

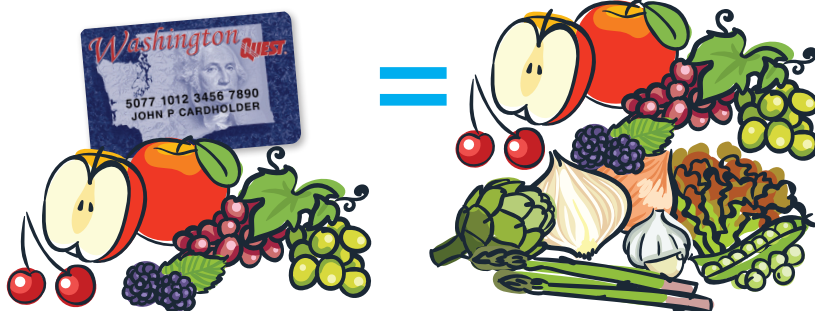


SNAP Produce Match in Grocery Stores

PART OF 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.

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.



“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.”** –Omero P., SNAP shopper

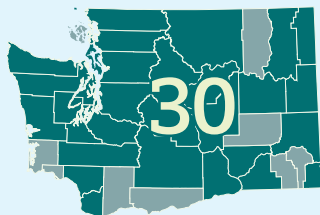


\$4,309,406

total dollars of grocery store incentives redeemed by SNAP participants from 2017–2021.



184 grocery stores participate across **30 counties**.



SNAP Produce Match customers spent **15% more on fruit and vegetables** in the first year of the program compared to the year before SNAP Produce Match was offered.

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



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