Nourish Your Neighbors: Getting Started with SNAP and Food Access
Agenda

- Who is in the room? Please state your name, market name
  - Meredith Ledlie Johnson, VCE
  - Michelle Oliver, VDSS
  - Meredith Ledlie Johnson, VCE
  - Ann Vargo, VCE
  - Cheryl Bursch, River Street Market
  - Katie Struble, LEAP

- Small Group Huddles (15 min) One group for markets without SNAP, One group for markets with SNAP

- Wrap up

The Big Picture
The Virginia Equipment Program
EBT Tool Kit and Self Assessment Tool
SNAP-Ed Agents as a Partner
Launching a SNAP Program
Virginia Fresh Match

EatSmart MoveMore
Virginia Cooperative Extension • Family Nutrition Program
The Big Picture

• What is SNAP?
• What is EBT?
• Why should I participate?
• How does a SNAP transaction at a FM work?
• What foods are SNAP eligible?
• What is a SNAP incentive?
<table>
<thead>
<tr>
<th>Year</th>
<th>Number of SNAP Authorized Markets</th>
<th>Number of Markets that processed SNAP</th>
<th>SNAP Sales at Virginia FMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>61</td>
<td>N/A</td>
<td>$105,000</td>
</tr>
<tr>
<td>2014</td>
<td>81</td>
<td>53</td>
<td>$108,827</td>
</tr>
<tr>
<td>2015*</td>
<td>104</td>
<td>61</td>
<td>$120,703</td>
</tr>
<tr>
<td>2016</td>
<td>109</td>
<td>65</td>
<td>$163,524</td>
</tr>
<tr>
<td>2017</td>
<td>127</td>
<td>76</td>
<td>$184,728</td>
</tr>
<tr>
<td>2018**</td>
<td>124</td>
<td>70</td>
<td>$172,225</td>
</tr>
</tbody>
</table>
2009
1st Farmers Markets in VA SNAP authorized
WW supports incentives in Fredericksburg and SW

2011
VDACS and VDSS start programs

2012
Markets start networking
FNP program starts

2014
FNP launches tool kit
WW “landscape scan”

2015
Markets align under WW FINI
Meredith presents at FM conference, maps mkts, summer interns

2016
Network partners create “Virginia Fresh Match”

2017
LEAP and VCFC to co-lead VFM
WW transitions out of “Hub” role
VFM applies for FINI grant

2018
VFM FINI awarded
8 Regional Leads, 45 markets
Launch first grocery retail VFM site
SNAP at Farmers Markets

- Focus is to increase the number of SNAP participants accessing fresh, healthy foods at farmers markets
- Provide free wireless point-of-sale devices for authorized farmers markets
- Support outreach and education to SNAP participants on using authorized farmers markets
Benefits

- Provides more affordable fresh fruits and vegetables and improved nutrition for SNAP participants

- Supports local farmers and local economy
How to Participate

• Obtain authorization from USDA to accept SNAP by applying at:


• Provide VDSS with:
  ➢ Farmers Market Name
  ➢ Farmers Market Address
  ➢ Contact Person
  ➢ Contact Email
  ➢ Contact Telephone
  ➢ FNS Number
Questions?

Michelle Evans Oliver
Michelle.Oliver@dss.virginia.gov
(804)726-7393
VCE Family Nutrition Program Resources

• EBT Tool Box

Contains free templates for marketing tools, EBT Manual, accounting forms, vendor training tools and more
VCE Family Nutrition Program

Resources

SNAP Self Assessment Tool

- Designed to help you pinpoint areas for improvement in your SNAP program, with links to resources

- In Tool Box
Promoting SNAP at River Street Market

• SNAP/Match Promotional Materials

• Facebook/Social Media

• Sharing SNAP Info with Market Visitors

• Community Events- Petersburg Head Start; Community Health and Resources Fair, Donamatrix, Ettrick Food Pantry

• Dept. of Social Services-- Holiday Market

• Vendor Engagement

• Connecting with Schools
Food Demonstrations

• Promote local produce
• Share easy to prepare recipes
• Add a learner centered nutrition lesson
• Include SNAP in the conversation
Nourish Your Neighbors: Getting Started with SNAP and Food Access
## VENDOR MARKET DAY FINANCIALS

<table>
<thead>
<tr>
<th>VENDOR NAME</th>
<th>MARKET DATE</th>
<th>AMOUNT $ VENDOR FEES DUE</th>
<th>AMOUNT $ VENDOR FEES PAID</th>
<th>VENDORS FEES METHOD OF PAYMENT</th>
<th>AMOUNT $ TOKENS CREDITED TO VENDOR FEES</th>
<th>CREDIT/DEBIT TOKENS TO REDEEM</th>
<th>SNAP EBT TOKENS TO REDEEM</th>
<th>F &amp; V MATCHING TO REDEEM</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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</table>

## MARKET MANAGER DAILY FINANCIALS

<table>
<thead>
<tr>
<th>OPENING TILL RECONCILIATION</th>
<th>STARTING CASH</th>
<th>STARTING CHECKS</th>
<th>STARTING PAYPAL</th>
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</thead>
<tbody>
<tr>
<td>VENDOR FEES COLLECTED</td>
<td>CASH</td>
<td>CHECK</td>
<td>PAYPAL/CC</td>
</tr>
<tr>
<td>MERCHANDISE SOLD</td>
<td>CASH</td>
<td>CHECK</td>
<td>PAYPAL/CC</td>
</tr>
<tr>
<td>TOTAL TOKENS SOLD TODAY</td>
<td>REIMBURSED CASH</td>
<td>REIMBURSED PAYPAL</td>
<td>TO BE REIMBURSED NEXT MARKET</td>
</tr>
<tr>
<td>MISC CASH TRANSACTIONS</td>
<td>MUSICIANS PAID/TIPS</td>
<td>MARKET MANAGER CASH OUT</td>
<td>OTHER:</td>
</tr>
<tr>
<td>CLOSING TILL RECONCILIATION</td>
<td>ENDING CASH</td>
<td>ENDING CHECKS</td>
<td>ENDING PAYPAL</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendors</td>
<td>6-Jul</td>
<td>Credit</td>
<td>SNAP</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------</td>
<td>--------</td>
<td>------</td>
</tr>
<tr>
<td>Big Mama's Baked Goods</td>
<td>x</td>
<td>$25.00</td>
<td></td>
</tr>
<tr>
<td>Black Dog Provisions</td>
<td>x</td>
<td>$5.00</td>
<td></td>
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<tr>
<td>Browntown Farms</td>
<td>$5.00</td>
<td>$13.00</td>
<td>$10.00</td>
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<tr>
<td>C &amp; W Bees</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Carry Me Back Farms</td>
<td></td>
<td>$20.00</td>
<td>$4.00</td>
</tr>
<tr>
<td>Cripple Creek Farm</td>
<td>x</td>
<td>$55.00</td>
<td>$4.00</td>
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<tr>
<td>Gaskins Nursery</td>
<td>x</td>
<td>$30.00</td>
<td>x</td>
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<tr>
<td>GM4 Designs</td>
<td>x</td>
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<tr>
<td>Grizzly Forge</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Herb-n-Spice</td>
<td>x</td>
<td>$5.00</td>
<td>x</td>
</tr>
<tr>
<td>King Of Pops</td>
<td>x</td>
<td>$4.00</td>
<td>x</td>
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<tr>
<td>Legacy Roasting Co</td>
<td>x</td>
<td></td>
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<tr>
<td>Lingerfelt Farm</td>
<td>$3.00</td>
<td>$5.00</td>
<td>$11.00</td>
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<tr>
<td>Little Bird Jams and Jellies</td>
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<tr>
<td>Marek's Produce</td>
<td>x</td>
<td></td>
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<tr>
<td>Natural Niche</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>One Mustard Seed</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Otis Acres Micro Farm</td>
<td>x</td>
<td>$4.00</td>
<td>x</td>
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<tr>
<td>Peterson Family Farm</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Pops Kettle Corn</td>
<td>x</td>
<td>$10.00</td>
<td>x</td>
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<tr>
<td>Schofield Farms</td>
<td>x</td>
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<td>x</td>
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<td>The Plant Lady</td>
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<td>$35.00</td>
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<td>$105.00</td>
<td>$4.00</td>
<td>$7.00</td>
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<tr>
<td>RSM 2019</td>
<td>SNAP/EBT Distributed</td>
<td>SNAP/EBT Reimbursed</td>
<td>Incentives Distributed</td>
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<tr>
<td>----------</td>
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<td>---------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>May</td>
<td>$105</td>
<td>$97</td>
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<tr>
<td>June</td>
<td>$75</td>
<td>$76</td>
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<tr>
<td>July</td>
<td>$60</td>
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<td>August</td>
<td>$60</td>
<td>$63</td>
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<tr>
<td>September</td>
<td>$42</td>
<td>$45</td>
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</tr>
<tr>
<td>October</td>
<td>$43</td>
<td>$56</td>
<td>$43</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$385</strong></td>
<td><strong>$377</strong></td>
<td><strong>$385</strong></td>
</tr>
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</table>
# Community Involvement

**Petersburg HCAT**
- Harvest of the Month - Cabbage
  - Source Produce from Market
  - VCE Recipe/Taste Test
  - “Meet the Farmer”
  - Pop-Up After School Market
- Bucket Gardens – Kids Day
  - Home Depot
  - Volunteers
- SNAP Ads – Newspaper/Buses

**Petersburg HOPP’s**
- SNAP Surveys
  - Visitor Count Days
  - Community Events
- Mobile Markets
- Library Market Site/Cafe
- DSS Holiday Market
Virginia Fresh Match (VFM) is Virginia’s Statewide Nutrition Incentive Program

**Why Nutrition Incentives?**
- 10.1% of Virginia households struggle to put food on the table, especially nutritious fruits and vegetables
- Doubling the purchasing power of SNAP consumers unlocks affordable access to fruits and vegetables
- As a result, families can choose to eat better, reducing risk of diet-related illness and improving community health

**VFM Nutrition Incentives**
- $1 for $1 match on any SNAP purchase, match to spend on fruits and vegetables
- Results in more income for farmers from both SNAP and match
- When people can afford produce, they buy it!
Virginia Fresh Match

Here's how it works at a farmers market:

1. Find your nearby market. Bring your EBT card to the market office or information table - market staff are there to help. Choose the amount to charge to your card, then swipe and enter your PIN, just like at the grocery store.

2. You'll receive tokens or vouchers worth DOUBLE the value charged to your EBT card. For example, swipe your EBT card for $10, get $20 worth of tokens. Then, spend your tokens like cash with market vendors on eligible products.

3. Vendors can't give change for tokens, so work with vendors to make whole-dollar-amount purchases. If you don't spend all your tokens, hang on to them and spend them the next time you visit the farmers market.
Virginia Fresh Match

Shenandoah Region: Harrisonburg Farmers Market
Northern Virginia Region: Community Foodworks
Blue Ridge Region: Local Environmental Agriculture Project
Central Region: Virginia Community Food Connections
Southwest Region: Appalachian Sustainable Development
Capital Region: Shalom Farms
Southside Region: Martinsville Uptown Farmers Market
Coastal Region: Williamsburg Farmers Market
Small Group Huddle

- 15 minutes
- Break into 2 groups: Markets with SNAP, Markets without SNAP