetable platter with dips would not qualify.

How much can I earn per day/are there limits on how many coupons I can earn?

You can only earn one coupon per transaction. For example, even if you spend \$20 on qualifying fruits and vegetables, you will only get one coupon. However, there are no daily limits on how many coupons you can earn. For example, if you earn a coupon and, on the same day, make another purchase or go to another store and spend another \$10 on qualifying fruits and vegetables, you will get another coupon.

How many coupons can I redeem at one time?

As many as you want! There is no limit on the number of coupons you can redeem in one transaction. For example, if you have 4 coupons (\$5 each), you can redeem \$20 of qualifying fruits and vegetables in one trip.

Do I need to redeem my coupon at the same store that I earned the coupon?

Coupons must be redeemed at stores in the same chain that they were earned (for example, you can earn a coupon at Safeway in Clark County and redeem it at a Safeway in Cowlitz County). However, coupons are not transferable

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between different chains (a coupon earned at Fiesta Foods cannot be redeemed at Safeway).

Can I earn the coupon if I have an active EBT card, but no funds left on the card?

No. To earn a coupon, you must spend at least \$10 on qualifying fruits and vegetables using your SNAP/EBT card.

Do the coupons expire?

Yes, coupons expire one month from the date the coupon is printed. The exact expiration date will be printed on the coupon.

What happens if I lose my coupon?

You must present the cashier with the original printed coupon in order to redeem the offer on the coupon. If you lose the coupon you earned, there is no replacement or refund.

What if a coupon does not print out when I buy at least \$10 worth of qualifying fruits and vegetables with my SNAP/EBT card at a participating grocery store?

Contact Washington State Department of Health by emailing SNAP.ProduceMatch@doh.wa.gov with the following information:

- Name
- Mailing address
- Store location where you made the qualifying purchase
- If shopping at Safeway, your Safeway Club Card number OR phone number associated with the account
- If possible, send a picture of the receipt for the qualifying purchase



SNAP Produce Match Communication Resources

Use the resources and templates in this toolkit to promote SNAP Produce Match to customers and the community.

- [Talking Points](#) – Highlight the benefits of the SNAP Produce Match program
- [Press Release template](#) – Create a press release to share with local media.
- [Social Media Cheat Sheet](#) – Quick and easy posts for social media.
- [Digital Artwork](#) – Useful for training aids and to print your own marketing materials.
- [Marketing Materials](#) – Printed promotional materials available at no cost.
- [Participating Grocers](#) – Identify which grocery stores are currently participating in SNAP Produce Match across the state.



SNAP Produce Match Talking Points

Highlight the benefits of eating fruits and vegetables.

- SNAP Produce Match is a nutrition incentive program that helps families and individuals who use SNAP/EBT increase their ability to purchase additional fruits and vegetables.
- SNAP Produce Match is available at nearly 200 participating grocery stores around Washington State. Benefits can be obtained by purchasing fruits and vegetables with your SNAP/EBT card at checkout and saving the coupon on your receipt.
- SNAP Produce Match works with supermarkets and independent grocers across the state to increase access to nutritious food at places where people shop year-round.
- The Washington State Department of Health, Department of Social & Health Services, Washington Food Industry Association, and grocery stores are working as partners to ensure that everyone who is eligible for SNAP/EBT knows about the SNAP Produce Match program and can access benefits.
- SNAP Produce Match is funded through the Washington State Legislature, Substitute House Bill 1587 and the United States Department of Agriculture Gus Schumacher Nutrition Incentive Program grant. The program is administered by the Washington State Department of Health's Office of Healthy and Safe Communities, Fruit and Vegetable Incentives Program.
- For more information, visit doh.wa.gov/SNAPProduceMatch

Additional background for talking points:

[SNAP Program Talking Points](#) – United States Department of Agriculture

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SNAP Produce Match Press Release Template

Create a quick press release to share with local media.

For Immediate Release

Contact: **[Name]**

[Phone Number]

[E-Mail Address]

[Date]

[Your Store/Organization's Name] Participates in New statewide SNAP Produce Match Program

[Your Store/Organization's Name] is helping to spread the word about the statewide Supplemental Nutrition Assistance Program (SNAP) Produce Match program, which partners with nearly 200 grocery stores across the state.

[Quote from store manager, community program participant, etc.]

"It is clear now, more than ever, the vital role that grocery stores play in their communities. It is crucial that low-income families have access to healthy fruits and vegetables in every part of the state, particularly areas with limited access," says Tammie Hetrick, President and CEO of the Washington Food Industry Association. "Working with more grocery stores to offer incentives will enable more SNAP participants to purchase fruits and vegetables, positively impact ongoing food security efforts in Washington State, and improve the health of our community members most in need."

SNAP Produce Match provides a way to increase your purchasing power for fruits and vegetables at participating grocery stores. Customers purchase at least \$10 in qualifying fruits and vegetables with their SNAP card and earn a \$5 coupon toward their next purchase.

By encouraging SNAP shoppers to participate in SNAP Produce Match, we are ensuring that individuals and families have year-round access to fruits and vegetables.

[Boilerplate about your organization with a link to relevant sites]

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SNAP Produce Match Social Media Cheat Sheet

Share these social media posts!

- Look for the #SNAPProduceMatchWA logo at more than 200 participating retailers, including ours!
- #SNAPProduceMatchWA is a statewide program that provides incentives for SNAP/EBT customers to use on fresh fruits and vegetables at nearly 200 supermarkets and independent grocers! Learn more: doh.wa.gov/SNAPProduceMatch
- #SNAPProduceMatchWA supports SNAP/EBT customers by providing a \$5 coupon for every \$10 spent on fruits and vegetables at participating grocery stores! Find participating retailers: doh.wa.gov/SNAPProduceMatch
- #SNAPProduceMatchWA provides a \$5 coupon when shoppers purchase \$10 in fruits and vegetables with #EBT funds. Visit us **[hours of operation]** to stretch that grocery budget further!
- #SNAPProduceMatchWA makes SNAP/EBT benefits go further by providing a \$5 coupon when shoppers purchase \$10 in fruits and vegetables. Find participating grocery stores: doh.wa.gov/SNAPProduceMatch
- #SNAPProduceMatchWA gives #EBT users extra funds to use on fresh and frozen fruits and veggies! Talk to your cashier today for more information!



Spanish Social Media Cheat Sheet

- Busque el logotipo de #SNAPProduceMatchWA en más de 200 mercados minoristas participantes, incluido el nuestro.
- #SNAPProduceMatchWA es un programa estatal que brinda incentivos para que los clientes de SNAP/EBT los usen en sus compras de frutas y verduras frescas en casi 200 supermercados y tiendas independientes. Conozca más en doh.wa.gov/SNAPProduceMatch.
- #SNAPProduceMatchWA respalda a los clientes de SNAP/EBT al entregarles un cupón de \$5 por cada compra de \$10 en frutas y verduras en tiendas de comestibles participantes. Encuentre mercados minoristas participantes en doh.wa.gov/SNAPProduceMatch.
- #SNAPProduceMatchWA entrega a los beneficiarios un cupón de \$5 por cada compra de \$10 en frutas y verduras con fondos de #EBT. Visítenos de **[hours of operation]** para aprovechar al máximo el presupuesto para comestibles.
- #SNAPProduceMatchWA amplía los beneficios de SNAP/EBT al entregar a los beneficiarios un cupón de \$5 por cada compra de \$10 en frutas y verduras. Encuentre las tiendas de comestibles participantes en doh.wa.gov/SNAPProduceMatch.
- #SNAPProduceMatchWA brinda fondos adicionales a los usuarios de #EBT para que los usen en frutas y verduras frescas y congeladas. Para obtener más información, hable con su cajero hoy mismo.



SNAP Produce Match Promotional Materials

Printed materials are available to participating grocers and other organizations free of charge.

Printed materials are available and can be ordered through www.doh.wa.gov/SNAPProduceMatch. Please list a physical mailing address as we are unable to ship to PO Boxes at this time.

Available materials include:

- Poster (24" x 36") - 21 language options
- Flyer (8.5" x 11") – 21 language options
- Recipe Card (8.5" x 6") - 21 language options

SNAP Produce Match
Makes Getting Fruits and Vegetables a SNAP!

Find a list of participating grocery stores at:
doh.wa.gov/SNAPProduceMatch

Here's how it works:

- 1** Buy at least \$10 of fresh or frozen fruits and vegetables with your EBT card.
- 2** Save the coupon that prints on the bottom of your shopping receipt.
- 3** Use the coupon for \$5 off your next purchase of fresh or frozen fruits and vegetables.

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RECIPE Vegetable Stir Fry

INGREDIENTS

- 1 tablespoon vegetable oil
- 1 cup onion, chopped
- 1 red or orange bell pepper, cut into thin strips
- 1 head broccoli
- 1 cup snow peas
- 2 cloves garlic, chopped
- 2 tablespoons low sodium soy sauce

OPTIONAL INGREDIENTS

- Brown rice or another whole grain

DIRECTIONS

1. Wash and cut vegetables.
2. Heat oil in a large skillet over medium heat.
3. Add onions, peppers, and garlic to skillet and cook over medium heat for 3 minutes.
4. Add broccoli and broccoli to skillet and continue to cook until vegetables are tender.
5. Add soy sauce and stir until sauce boils.
6. Remove from skillet and enjoy over brown rice.

Available to grocery store partners only:

- “SNAP Produce Match Accepted Here” vinyl window cling – 21 language options
- “SNAP Produce Match” retailer ad – available in black and white, color, vertical (2" x 3") and horizontal (3" x 2") alignment – available in 21 languages

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USE EBT/SNAP TO BUY \$10 OF
Fruits & Vegetables



Digital Artwork

Graphics and select documents listed below are available through [Google Drive](#) in multiple languages:

Branding guide

- Includes color swatches and fonts

Logo

- Color and gray scale
- Recommended for social media posts

Stock photos

- With and without logos, sized for social media use
- Photo release forms for taking your own photos

Recipe card

- Program information on one side, recipes on the other
 - Baked peaches and granola
 - Vegetable stir fry
 - Berry and mixed green salad
 - Garden veggie wrap

Poster (24" x 36") and Flyer (8.5" x 11")

- Poster is meant for grocery partners to display in the produce aisle
- Flyer is helpful for partners to distribute in places frequented by SNAP shoppers

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SNAP Produce Match Participating Locations

With nearly 200 participating grocers around the state, using these benefits is a snap! A list of participating retailers can be found at doh.wa.gov/SNAPProduceMatch

This list is updated quarterly. If information is incorrect or missing please contact SNAP.ProduceMatch@doh.wa.gov



SNAP Produce Match Program Contacts

Questions, issues, or program feedback? Stay in touch! Please contact SNAP.ProduceMatch@doh.wa.gov.

SNAP Produce Match is administered by the Washington State Department of Health and material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2020-70030-33180.

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