



# Communications Toolkit

February 2023

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentives Program. For more information, visit: [www.doh.wa.gov/FVIP](http://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](mailto:civil.rights@doh.wa.gov).



140-238 February 2023

## TABLE OF CONTENTS

Program Information and <b>New for 2023</b> .....	<a href="#">Page 3</a>
SNAP Information.....	<a href="#">Page 4</a>
Program FAQs.....	<a href="#">Page 5</a>
Talking Points.....	<a href="#">Page 6</a>
Press Release Template.....	<a href="#">Page 7</a>
Social Media Posts .....	<a href="#">Page 9</a>
Social Media Images.....	<a href="#">Page 10</a>
Social Media GIFs.....	<a href="#">Page 11</a>
Promotional Materials.....	<a href="#">Page 12</a>
Digital Artwork.....	<a href="#">Page 13</a>
Technical Assistance Providers.....	<a href="#">Page 14</a>
Participating Farmers Markets.....	<a href="#">Page 15</a>

Questions, issues, or program feedback? Stay in touch! Please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov) with questions about this toolkit.

## What is SNAP Market Match?

SNAP Market Match is a nutrition incentive program that helps families and individuals who use Supplemental Nutrition Assistance Program (SNAP)/EBT increase their ability to purchase fresh and local fruits and vegetables from local farmers markets.



At more than 100 participating markets, customers who use SNAP benefits at farmers markets can receive extra funds in the form of SNAP Market Match currency for fruits and vegetables!

The program is administered by the Washington State Department of Health. For a listing of participating markets, visit: [www.doh.wa.gov/SNAPMarketMatch](http://www.doh.wa.gov/SNAPMarketMatch)

## **New for 2023: Match Changed to \$25 Per Day**

SNAP Market Match is a support for families wanting to stretch their healthy food budget. Over the last few years, we have learned a lot about helping Washingtonians eat healthy. Demand for the program in the last two years has grown faster than we expected.

Because of this demand, we are making changes to the program to make sure it can continue. **Starting January 1, 2023, the daily cap available for SNAP Market Match participants is \$25 a day.** This will allow the program to support people consistently if funding changes.

## SNAP Information

The [Supplemental Nutrition Assistance Program \(SNAP\)](#) is a federal program offered by [Food and Nutrition Services division of the United State Department of Agriculture](#). SNAP provides nutrition benefits to supplement the food budget of lower-income families so they can purchase healthy food and move towards self-sufficiency.

- [Review the SNAP Retail Locator Map to locate farmers markets and retailers that accept SNAP in Washington.](#)
- [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 Market Match FAQs

Be prepared with responses to these frequently asked questions!

### How do SNAP customers receive and use SNAP Market Match currency?

- SNAP customers visit participating farmers markets, swipe their SNAP/EBT card at the information booth to receive SNAP Market Match currency in addition to SNAP/EBT currency.
- SNAP customers use SNAP Market Match currency to purchase eligible items from farmers market vendors selling eligible products.



Front side of currency



Back side of currency

### What can SNAP customers use SNAP Market Match currency for?

SNAP Market Match currency can only be used for:

- Fresh vegetables
- Fresh fruits
- Mushrooms
- Fresh herbs
- Seeds and plants intended for cultivation and consumption (e.g., tomato seeds or tomato plants)

SNAP Market Match currency **cannot** be used for:

- Dried, canned, or frozen vegetables
- Dried, canned, or frozen fruits (including jams/jellies, and fruit juice or cider)
- Dried herbs
- Nuts, seeds, eggs, baked goods, seafood or meats, and milk or cheese

doh.wa.gov/SNAPMarketMatch | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



## SNAP Market Match Talking Points

---

Highlight the benefits of eating fresh and local produce.

- SNAP Market Match is a nutrition incentive program that helps families and individuals who use SNAP/EBT increase their ability to purchase fresh and local fruits and vegetables from local farmers markets.
- SNAP Market Match is available at over 100 participating farmers markets around Washington State. Benefits can be obtained by visiting the market information booth.
- SNAP Market Match works with local farmers markets to increase access to fresh nutritious food, support healthy communities, promote sustainability, and stimulate local economies.
- The Washington State Department of Health, Department of Social & Health Services, Washington State Farmers Market Association, and local farmers markets partner and collaborate to ensure that everyone who is eligible for SNAP/EBT knows about the SNAP Market Match program and can access benefits.
- SNAP Market Match is funded through the Washington State Legislature and a Gus Schumacher Nutrition Incentive Program grant from the United States Department of Agriculture. The program is administered by the Washington State Department of Health.
- For more information, visit [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)

Additional SNAP and farmers market talking points:

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

[Benefits of Farmers Markets Talking Points](#) – Farmers Market Coalition



## SNAP Market 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 Organization's Name]** Participates in Statewide SNAP Market Match Program

**[Your Organization's Name]** is joining over 100 markets across Washington to offer the Supplemental Nutrition Assistance Program (SNAP) Market Match program.

**[Quote from organization leader, farmers market manager and/or customer]**

"Food access programs at farmers markets such as SNAP and SNAP Market Match are incredibly important to the entire farmer's market community – organizers, vendors, and shoppers of every income," says Colleen Donovan, Executive Director of the Washington State Farmers Market Association. "Such programs represent values we care deeply about: equity in our local food system, supporting local farms and food entrepreneurs, healthy families, and vibrant community spaces. Farmers markets are proud to be strategic partners with the Department of Health in ensuring SNAP and SNAP Market Match reach every corner of the state."

SNAP Market Match increases customer benefits by matching SNAP benefits dollar for dollar at participating farmers markets, including the **[Your farmers market name or your local participating farmers market name(s)]**. Customers swipe their SNAP/EBT card at the market information booth and receive EBT tokens to buy any SNAP eligible items at the market. Customers also receive

doh.wa.gov/SNAPMarketMatch | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

extra SNAP Market Match dollars that can be used for fresh fruits, vegetables, mushrooms, and herbs. It's that easy!

By encouraging SNAP/EBT users to visit local farmers markets to use SNAP Market Match, we are supporting the livelihoods of an estimated 1,500 family farms in our state, stimulating the local economy, supporting healthy communities, and promoting sustainability.

The **[local farmer market name]** began in **[first year]**, and currently hosts **[approximate number of farmers]** farmers selling a wide variety of products, including **[list some of the products that reflect the uniqueness and diversity at your market]**.

**[Insert any other statistics or points of interest here, such as the amount of produce donated to food banks, whether the market accepts other incentives, WIC and Senior Farmers Market Nutrition Program, etc.]**

**[Boilerplate about your organization and its mission, with a link to website]**



## SNAP Market Match Social Media Posts

---

Mix and match these social media posts all season long!

- **[Produce name]** is in season and you can stock up today by using your SNAP Market Match incentives! Stop by the info booth to learn more.
- #SNAPMarketMatchWA is a statewide program that provides incentives for SNAP/EBT customers to use on fresh fruits and vegetables at more than 100 farmers markets! Learn more: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #SNAPMarketMatchWA supports SNAP/EBT customers by DOUBLING benefits up to \$25 to use on fresh, local produce at participating farmers markets! Find participating markets: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #FarmersMarket studies show comparable or lower prices than at grocery stores. #SNAPMarketMatchWA DOUBLES the amount of EBT dollars you'll be able to use on fresh veggies and fruits up to \$25! Find participating markets: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #SNAPMarketMatchWA matches #EBT funds dollar for dollar so you can stretch that grocery budget further. Our market is open **[hours of operation]** and has **[X number]** of vendors that offer these great benefits!
- #SNAPMarketMatchWA makes SNAP/EBT benefits go further by doubling benefits for fresh, local produce. Find participating markets: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #SNAPMarketMatchWA gives EBT customers extra funds to use on fresh fruits and veggies! Visit the information booth at our market today for more info!
- #SNAPMarketMatchWA gives #EBT customers extra funds to use on fresh and local fruits, veggies, mushrooms, and herbs! Perfect for a delicious salad, stir fry, and trying that new recipe you've been eyeing!



## SNAP Market Match Social Media Images

---

Bring your social media posts to life with images!

We encourage you to take fun pictures of SNAP Market Match in use at your market! Whether its incentive currency displayed next to vibrant in season produce or your produce vendors smiling faces next to program vendor sign. Please be mindful of privacy and obtain the subject's consent before photographing. Creating new content and using fresh photos can be a task all in itself, so we've provided some beautiful stock photos from two organizations that are available for your market to post as needed.

**Have SNAP Market Match photos you'd like to share?** We love seeing photos from participating markets! Share your photos with DOH; they may be shared in the Fruit & Vegetable Incentives Program newsletter, or even added to the resources below for other markets to use!

### [Fair Food Network Photos](#)

The Fair Food Network is a national nonprofit on a mission to connect people to the power of food to grow community health and wealth. This organization compiles colorful photos of produce across the country that can be used as needed for your social media posts.

### [Seattle Neighborhood Farmers Market Association Photos](#)

The Seattle Neighborhood Farmers Market Association (NFMA) supports and strengthens Washington's small, sustainable family farms by creating and operating vibrant, neighborhood-scale markets.

The NFMA does an excellent job of photographing SNAP Market Match in the wild at their Seattle markets and are kind enough to share these images so other markets can use them as needed for social media posts. Please be sure to note the Photo Credits file in the folder and include photo credit when sharing these photos. Thank you!



## SNAP Market Match Social Media GIFs

---

Bring your social media story posts to life with GIFs!

SNAP Market Match GIFs are available for Facebook and Instagram stories!

When posting from one social media platform, be sure to cross post to both Instagram and Facebook at the same time to double your social media reach.

[Read how to automatically cross post](#) by updating your social media settings.

### What are GIFs?

The acronym GIF stands for “Graphics Interchange Format.” A GIF is a short, animated picture without sound. GIFs are a fun way to jazz up your social media stories by correlating your story post with animated images.

### How to add GIFs to Instagram story post

1. Open the Instagram camera by swiping right anywhere on your feed, or tapping the + icon that appears on your profile photo at the top of the feed.
2. Take or add a photo or video.
3. In the story editor, tap the sticker icon (the square smiley with a corner peeled up) at the top of the screen.
4. In the sticker tray, select the GIF sticker with the magnifying glass.
5. Search for a GIF using the keyword “SNAP Market Match”
6. Tap the GIF to select it.
7. Drag the GIF to move and resize it.
8. Repeat to select multiple GIFs for one story if needed.
9. Post your story!



## SNAP Market Match Promotional Materials

Materials are available free of charge for participating farmers markets and organizations interested in promoting the program.

Printed materials are available and can be ordered at the link located at the bottom of the [SNAP Market Match website](#) or directly through the [online ordering form](#). Please list a physical mailing address as we are unable to ship to PO Boxes.

### Posters & Rack Cards

Printed posters (8 ½"x11") and rack cards (4"x9") are available in 22 languages. If you have additional languages needs, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



[doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch) | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



## Stickers

To encourage sustainability and reduce cost, SNAP Market Match 8" vinyl stickers are available to be adhered to existing SNAP/EBT A-board and banners provided to markets by the Washington State Farmers Market Association. Stickers are only available to participating farmers markets. If you need extra stickers or new SNAP/EBT A-boards or banner, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## Vendor Signs

Participating markets are required to display vendor signs at each vendor that sells eligible SNAP Market Match items. Vendor signs only available to participating farmers market. If you need extra vendor signs, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



## Digital Artwork

A great way to promote SNAP Market Match at your market is by adding your farmer's market logo and operational information to existing artwork. Graphics and select editable documents listed below are available through [Google Docs](https://docs.google.com).

- Branding guide: includes color swatches and fonts
- Logo: color and gray scale
- Currency: voided graphics available for training purposes
- Rack card: editable to include your logo
- Posters: editable to include your logo and previous incentive matching program logo



## SNAP Market Match TA Providers

Technical Assistance (TA) providers are the primary points of contact for farmers markets.



Organization	Contact Name	Contact Email	Contact Phone
Birdsign Consulting	Rita Ordóñez	<a href="mailto:Rita@birdsignconsulting.com">Rita@birdsignconsulting.com</a>	360-336-6401
Washington State Department of Health (WA DOH)	Amanda Weyrauch	<a href="mailto:SNAP.MarketMatch@doh.wa.gov">SNAP.MarketMatch@doh.wa.gov</a>	360-485-6430
WSU Extension Kitsap County	Jess Sappington	<a href="mailto:Jess.Sappington@wsu.edu">Jess.Sappington@wsu.edu</a>	360-228-7308
Catholic Charities of Eastern Washington	Carolyn Knowles	<a href="mailto:Carolyn.Knowles@cceasterwna.org">Carolyn.Knowles@cceasterwna.org</a>	509-464-9222

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentives Program. For more information, visit: [www.doh.wa.gov/FVIP](http://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](mailto:civil.rights@doh.wa.gov).





## SNAP Market Match Participating Locations

---

With over 100 participating farmers markets around the state, using these benefits is a snap!

A current list of participating farmers markets can be found at [doh.wa.gov/SNAPMarketMatch](https://doh.wa.gov/SNAPMarketMatch).

This list is updated quarterly, as needed. If information is incorrect or missing, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@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.*

[doh.wa.gov/SNAPMarketMatch](https://doh.wa.gov/SNAPMarketMatch) | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)