



# Training Toolkit for Market Managers and Staff

SNAP Market Match is part of Washington State's Fruit and Vegetable Incentive Program. For more information, visit: [www.doh.wa.gov/FVIP](http://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](mailto:civil.rights@doh.wa.gov). DOH 140-237 March 2024



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## What is SNAP Market Match?

SNAP Market Match is a nutrition incentive program that helps families and individuals who use Supplemental Nutrition Assistance Program (SNAP)/EBT benefits increase their ability to purchase fresh fruits and vegetables from local farmers markets.



At more than 100 participating markets, customers who use SNAP benefits at farmers markets can receive extra funds in the form of SNAP Market Match currency for fruits and vegetables!

Participating markets will advertise their participation with the SNAP Market Match program to customers with posters, A-boards, and banners. The Market Manager is responsible for distributing booth signs to vendors.

A current list of participating farmers markets can be found at [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch). This list is updated quarterly, as needed. If information is incorrect or missing please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## How do customers receive and use SNAP Market Match currency?

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

## What do Market Managers need to know about participating in SNAP Market Match and distributing SNAP Market Match currency?

1. Only markets that have contracts in place with the Department of Health, are allowed to participate in SNAP Market Match and reimburse vendors for SNAP Market Match currency.
2. Markets have two options for match cap – either \$25/day or unlimited. Caps are determined by the type of DOH contract signed at the beginning of the season. Caps are unable to change for the duration of

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the contract period. Any questions on your market cap should be directed to the SNAP Market Match program at [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov).

3. Market Manager or delegated staff record distribution of SNAP/EBT and SNAP Market Match transactions and report data in Formstack.
4. Market Manager or delegated staff establish procedures with vendors for retrieving SNAP Market Match currency at the end of each market day and reimbursing vendors accordingly.
5. Market manager or delegated staff invoice Department of Health by the 15<sup>th</sup> of the following month to receive reimbursement for SNAP Market Match funds (see invoicing instructions on page 8 for more details).
6. SNAP Market Match currency will be distributed to markets from Department of Health at the beginning of the farmers market season. If currency is damaged or you need extra currency throughout the season, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## SNAP Market Match Currency

- Currency is printed on tear-proof and semi-waterproof paper, and in \$1 denomination only.
- Currency size is designed to fit and run through currency counters.
- Currency should not be altered or marked in any way (i.e. adding market logo, etc.).
- Continue to use SNAP Market Match currency even if you are using private funding.



Front side of currency



Back side of currency

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

1. Vendors will obtain the 'SNAP Market Match Sign Accepted Here' from Market Manager and post at their booth.
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. Currency expires December 31 of each calendar year.
5. Market Manager will communicate to vendor the current market procedures for submitting SNAP Market Match currency for reimbursement at the end of each market day.

## How do markets order SNAP Market Match printed materials?

Materials are available free of charge for participating farmers markets and organizations interested in promoting the program.

Printed materials are available and can be ordered at the link located at the bottom of the [SNAP Market Match website](#) or directly through the [online ordering form](#). Please list a physical mailing address as we are unable to ship to PO Boxes.

## Posters & Rack Cards

Printed posters (8 ½"x11") and rack cards (4"x9") are available in 25 languages. If you have additional languages needs, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



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## Stickers

To encourage sustainability and reduce cost, SNAP Market Match 8" vinyl stickers are available to be adhered to existing SNAP/EBT A-board and banners provided by the Washington State Farmers Market Association. Stickers are only available to participating farmers markets. If you need extra stickers or new SNAP/EBT A-boards or banner, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

## Vendor Signs

Participating markets are required to display vendor signs at each vendor booth selling eligible SNAP Market Match items. Vendor signs only available to participating farmers market. If you need additional vendor signs, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



## Can markets add their own logo to materials?

Yes! A great way to promote SNAP Market Match at your market is by adding your farmers market logo and operational information to existing artwork. Graphics and select editable documents listed below are available through [Google Docs](#).

- Branding guide: includes color swatches and fonts
- Logo: color and gray scale
- Currency: voided graphics available for training purposes
- Rack card: editable to include your logo
- Posters: editable to include your logo and previous incentive matching program logo

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# Invoicing and Reimbursement Schedule

**Markets are responsible for tracking the total amount of funding available in contract. Markets are required to notify the Department of Health (DOH) when 75% of total funding is exhausted so additional funds can be made available unless otherwise indicated in your contract.**

## **Invoice schedule**

Each market is responsible for sending monthly invoices to DOH for reimbursement. It is important that you submit invoices by the due date each month to receive payment. If you are having any problems submitting your invoice please email

[SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov) and cc your Technical Assistance Provider.

## **To receive reimbursement your market must**

- Submit SNAP Market Match reimbursement invoice **by the 15<sup>th</sup> of each month.**
- Complete DOH provided A19 Invoice Voucher.
  - Invoice should include SNAP Market Match reimbursements only for the previous month. Example: May 15 Invoice is for April 1 – 30 incentive reimbursements.
  - If your contract includes multiple markets, one invoice may be submitted with each market redemption listed as a line item.
  - Additional administrative funding is automatically calculated on your invoice template.
  - Sign the invoice using an electronic signature or print to sign in ink and scan a copy of the document.
    - Pictures of a printed A-19 are acceptable only if they are clear and legible.
    - All invoices must be clear, legible and complete or they will be returned for correction.
  - Submit invoices via email to the email address below. Mailed invoices are not currently being accepted as we are not at the office to receive mail.

## **Reimbursement schedule**

Unless otherwise arranged with the Department of Health, markets will be reimbursed within 30 days of DOH receiving the invoice and accurate data collection, which is indicated by an email from DOH. Failure to submit reporting requirements by the set deadlines will result in delayed reimbursement.

**EMAIL INVOICE TO:**

**[SNAP.MarketMatch.Invoices@doh.wa.gov](mailto:SNAP.MarketMatch.Invoices@doh.wa.gov)**

**Copy your TA provider**

doh.wa.gov/SNAPMarketMatch | [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)



1. **Total amount of SNAP transactions:** the amount of SNAP transactions that took place during the month.
2. **Total SNAP distributed:** the amount of SNAP/EBT dollars distributed to customers.
3. **Total SNAP Market Match distributed:** the amount of SNAP Market Match dollars distributed to customers.
4. **Total SNAP reimbursements:** the amount of SNAP/EBT dollars you reimbursed vendors.
5. **Total SNAP Market Match reimbursements:** the amount of SNAP Market Match dollars you reimbursed vendors (this should equal what is on your monthly invoice).
6. **DOH Incentive Funds Used:** For SNAP Market Match only. This is the amount of SNAP Market Match reimbursements made to vendors that you are billing DOH for.
7. **Other Incentive Funds Used:** For SNAP Market Match only. This is the amount of SNAP Market Match reimbursements made to vendors that you are **NOT** billing DOH for, and are instead using other funds to support the program.
8. **GusNIP Grant Reporting questions:** required DOH grant reporting questions at the bottom of the Redemption form.

## SNAP Market Match TA Providers

Technical Assistance (TA) providers are the primary points of contact for participating farmers markets and farm stands.



Organization	Contact Name	Contact Email	Contact Phone
Birdsign Consulting	Rita Ordóñez Ellen Gray	<a href="mailto:Rita@birdsignconsulting.com">Rita@birdsignconsulting.com</a>	360-336-6401
Washington State Department of Health (WA DOH)	Amanda Weyrauch	<a href="mailto:SNAP.MarketMatch@doh.wa.gov">SNAP.MarketMatch@doh.wa.gov</a> <a href="mailto:Amanda.Weyrauch@doh.wa.gov">Amanda.Weyrauch@doh.wa.gov</a>	360-485-6430
WSU Extension Kitsap County	Jess Sappington	<a href="mailto:Jess.Sappington@wsu.edu">Jess.Sappington@wsu.edu</a>	360-228-7308
Catholic Charities of Eastern Washington	Carolyn Knowles	<a href="mailto:Carolyn.Knowles@cceaseternwa.org">Carolyn.Knowles@cceaseternwa.org</a>	509-464-9222

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## **SNAP Market Match Program Contact Information**

Please contact your TA providers for questions. If further assistance is required, please use the contact information below.

- General Inquires  
[SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)
- Invoicing  
[SNAP.MarketMatch.Invoices@doh.wa.gov](mailto:SNAP.MarketMatch.Invoices@doh.wa.gov)
- Website  
[www.doh.wa.gov/SNAPMarketMatch](http://www.doh.wa.gov/SNAPMarketMatch)