



# **Communications Toolkit**

March 2022

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## Using the Communications Toolkit

This toolkit is intended to amplify and streamline SNAP Market Match messaging and promotion efforts for participating farmers markets and community partners.

### Who should use the Communications Toolkit?

Farmers markets and farm stands that offer SNAP Market Match, as well as community partners who want to promote SNAP Market Match should use this toolkit. Pages 15-16 are intended only for farmers markets and farm stands currently participating in the SNAP Market Match program.

### Why use the Communications Toolkit?

The Washington State Department of Health (DOH) and partners created the resources in this toolkit to make sure messaging about SNAP Market Match is accurate and consistent. The resources in this toolkit are already approved by DOH.

Questions, issues, or program feedback? Stay in touch! Please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov) with questions about this toolkit.

## 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!

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)



## SNAP Market Match FAQs

Be prepared with responses to these frequently asked questions!

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

- SNAP customers visit participating farmers markets, swipe their SNAP/EBT card at the information booth to receive SNAP Market Match currency in addition to SNAP/EBT currency.
- SNAP customers use SNAP Market Match currency to purchase eligible items from farmers market vendors selling eligible products.



*Front side of currency*



*Back side of currency*

### What can SNAP customers use SNAP Market Match currency for?

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)

### Which products are not eligible for SNAP Market Match?

- 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

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**Does SNAP Market Match currency expire?**

Currency expires December 31 of each year.

**Which farmers market can SNAP Market Match currency be used at?**

Currency can be used at any participating farmers market or farm stand. Currency can be earned at one participating location and used at another participating location.

**My SNAP Market Match currency are different colors, does this matter?**

The color of currency changes each year to easily differentiate yearly expiration dates by participating markets as they process high volumes of currency. If currency is expired, participants should visit a participating farmers market information booth to seek further assistance.

**Can SNAP Market Match currency be used to purchase a CSA share?**

Yes, CSA's or Community Supported Agriculture are eligible as long as they only contain SNAP Market Match eligible items mentioned above. Visit the [Zenger Farm CSA Farmer's Nationwide Guide to Accepting SNAP/EBT Payments](#) for more information on using SNAP and nutrition incentives for CSAs.



## SNAP Market Match Talking Points

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Highlight the benefits of eating fresh and local produce.

- SNAP Market Match is a nutrition incentive program that helps families and individuals who use SNAP/EBT increase their ability to purchase fresh and local fruits and vegetables from local farmers markets.
- SNAP Market Match is available at over 100 participating farmers markets around Washington State. Benefits can be obtained by visiting the market information booth.
- SNAP Market Match works with local farmers markets to increase access to fresh nutritious food, support healthy communities, promote sustainability, and stimulate local economies.
- The Washington State Department of Health, Department of Social & Health Services, Washington State Farmers Market Association, and local farmers markets partner and collaborate to ensure that everyone who is eligible for SNAP/EBT knows about the SNAP Market Match program and can access benefits.
- SNAP Market Match is funded through the Washington State Legislature and a Gus Schumacher Nutrition Incentive Program grant from the United States Department of Agriculture. The program is administered by the Washington State Department of Health.
- For more information, visit [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)

Additional SNAP and farmers market talking points:

[SNAP Program Talking Points](#) – United States Department of Agriculture

[Benefits of Farmers Markets Talking Points](#) – Farmers Market Coalition



## SNAP Market Match Press Release Template

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Create a quick press release to share with local media.

For Immediate Release

Contact: **[Name]**

**[Phone Number]**

**[E-Mail Address]**

**[Date]**

**[Your Organization's Name]** Participates in Statewide SNAP Market Match Program

**[Your Organization's Name]** is joining over 100 markets across Washington to offer the Supplemental Nutrition Assistance Program (SNAP) Market Match program.

**[Quote from organization leader, farmers market manager and/or customer]**

"Food access programs at farmers markets such as SNAP and SNAP Market Match are incredibly important to the entire farmers market community – organizers, vendors, and shoppers of every income," says Colleen Donovan, Executive Director of the Washington State Farmers Market Association. "Such programs represent values we care deeply about: equity in our local food system, supporting local farms and food entrepreneurs, healthy families, and vibrant community spaces. Farmers markets are proud to be strategic partners with the Department of Health in ensuring SNAP and SNAP Market Match reach every corner of the state."

SNAP Market Match increases customer benefits by matching SNAP benefits dollar for dollar at participating farmers markets, including the **[Your farmers market name or your local participating farmers market name(s)]**.

To use SNAP/EBT dollars at farmers markets, customers swipe their SNAP/EBT card at the market information booth and receive EBT tokens to buy any SNAP

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eligible items at the market. Customers also receive extra SNAP Market Match dollars that can be used for fresh fruits, vegetables, mushrooms, and herbs.

By encouraging SNAP/EBT users to visit local farmers markets to use SNAP Market Match, **[Your Organization's Name]** is supporting the livelihoods of an estimated 1,500 family farms in our state, stimulating the local economy, supporting healthy communities, and promoting sustainability.

The **[local farmer market name]** began in **[first year]**, and currently hosts **[approximate number of farmers]** farmers selling a wide variety of products, including **[list some of the products that reflect the uniqueness and diversity at your market]**.

**[Insert any other statistics or points of interest here, such as the amount of produce donated to food banks, whether the market accepts other incentives, WIC and Senior Farmers Market Nutrition Program, etc.]**

**[Boilerplate about your organization and its mission, with a link to website]**

### **[SNAP Boilerplate]**

SNAP Market Match is administered by the Washington State Department of Health and is available in over 100 farmers markets around Washington state. To find a participating farmers market near you, visit [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch).



## SNAP Market Match Social Media Posts

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Mix and match these social media posts all season long!

- **[Produce name]** is in season and you can stock up today by using your SNAP Market Match incentives! Stop by the info booth to learn more.
- #SNAPMarketMatchWA is a statewide program that provides incentives for SNAP/EBT customers to use on fresh fruits and vegetables at more than 100 farmers markets! Learn more: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #SNAPMarketMatchWA supports SNAP/EBT customers by DOUBLING benefits up to \$40 to use on fresh, local produce at participating farmers markets! Find participating markets: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- Studies show that #farmersmarkets have comparable or lower prices than grocery stores. #SNAPMarketMatchWA DOUBLES the amount of EBT dollars you'll be able to use on fresh veggies and fruits up to \$40! Find participating markets: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #SNAPMarketMatchWA matches #EBT funds dollar for dollar so you can stretch that grocery budget further. Our market is open **[hours of operation]** and has **[X number]** of vendors that offer these great benefits!
- #SNAPMarketMatchWA makes SNAP/EBT benefits go further by doubling benefits for fresh, local produce. Find participating markets: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)
- #SNAPMarketMatchWA gives EBT customers extra funds to use on fresh fruits and veggies! Visit the information booth at our market today for more info!
- #SNAPMarketMatchWA gives #EBT customers extra funds to use on fresh and local fruits, veggies, mushrooms, and herbs! Perfect for a delicious salad, stir fry, and trying that new recipe you've been eyeing!

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



## SNAP Market Match Social Media Images

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Bring your social media posts to life with imagery!

We encourage you to take fun pictures of SNAP Market Match in use at your market! Whether its incentive currency displayed next to vibrant in season produce or your produce vendors smiling faces next to program vendor sign, please be mindful of privacy and obtain the subject's consent before photographing in applicable. Creating new content and using fresh photos can be a task all in itself, so we've provided some beautiful stock photos from two organizations that are available for your market to post as needed.

**Have SNAP Market Match photos you'd like to share?** We love photos from participating markets! Share your photos with DOH; and if it's okay with you, they may be may be shared in the Fruit & Vegetable Incentives Program newsletter, or even added to the resources below for other markets to use!

### [Fair Food Network Photos](#)

The Fair Food Network is a national nonprofit on a mission to connect people to the power of food to grow community health and wealth. This organization compiled colorful photos of produce across the country to use for your social media posts.

### [Seattle Neighborhood Farmers Market Association Photos](#)

The Seattle Neighborhood Farmers Market Association (NFMA) supports and strengthens Washington's small, sustainable family farms by creating and operating vibrant, neighborhood-scale markets.

The NFMA does an excellent job of photographing SNAP Market Match in the wild at their Seattle markets and are kind enough to share these images so other markets can use them for social media posts. Please be sure to note the Photo Credits file in the folder and include photo credit when sharing these photos. Thank you!



## SNAP Market Match Social Media Video

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Bring your social media posts to life with a video!

DOH partnered with the Washington State Farmers Market Association and Washington State University Clark County Extension to create a statewide [“How SNAP Market Match Works” video](#).

Highlight the ease of how to use SNAP Market Match incentives at your market by sharing this video through social media or include it on your market website.



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## SNAP Market Match Social Media GIFs

Bring your social media story posts to life with GIFs!

New for 2022, SNAP Market Match GIFs are now available for Facebook and Instagram stories!

When posting from one social media platform, be sure to cross post to both Instagram and Facebook at the same time to double your social media reach. [Read how to automatically cross post](#) by updating your social media settings.

### What are GIFs?

The acronym GIF stands for “Graphics Interchange Format.” A GIF is a short, animated picture without sound. GIFs are a fun way to jazz up your social media stories by correlating your story post with animated images.

- Read [how to add GIFs to Instagram story post](#) and tips on creative ways to use GIF in your story.
- Explore [ways to use GIFs in your Facebook story and post comments](#).

### How to find GIFs

Using the instructions above, when searching for a GIF in social media, use any of these keywords to locate the SNAP Match program GIFs:

- SNAP
- EBT
- SNAPEBT
- WADOH
- SNAPMatch
- SNAPMarketMatch
- SNAPMatchWA
- BasicFood
- FoodAccess
- EatMoreVeggies
- Nutrition
- Produce
- Vegetables

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MORE  
MUSHROOMS



FOOD  
ACCESS  
FOR  
ALL



## SNAP Market Match Promotional 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 1/2"x11") and rack cards (4"x9") are available in 22 languages. If you have additional languages needs, please contact [SNAP.MarketMatch@doh.wa.gov](mailto:SNAP.MarketMatch@doh.wa.gov)

**SNAP Market Match Makes Getting Fresh and Local Produce a SNAP!**

**SNAP Market Match**

Markets match up to \$40 per day. Check with your local market for their daily match amount.

Find a list of participating farmers markets at: [doh.wa.gov/SNAPMarketMatch](http://doh.wa.gov/SNAPMarketMatch)

**Here's how it works:**

- Go** to the farmers market information tent.
- Swipe** your EBT card for the amount you want to spend at the market.
- Match** your EBT dollars with SNAP Market Match.
- Shop** for fresh produce, seeds, and plant starts.

**Redeem SNAP Market Match dollars for:**

- fruit
- vegetables
- herbs
- mushrooms
- seeds and edible plants

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DOH 140-233 May 2021  
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).

**SNAP Market Match**

Redeemable at participating farmers markets in Washington.

**Double your SNAP/EBT dollars!**

Markets match up to \$40 per day. Check with your local market for their daily match amount.

**Here's how it works:**

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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)



## Digital Artwork

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](https://docs.google.com).

- 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



## 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
Birdsigh Consulting	Rita Ordóñez	<a href="mailto:Rita@birdsighconsulting.com">Rita@birdsighconsulting.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>	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:Caronlyn.Knowles@cceaseternwa.org">Caronlyn.Knowles@cceaseternwa.org</a>	509-464-9222

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## Related Information

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SNAP Market Match incentives have a direct correlation to SNAP benefits. Learn more about SNAP history to deepen your messaging efforts.

### SNAP Information

The [Supplemental Nutrition Assistance Program \(SNAP\)](#) is a federal program offered by [Food and Nutrition Services division of the United State Department of Agriculture](#). SNAP provides nutrition benefits to supplement the food budget of lower-income families so they can purchase healthy food and move towards self-sufficiency.

- Review the [SNAP Retail Locator Map](#) to locate farmers markets and retailers that accept SNAP in Washington.
- [USDA Brief History of SNAP](#) – Learn history surrounding the creation and need of the Supplemental Nutrition Assistance Program (SNAP) at the federal level.
- [SNAP: History, Background and Goals of SNAP](#) – Examine evidence surrounding the need for nutrition assistance programs in the U.S.

*SNAP Produce Match is administered by the 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 2020-70030-33180.*

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