

Farmers markets serve as a fantastic location to bring communities together and encourage healthy eating. The Skagit Valley Farmers Market Coalition has received a WA State Department of Health FINI grant to help SNAP customers DOUBLE UP their SNAP dollars when buying fresh produce!

Your unique position as service providers puts you in contact with benefit recipients. You are a wonderful resource to encourage SNAP shoppers to visit a farmers market.

We've put together this pamphlet to **help you help clients** get fresh, wholesome food. Please do not hesitate to contact us for further information.



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The community-based **Food Insecurity Nutrition Incentive (FINI) Project Grant** is Federally funded by USDA's National Institute of Food and Agriculture (NIFA), and administered through Washington State Department of Health. It aims to increase fruit and vegetable purchases and improve the nutrition and health status of individuals receiving assistance through the Supplemental Nutrition Assistance Program (SNAP; formerly known as food stamps). **Local farmers receive direct benefit from SNAP users' increased purchasing power.**

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Encouraging SNAP Beneficiaries to Visit the Farmers Market

A Guide for Service Providers



Why it Matters

- ◇ Increases access to fresh, nutritious food.
- ◇ Skagit Valley Farmers markets are a community gathering place, welcoming visitors from diverse cultures and varied socio-economic backgrounds.
- ◇ Shopping at the farmers market helps support and endorse local farmers and small business.

Families

The farmers market is an wonderful opportunity for the whole family to become involved in their food and their community. Shopping may be easier on the parents when children are engaged in activities on **Market Day**, courtesy of the Farmers Market Flash Project.



Clients didn't use their tokens that day? No worries! They can bring them next time.

How it Works

1. SNAP beneficiaries go to the Market Information Booth where they decide how much money they would like to spend.
2. Cardholders swipe their EBT card at a wireless card terminal in exchange for tokens, receiving a \$1 token for every \$1 drawn from their account.
3. Tokens are a welcomed currency with all EBT eligible food vendors, acting like cash during the purchasing transaction.

Double Up Bucks

Double Up Bucks is an EBT incentive program that matches every \$2 swiped on an EBT card at the Farmers Market that day! All SNAP beneficiaries are eligible to take advantage of this incentive.



Double Up Bucks don't expire until the end of the market season.

Funding for Double Up Bucks is provided in part by the Washington State Department of Health through the Food Insecurity Nutrition Incentive (FINI) grant, provided by the United States Department of Agriculture.

How to Help

Talk to Your Clients

Talk to your clients about where they shop, eating fresh food, and inform them that SNAP is welcome at farmers markets!

Market the Market

There are plenty of ways to keep materials within eye sight of clients and effectively advertise this fabulous opportunity!

Tip: hang posters in your office or have a brochure nearby.

Familiarize Yourself

Don't feel like you're an authority on the matter? Check out the information on the Skagit Valley Farmers Market Coalition (SVFMC) website:

<http://www.svmcoalition.org/>,
or contact them directly at svfmc@gmail.com

