SNAP and Virginia Fresh Match

Strengthening Access to Fruits and Vegetables
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Elizabeth Borst, Virginia Fresh Match
Contact: ElizabethBorst@gmail.com
SNAP at Virginia Farmers Markets

- Markets accepting SNAP since 2009
- 350+ farmers markets, 106 authorized to accept SNAP
- SNAP redemptions and VFM distributions increase year over year
- Steady growth, then huge surge in 2020 - 2021
- Supports food equity and access
- Overcome barriers to serve SNAP participants
Virginia Fresh Match: Virginia’s Nutrition Access Network

- A statewide network of partners working collaboratively to increase nutrition access

- 90 partner outlets in every region, including farmers markets, mobile markets, farm stands, rural general stores, and community-based food retailers

- Virginia Fresh Match-related sales (SNAP + match) at these outlets totaled **over $1.3M in 2021**

- VFM incentives in 2021 represent a **90% increase** over 2020, demonstrating both increasing impact and escalating need
VFM: Strengthened through Regional Partnerships

- 10 Regional Lead (RL) organizations support VFM with outlets and regional stakeholders
- RLs are leading food access groups and strong farmers market partners
- RLs provide shared leadership with VFM leads
- Advisory team connects state level stakeholders and agency partners
- Network calls connect all outlets
Virginia Fresh Match - VFAIF Partnership:

- Leveraging state investment to support SNAP incentives at local food retailers
- Connecting VFM with diverse new retail outlets in low income, low access communities
- Actively supporting innovative state food access grants through legislation, advocacy, TA
Virginia Fresh Match: Improving Food Access

- **Step 1:** Become SNAP authorized with SNAP-Ed support
- **Step 2:** Get free equipment from VDSS
- **Step 3:** Contact VFM Regional lead to join the VFM network
  - VFM offers peer to peer support for practitioners
  - Outlets sign a contract and report sales to LEAP
  - VFM reimburses for incentives redeemed through GusCRR grant
VFM: What’s Next

- Add and support new types of outlets
- Partner w/aligned organizations such as VAFMA, SNAP-Ed, DSS, VFAIF
- Pilot new technologies
- Try new marketing approaches
- Legislative path for long-term incentive funding - $2M state request
Virginia Fresh Match: Contacts

● To find VFM outlets:
https://vfm.leapforlocalfood.org/locations/

● To connect with VFM Regional Leads:
https://vfm.leapforlocalfood.org/get-involved/

● For Questions:
virginiafreshmatch@gmail.com