

# SNAP and Virginia Fresh Match



**Strengthening Access to Fruits and Vegetables**

**VAFMA, March 16, 2022**

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# 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

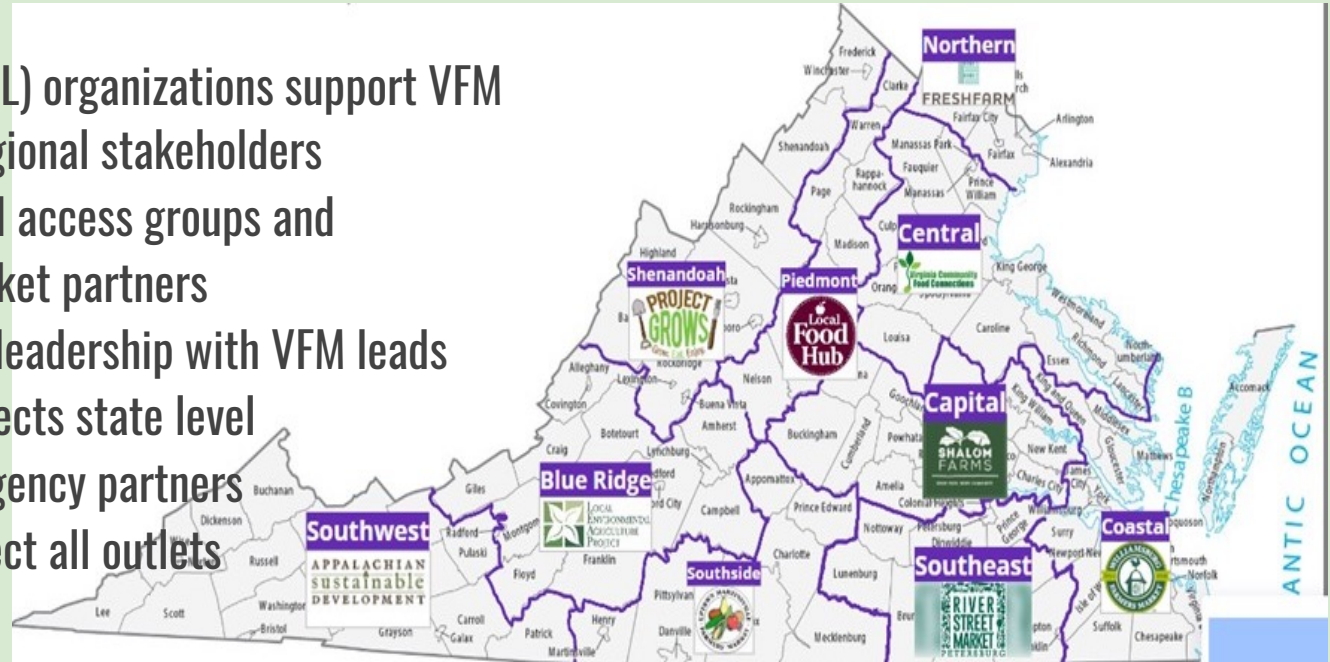
- A statewide network of partners working collaboratively to increase nutrition access
- 90 partner outlets in every region, including farmers markets, mobile markets, farm stands, rural general stores, and community-based food retailers
- Virginia Fresh Match-related sales (SNAP + match) at these outlets 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](mailto:virginiafreshmatch@gmail.com)

