

Training Guide for Vendors



What is SNAP Market Match?

SNAP Market Match is a fruit and vegetable incentive program for SNAP customers. At more than 100 participating markets, customers who use the Supplemental Nutrition Assistance Program (SNAP)/EBT benefits at the farmers market can receive funds in the form of SNAP Market Match currency for fruits and vegetables!

The program is administered by the Washington State Department of Health Fruit & Vegetable Incentives Program. Only markets that have contracts in place with the Department of Health are able to offer in SNAP Market Match and to reimburse vendors for SNAP Market Match currency. For a listing of participating markets, visit: www.doh.wa.gov/SNAPMarketMatch

Participating markets will promote their participation with the SNAP Market Match program to customers with posters, A-boards, and banners. Booth signs will be provided to vendors that sell eligible items and must be displayed during operating hours.

How do customers receive and use SNAP Market Match currency?

1. Customers swipe their EBT card at the information booth and receive EBT currency and SNAP Market Match currency.
2. Customers use SNAP Market Match currency at vendor booths to purchase eligible items.

SNAP Market Match Currency

Currency is printed on tear-proof and semi-water proof paper, and in **\$1 denomination only**. Currency should not be altered or marked in any way.



Front side of currency

Back side of currency

What do vendors need to know about accepting SNAP Market Match currency?

1. Post the 'SNAP Market Match Sign Accepted Here' at your vendor booth. See your Market Manager to obtain signage. If you sell at multiple markets, be sure you know which markets participate in SNAP Market Match (not all WA state markets do). Find a list of participating markets here: www.doh.wa.gov/SNAPMarketMatch
2. 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
3. **Change is not given** for SNAP Market Match currency. Here are a few ways to navigate this:
 - a. Customers pay the difference in cash (ex: \$3.50 purchase, the customer uses three SNAP Market Match dollars and \$.50 in cash to pay for the items)
 - b. At vendor discretion, provide flexibility to negotiate the remaining balance (ex: customer gives you four SNAP Market Match dollars for a \$3.50 purchase, perhaps you offer some berries, a bulb of garlic or a pile of beet greens to accommodate the \$.50 difference)
 4. Contact the Market Manager and follow current market procedures for submitting SNAP Market Match currency for reimbursement at the end of each market day.

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentive Program. For more information, visit: 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. DOH 140-236 February 2024

