

# Virginia Family Nutrition Program

**Eat Smart • Move More**  
Virginia Cooperative Extension • Family Nutrition Program

March 2022

# Virginia Family Nutrition Program

- Funded by SNAP-Ed and EFNEP
- Part of Virginia Cooperative Extension
- Statewide
- Working to increase access to healthy foods in limited resource communities

# The Big Picture

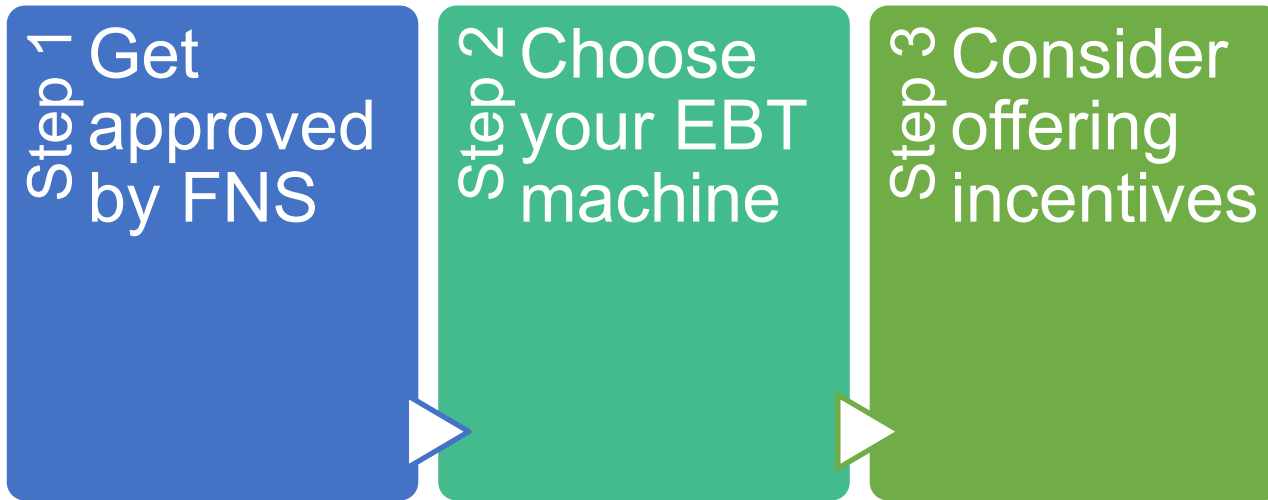
- What is SNAP?
- What is EBT?
- Why should I participate?
- How does a SNAP transaction at a FM work?
- What foods are SNAP eligible?
- What is a SNAP incentive?



# SNAP at Farmers Markets

	Authorized	Redeeming	
Jan- June 2021	111	76	\$145,761.22
2020	106	82	\$274,861.40
2019	130	76	\$200,327.39

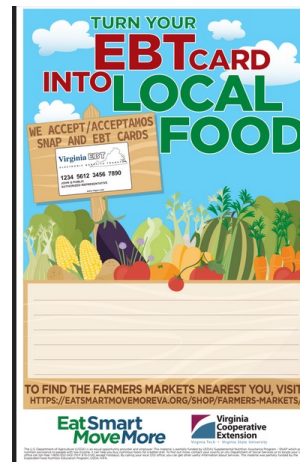
# SNAP at Farmers Markets



# 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

Intern: \_\_\_\_\_ Market: \_\_\_\_\_

**Farmers Market SNAP Self-Assessment Tool (Short version)**

This tool is for use by farmers markets managers to self-assess the vitality and scope of their SNAP/EBT programs, and includes links to resources for each topic. It is estimated that this assessment will take 15 minutes to complete, with more time needed to finish any further actions. Access to some of the resources listed below require membership in Wholesome Wave's network, which is free. For more information visit: <http://www.wholesomewave.org/network>

1. Do you use simple illustrations on advertising materials to explain your SNAP program? This can help low literacy readers or those for whom English is their second language.  
 Yes  
 No

If no: There is a template for outreach materials using simple language in the EBT Toolkit [here](#).

2. Are your advertising materials translated into all of the languages in your community?  
 Yes  
 No

3. If no: There are Spanish language outreach tools in the EBT Toolkit. You may be able to partner with a local volunteer, your local Department of Health or a local college for free or low cost translation into other languages.

4. Do you offer family-friendly, educational programming that fits the culture of your market, such as:
  - a. Market tours?  
 Yes  
 No
  - b. New customer welcome/orientation?  
 Yes  
 No
  - c. Cooking demos, free samples, recipes reflective of your community?  
 Yes  
 No
  - d. Music/entertainment that reflects the culture(s) of your community?  
 Yes  
 No

# SAVE THE DATE!

## Virginia Fresh Match Market Season Kick Off Event!

- March 30, 2022 at 10:00 AM via Zoom
- Link will be sent out by VFM over network
- All are invited!



# Market Manager Survey 2022

## SNAP at Virginia Farmers Markets 2020

Data collected from a state-wide farmers market manager survey with 74 respondents.

Virginia Cooperative Extension, Virginia Fresh Match, and the Virginia Farmers Market Association partnered in the spring of 2020 to capture a snapshot of the current state of Virginia's farmers markets. Agriculture is Virginia's largest industry, and Virginia's farmers markets play a vital role as the place where most consumers and producers interact around local food. Farmers markets also help communities increase access to local, healthy food through SNAP and Virginia Fresh Match. This survey shows the impact of farmers markets on their communities as well as the needs they have in order to continue to advance this important work.

"This program is a godsend. I love vegetables but they cost a lot. Here, I get my coins doubled plus it's fresh. People need access to fresh food instead of junk at the store. I couldn't get by without this, if they took my coins away, I'd cry!"  
- Tammy, Spotsylvania Farmers Market

### Market Type & Organization

- 35% Non-profit
- 25% Local government
- 12% Private market
- 12% Farmer/vendor-run
- 7% Volunteer-run
- 3% Other



**111** markets in Virginia are authorized to accept SNAP

**20** graduated from the VAFMA Market Manager Certification Course (Spring 2020)

**66%** of markets did not know the total vendor sales at their market

### Opportunities for Assisting Markets:

- Training on accounting and accepting SNAP at the market
- Distribution of SNAP/EBT and VFM marketing materials
- Training on connecting with community service agencies and partners
- Training and resources/tools for education vendors

**58%** of markets accepted SNAP/EBT

**63%** of markets reported an increase in sales from 2019

**50%** of markets are members of the Virginia Fresh Match network



The EBT Toolkit: [bit.ly/2X6RbLg](https://bit.ly/2X6RbLg)

VA Farmers Market Association: [vafma.org](https://vafma.org)

VA Fresh Match: [virginiafreshmatch.org](https://virginiafreshmatch.org)

[This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP. SNAP provides nutrition assistance to people with low income. Contact your county or city Department of Social Services or to locate your county office call toll-free: 1-800-552-3431 (M-F 8:15-5:00, except holidays).

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