



WASHINGTON STATE'S Fruit and Vegetable Incentives Program

Since 2015, the Washington State Department of Health and dozens of partners have implemented Fruit and Vegetable Incentive programs at farmers markets and grocery stores to make healthy food more affordable for low-income families in Washington.

With funding from Washington State, the U.S. Department of Agriculture, and local and private entities, the Fruit and Vegetable Incentives Program helps Washington families on limited budgets afford more fruits and vegetables. The Fruit and Vegetable Incentives Program Includes:

SNAP Market Match

At participating farmers markets and farm stands, shoppers who use Supplemental Nutrition Assistance Program (SNAP) benefits get extra benefits to spend on fruits and vegetables.

“The program is a great opportunity for me to eat fresh fruit and veggies. It was absolutely a blessing. It really helps to ensure that I can choose the healthier food. Otherwise I cannot.”
—participant

Fruit & Vegetable Prescriptions

At select healthcare sites, providers are prescribing fruits and vegetables to patients. The prescription is used like cash to buy fruits and vegetables at participating retailers.

“I can actually have options and I can debate on what I want to get. And that’s actually really nice to have for somebody, because that gives them a lot of freedom and power in such a small tiny way, but it’s big overall.”
—participant

SNAP Produce Match

At participating grocery stores in Washington, customers who use Supplemental Nutrition Assistance Program (SNAP) benefits to purchase fruits and vegetables receive a discount or coupon for their next fruit and vegetable purchase.

\$3.6 million
of fruit and vegetable incentives redeemed in 2022.

\$12.9 million
of fruit and vegetable incentives redeemed by families and individuals with low incomes from 2015 - 2022.

118
farmers markets and farm stands

188
participating grocery stores

32
counties participating across the state

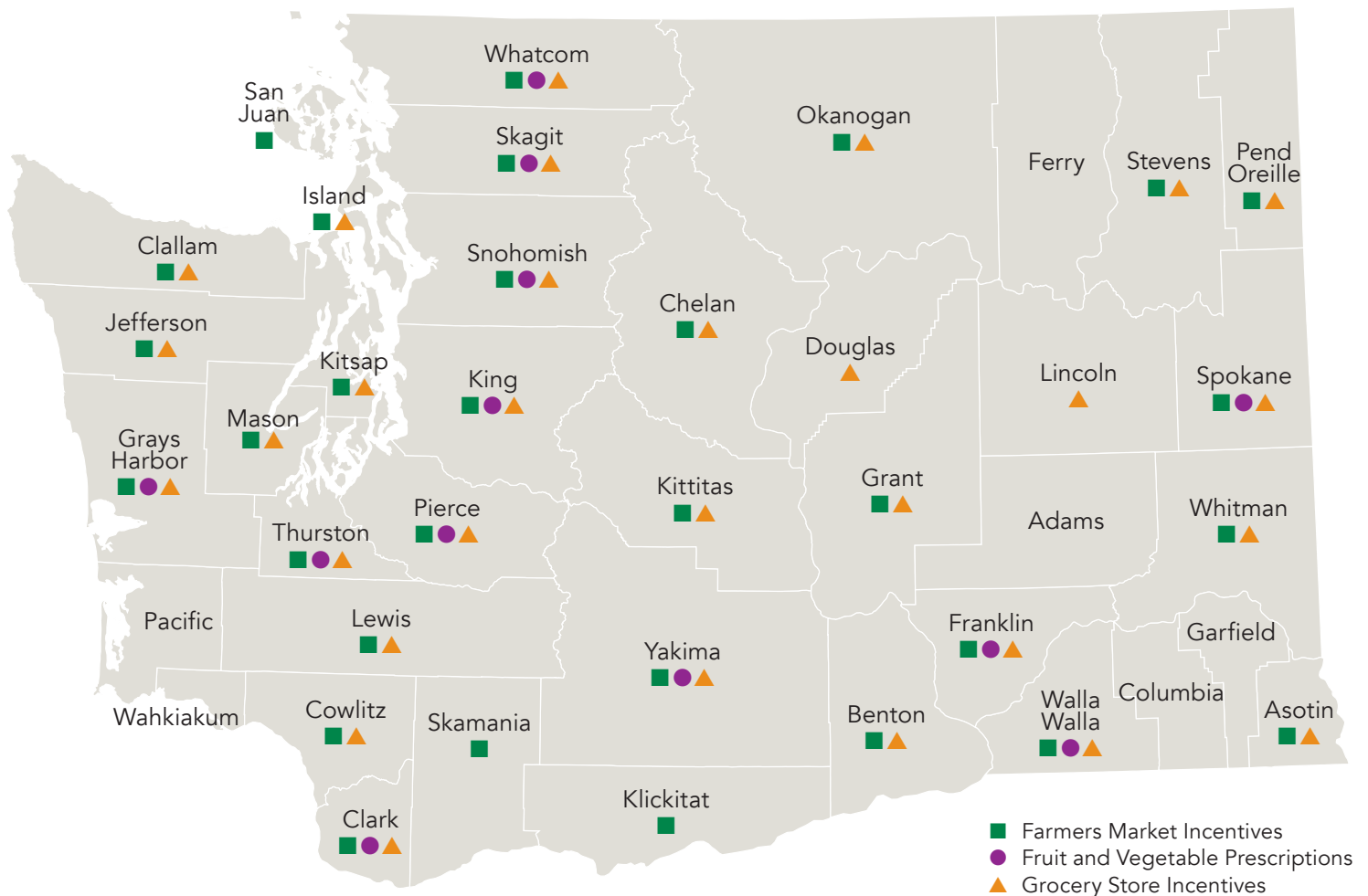
11 health systems and public health agencies offer fruit and vegetable prescriptions to their patients

For more information, contact FVIP@doh.wa.gov or visit doh.wa.gov/FVIP.



WASHINGTON STATE'S Fruit and Vegetable Incentives Program

Locations of Washington State's Fruit and Vegetable Incentives Strategies



Washington Fruit and Vegetable Incentives Advisory Network

The Fruit and Vegetable Incentives Program is a collaborative effort. In addition to dozens of local implementing entities, the Department of Health convenes a cross-sector network of strategic state and local partners to assist with strategy development, outreach and promotion, technical assistance, and sustainability planning. This cross-sector network of state and local partners assists with strategy development, outreach and promotion, technical assistance, and sustainability planning.