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SNAP and Farmers Markets



Why shop at a farmers market?

- Fresh, healthy produce tastes better.
- Fresh produce is healthier - it hasn't lost nutritional value during transport.
- Fresh produce lasts much longer than store bought produce.
- You'll gain access to a wider choice of products.
- You'll save money with no middleman: SNAP participants can also get double with Virginia Fresh Match (VFM).
- You'll support your local farmers and local economy.
- Farmers markets often offer a variety of family- and community-oriented activities.

Image

VIRGINIA

FRESH MATCH



Double your money with Virginia Fresh Match

Look for farmers markets that offer "[Virginia Fresh Match](#)," which provides a "match" to the amount of SNAP benefits a participant spends at the market.

- [Participating Virginia Fresh Match markets](#)
- Find nearly 100 participating farmers, mobile markets and neighborhood grocery stores throughout VA.
- Use SNAP at these participating farmers, mobile markets and neighborhood grocery stores to buy fresh fruits, vegetables, seeds and plants.
- Add convenience to your life, as much of the fresh fruits and vegetables sold at farmers markets can be eaten raw, with no cooking needed.
- You'll discover that while many farmers markets are seasonal, but some are open year-round.

Using SNAP at farmers markets is easy

- 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.
- 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.

- 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.
- For more information about SNAP [click here](#).

Other resources about farmers markets

VA Family Nutrition Program (SNAP Ed):

- [Farmers market recipe collection](#)
- [Recipe of the month and activity](#)
- For more information about SNAP Ed, call the Virginia Family Nutrition Information and Referral Line, toll free, at 888-814-7627.

[Virginia Department of Agriculture and Consumer Services \(VDACS\)](#)

[Department for Aging and Rehabilitative Services \(DARS\) - WIC FM and Senior Farmers Market Program \(S/FMP\)](#)

[Virginia Black Farmer Directory](#)

Resources for farmers markets and direct marketing farmers

To become eligible to accept SNAP:

- Whether you are a farmers market or direct marketing farmer, you will need to [apply](#) for authorization to accept SNAP
- Once you receive approval you, will receive your Food and Nutrition Service (FNS) number

To receive a free wireless point of sale (POS) device, [complete this form](#) or email the information requested on the form to ask_vafm@dss.virginia.gov after approved to accept SNAP.

[VA Farmers Market Association](#) - association of farmers markets across VA that provides resources for member and non-member markets. Notable is their Market Manager Certification training which provides training on all aspects of farmers markets including accepting SNAP at the market.

[Local Food Hub](#) - an organization that advances equitable access to fresh food, independent farms, and fairness in farming.

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