



SNAP Produce Match Expansion Frequently Asked Questions

What is SNAP Produce Match?

Shoppers who spend at least \$10 on fruits and vegetables with their Supplemental Nutrition Assistance Program (SNAP)/EBT benefits receive either a \$10 coupon to buy additional fruits and vegetables or an immediate \$5 discount, depending on point-of-sale functionality. Qualifying fruits and vegetables include fresh and frozen with no added sugar, fat, or salt. For more information about SNAP Produce Match, visit www.doh.wa.gov/SNAPProduceMatch. SNAP Produce 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 Produce Match expansion

Washington State Department of Health is searching for additional independent grocers, corner stores, and grocery chains to become SNAP Produce Match partners. Washington State Department of Health will add retail partners in priority locations throughout the state. Expansion of SNAP Produce Match to more retailers will be limited based on funding for the program.

What are the benefits for retail partners?

- Provide a way for SNAP shoppers to better afford fruits and vegetables.
- Increase SNAP and produce department sales.
- Free printed promotional materials and targeted marketing.
- 100% reimbursement for redeemed incentives.

What stores are eligible to participate?

To be considered for the SNAP Produce Match expansion, retailers must:

- Have a valid business license to operate in Washington.
- Be in good standing with the U.S. Department of Agriculture's Food and Nutrition Service (FNS) and be authorized to accept SNAP benefits.
- Maintain an inventory of at least 10 different types of fresh or frozen fruits and vegetables with no added sugar, fat, or salt.
- Meet register point-of-sale criteria that:

- Allows tracking and redemption of incentives; OR
- Be willing to update register point of sale technology to allow for the tracking and redemption of incentives.
- Report the following to DOH each month:
 - Number of SNAP transactions per store
 - Dollar value of SNAP purchases per store
 - Dollar value of SNAP incentives issued per store
 - Dollar value of SNAP incentives redeemed by store
 - Number of transactions using SNAP incentives by store
- Be willing to promote the program in-store
- Be willing to train cashiers and staff about the program
- Complete an [application on the department's web page](#) to be considered for program participation, which is dependent upon available funding.

What does DOH provide?

- Promotional materials at no cost to retail partners
- Training manuals for stores to train cashiers and staff
- Monitoring of incentive spending
- Program specifications and guidelines for retailers

What is the application process and timeline?

To apply, please [complete an application](#) by 5:00PM on October 31st, 2023.

Applications open: September 15, 2023

Application deadline: October 31, 2023 at 5pm

Store notification: November 15, 2023

Program launch: By or before April of 2024

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

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