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Virginia Fresh Match

Image



What is Virginia Fresh Match?

Virginia Fresh Match (VFM) is a network of farmers markets, mobile markets, and community food stores across Virginia. VFM locations offer nutrition incentives that double the value of SNAP (Supplemental Nutrition Assistance Program) dollars spent on fruits and vegetables. With VFM, SNAP shoppers can afford more fruits and vegetables, local farmers earn extra income, and more dollars stay in the local economy. Local Environmental Agriculture Project (LEAP) serves as fiscal sponsor. Learn more and find a location near you at www.VirginiaFreshMatch.org

How it Works at Farmers Markets:

Bring your EBT card to the market 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.

How it Works at Mobile Markets and Community Food Stores:

Get 50% off fruits and vegetables at check out. Tell the cashier you are paying with SNAP/EBT, and they will make sure you get the discount.

How to Find Virginia Fresh Match Locations

Visit virginiafreshmatch.org/find-a-location to view an interactive map. Enter your zip code, town name, or address into the "Your Location" field to see a list of locations in your area.

Contact info: info@virginiafreshmatch.org

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