



2024 SNAP-ED FORUM

Washington State Department of Health
Fruit & Vegetable Incentives Program



Fruit & Vegetable Incentives Program

- **Vision:** All Washingtonians are well-nourished and healthy.
- **Mission:** The Fruit and Vegetable Incentives Program improves the well-being of Washingtonians by making healthy, culturally appropriate foods accessible and affordable.
- **Goal:** Make fruit and vegetables affordable through programs and systems changes.



We are NOT

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Washington Office of Superintendent of
PUBLIC INSTRUCTION

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USDA Fresh Fruit & Vegetable Program

The Fresh Fruit and Vegetable Program (FFVP) provides all enrolled students in participating elementary schools with a variety of free fresh fruits and vegetables throughout the school day—separate from the lunch or breakfast meal in one or more areas of the school. The program's main goal is to create a healthier school environment by expanding students' access to a variety of produce, increasing produce consumption, and promoting healthy food choices.

WIC & SENIOR

Farmers Market Benefits WELCOME HERE!

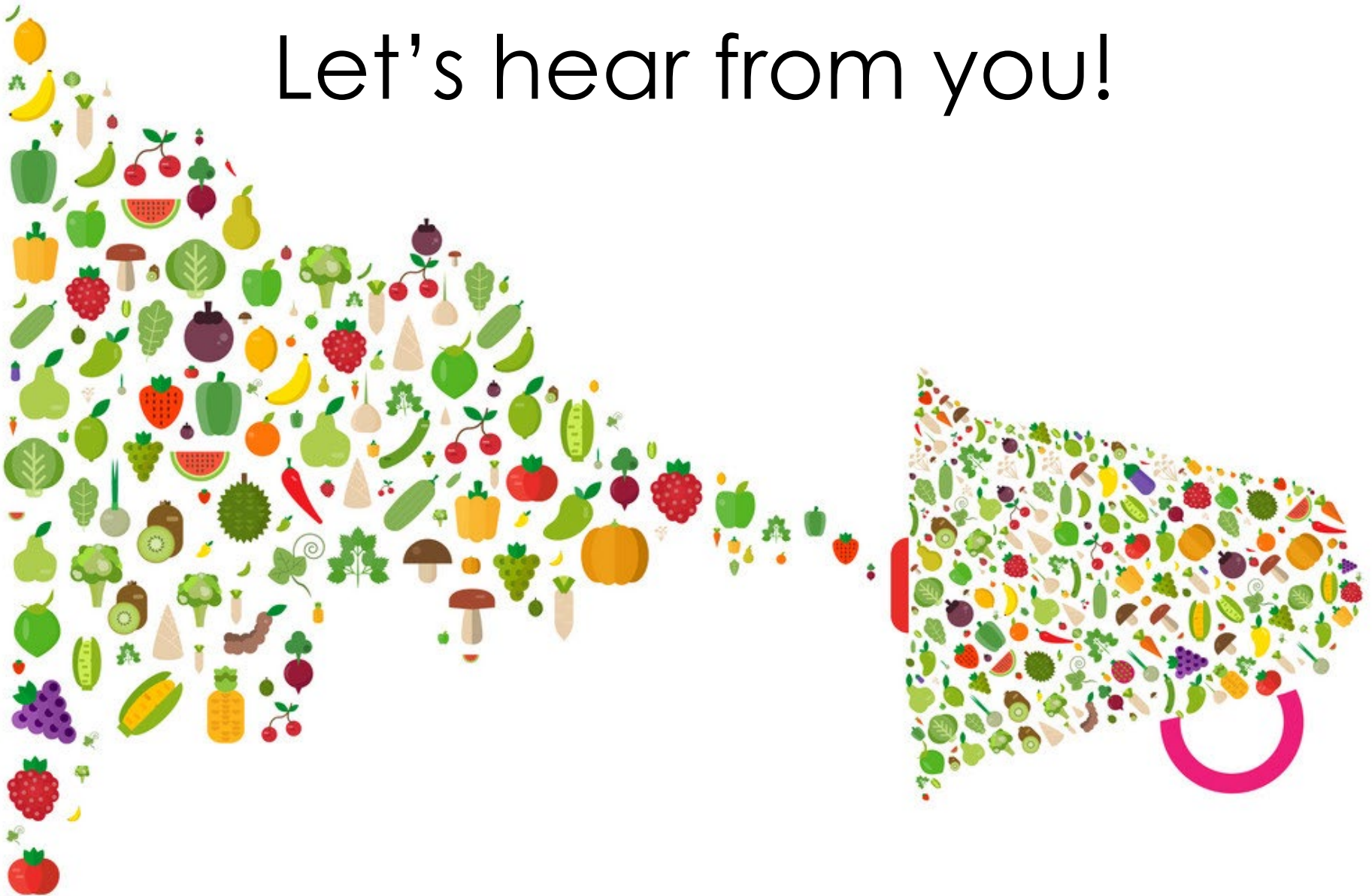


USDA & Washington State Sponsored
Farmers Market Nutrition Program




HONEY
MAY BE REDEEMED BY
SENIORS ONLY

Let's hear from you!



SNAP-Ed/FVIP Community of Practice

A pair of hands is shown from the bottom, holding a large quantity of fresh, ripe strawberries. The strawberries are bright red with green stems and are piled together. The background is a soft, out-of-focus light color, possibly a wall or a backdrop.

- Monthly meeting between SNAP-Ed LIAs and FVIP staff
 - Program updates, knowledge sharing, regional and statewide collaboration
- Second Monday from 10:30 – noon
- To join: email Christine.Ciancetta@doh.wa.gov



SNAP

**Market
Match**



SNAP Market Match

- SNAP Market Match can be used for fresh fruit, fresh vegetables, mushrooms, fresh herbs, seeds, and plant starts that grow food.
- SNAP Market Match can be used at any participating location:
 - 5 farm stands
 - 3 mobile markets
 - 115 farmers markets
 - **123 locations in 2024!**
- Find participating markets at www.doh.wa.gov/SNAPMarketMatch

2024 Currency

- ✓ New color: Orange
- ✓ Expiration date: 12/31/2024



Resources & Program Materials

Order on SNAP Market Match Website

doh.wa.gov/SNAPMarketMatch

Google Drive

- Rack cards
- Posters
- Available in 26 languages

- Digital Rack Cards
- Digital Posters
- Rescue Agency Videos and Static Assets





SUN BUCKS

- **FVIP programs DO** qualify for match
- \$120 per child distributed mid-June
- SNAP Market Match flyer available on Google Drive



SNAP-Ed Support

- Distribute promotional materials
- Share on social media
- Connect with farmers markets to table & offer food demos



SNAP Produce Match

- Shoppers who use their SNAP/EBT benefits to buy \$10 of qualifying produce, get a \$10 coupon or \$5 discount
- 215+ participating locations
- List of participating grocers: doh.wa.gov/SNAPProduceMatch

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:

Buy at least \$10 of fresh or frozen fruits and vegetables with your EBT card.

Ask your cashier for the "Produce Match" discount.

Get a \$5 discount off your purchase.

Qualifying items include fresh and frozen fruits and vegetables with no added salt, sugar, or fat. Fresh and dried herbs such as cilantro, basil, and mint are not eligible.

DCIH 340-381 April 2022. To request this document in another format, call 1-800-525-0122.
Dear or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.
SNAP Produce Match is made possible and administered by 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 2020-70030-53180.

Washington State Department of Health



New! Canned fruits and vegetables

Promotional Materials

- Order printed materials free of charge
doh.wa.gov/SNAPProduceMatch
- Available in 20+ languages



Culturally-Specific Retailers

- 2% SPM locations + 30% retailers are culturally-specific
- Increase number of stores carrying culturally relevant foods
- Survey project – How does SPM reach culturally-specific retailers? Once we reach them, how does FVIP make the SPM application accessible?





SNAP-Ed Support

- Promotion
- Identify priority stores in your area
- Review the FVIP/SNAP-Ed toolkit



SNAP

Produce
Rewards

Produce Rewards Pilot Project

- Shoppers can earn one dollar in SNAP Produce Rewards for every dollar spent on fruits & vegetables, up to \$50/month
- Rewards are instantly put back onto the SNAP EBT card to spend like normal SNAP benefits at any SNAP retailer
- Eligible Items
 - Fresh, frozen, canned fruits & vegetables (without added fat, sugar, salt)
 - Fresh herbs
 - Seeds & plant starts that produce food



Here's how it works:

- GO** to a participating retailer.
- SHOP** for fresh and frozen fruits & vegetables.
- SWIPE** your SNAP EBT card to buy allowable fruits and vegetables.
- EARN** one dollar in SNAP Produce Rewards for every dollar spent on fruits & vegetables. Earn up to \$50 per month. Rewards instantly go on your SNAP EBT card to spend like normal benefits at any SNAP retailer. Check your receipt to see your earnings.

 **Learn more and find participating retailers:**
doh.wa.gov/ProduceRewards

 DOH 140-266 February 2024
To request this document in another format, call 1-800-525-0127. Deaf or Deafened of hearing customers, please call 711 (Washington Relay) or email doh.information@doh.wa.gov.



Offered Here!
¡Se ofrece aquí!



SNAP Produce Rewards

- 2023: Launched at Pasco Farmers Market
- 2024: Launch at Fiesta Foods (Pasco), Seattle Neighborhood Farmers Markets (Lake City & West Seattle), select farm stores/CSAs.
- Additional locations:
www.doh.wa.gov/SNAPProduceRewards



What changes with SNAP Produce Rewards?

- At farmers markets, transactions are processed at the vendor level
- Receipts will show customers:
 - The amount of purchase that was eligible for Produce Rewards
 - The amount of purchase that earned Produce Rewards
 - The total amount of Produce Rewards earned to-date in the current month

ABC FAMILY FARM
1234 ANY STREET
PASCO, WA 12345

TERMINAL ID: XX0001
MERCHANT ID: XX0001234
CLERK ID: 999
SEQUENCE NUMBER: XX0001234
DATE/TIME: 01/01/2023 10:01 AM

CARD# XXXXXXXXXXXXX4568
STATE: WA
POST-01/01/2023

	TRAN AMT	END BAL
CASH	\$0.00	\$0.00
FS	\$12.00	\$20.00

FS PUR \$12.00 APPROVED
APPROVAL CODE 000012

INCENTIVE ELIGIBLE AMOUNT: \$12.00
INCENTIVE EARNED: \$12.00
MTD INCENTIVE EARNED: \$12.00

DO NOT DISPENSE CASH

****CUSTOMER RECEIPT****








SNAP-Ed Support

How can SNAP-Ed staff support this pilot?

- Customer education – pilot is in select locations only



FVIP Summary/Cheat Sheet

	SNAP Market Match	SNAP Produce Rewards	SNAP Produce Match	SUN Bucks (Summer EBT)
Logos or signs				
Currency used at checkout				
Where does the customer get currency?	Farmers Market Information Booth	N/A – automatic at participating retailers	N/A – automatic at participating retailers	Farmers Market Information Booth/Automatic at participating grocery retail
How much does customer get?	Up to \$25 per day	Up to \$50 per month	Varies based on retailer location	\$120 per summer per enrolled child
When can customer use currency?	Anytime	Anytime	Anytime	Starting mid-June
When does it expire?	Dec 31	Follows SNAP EBT expungement rules		122 days from issuance
Do customers get change?	No	N/A	N/A	No
Where do people sign up?	Automatic: No need to sign up	Automatic: No need to sign up	Automatic: No need to sign up	Through schools



Fruit and Vegetable Incentives Program

Legislative Report

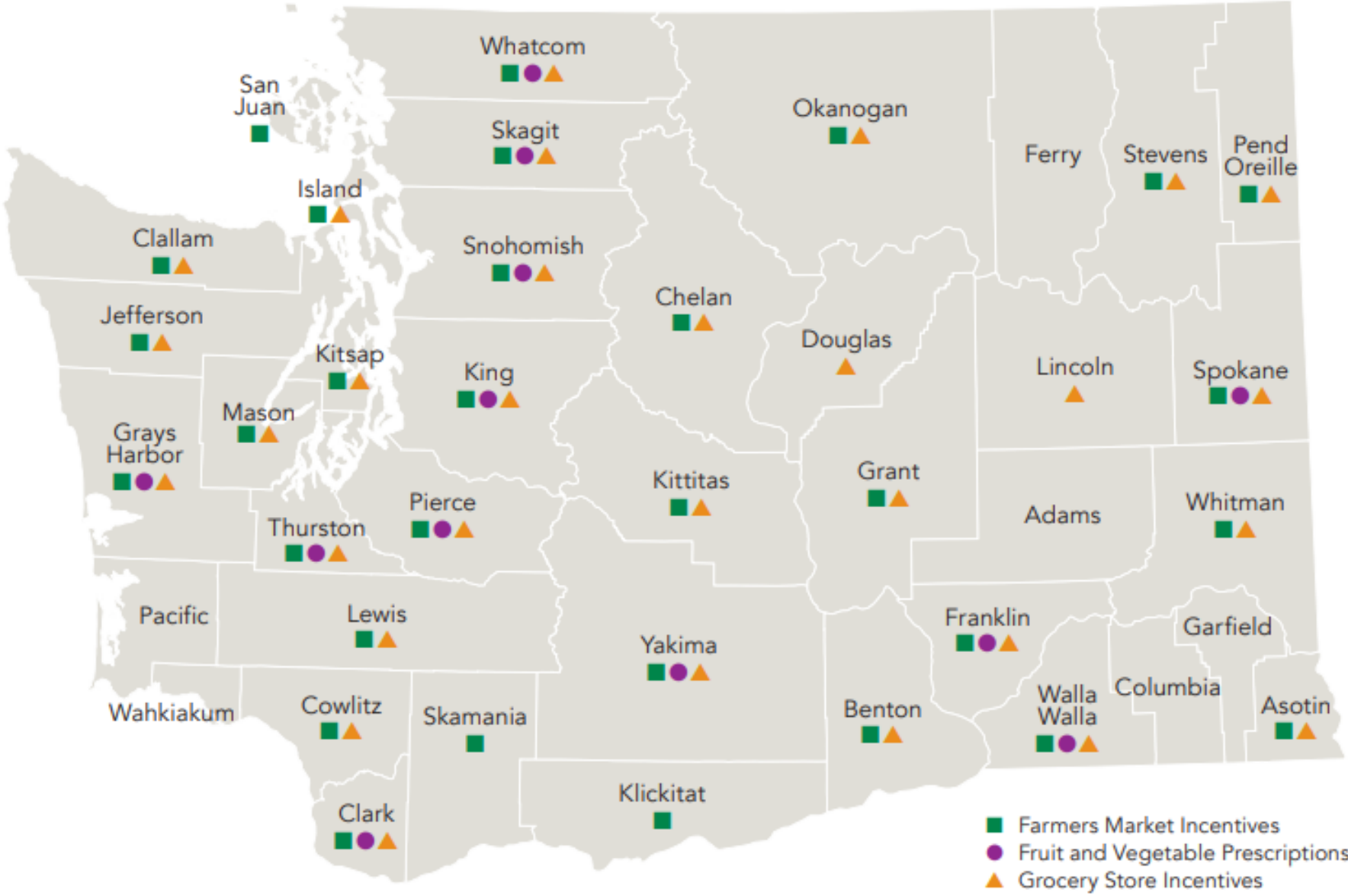
December 2023

(2019) SHB 1587

Report Recommendations

- The legislature should maintain current FVIP funding levels.
- FVIP should continue to identify funds to integrate Basic Food Incentives onto the Basic Food account, including ongoing maintenance costs.
- FVP must continue work with HCA to integrate Fruit and Vegetable Prescriptions into the health care payment system.
- FVP must increase the number of access points offering Basic Food Incentives in traditionally underserved communities.
- **FVIP must work with retail partners and the Community Advisory Network to identify and remove program barriers.**
- **FVIP must identify and implement innovative promotion strategies to reach underserved communities.**
- FVIP must improve its data collection systems.

Locations of Washington State's Fruit and Vegetable Incentives Strategies



Questions?

Fruit & Vegetable Incentives Program

FVIP@doh.wa.gov

SNAP Produce Match

SNAP.ProduceMatch@doh.wa.gov

SNAP Produce Rewards

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SNAP Market Match

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