A logo for a farmers association

Description automatically generated

www.wafarmersmarkets.org | February 2025

# Food Access Signage Check List

Having clear and consistent signage helps your shoppers can easily navigate your farmers market and use their food access currencies. Signage may also be a requirement of the food access program.

| **Program** | **Image** | **Placement** | **Notes & Tips** | **Where to Get Signs** |
| --- | --- | --- | --- | --- |
| **WIC & Senior Farmers Market Nutrition Program** (FMNP) | A poster with text and images of vegetables  Description automatically generated A blue and yellow poster with text  Description automatically generated | * Grower Booth ***required*** if grower is authorized to accept FMNP * Info Booth *recommended* | There are directions printed on the back of signs. The Senior FMNP sign is for HONEY vendors only.  June to October. | DOH, FMNP Team  Call (800) 841-1410 Email [FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov) |
| **WIC Fruit and Vegetable Benefit** | A poster with vegetables arranged in a heart shape  Description automatically generated | * Grower Booth *recommended* * Info Booth *recommended* | This benefit started being accepted at farmers markets in 2023 and is still new to growers and shoppers.  Accepted year-round. | DOH, FMNP Team  Call (800) 841-1410 Email FMNPTeam@doh.wa.gov |
| **SNAP EBT**  A-board | A fruit and vegetables in a basket  Description automatically generated | * At farmers market entrance(s) *recommended* | More than one A-board may be needed if farmers market has multiple entrances.  SNAP Market Match and SUN Bucks stickers are available to put on these A-boards. | DOH, SNAP Market Match  Or WSFMA |
| **SNAP EBT**  Banner | A close-up of a card  Description automatically generated | * At Info Booth *recommended* | Measures 2 feet x 10 feet | DOH, SNAP Market Match  Or WSFMA |
| **SNAP EBT** “Accepted Here | A yellow sign with black text  Description automatically generated | * Info Booth, ***required*** | There are a variety of these signs that can work. Important thing is to be sure to have one of them. | USDA FNS  goEBT.com, Shop |
| **SNAP Market Match** | A logo for a grocery store  Description automatically generated | * Stick on SNAP EBT A-board, *recommended* | This is an 8-inch sticker | DOH, SNAP Market Match  Call (360) 236-3148  Email SNAP.MarketMatch@doh.wa.gov |
| **SNAP Markt Match** |  | * Vendor booth: ***required*** if selling eligible products * Info Booth *recommended* |  | DOH, SNAP Market Match  Call (360) 236-3148  Email SNAP.MarketMatch@doh.wa.gov |
| **SUN Bucks or Summer EBT** |  | * Stick on SNAP EBT A-board, *recommended* | This is an 8-inch sticker | WSFMA |

*Add any other food access programs your market manages to this table.*

Please note that the abundance of signage from all the different food access programs is usually confusing to your market volunteers, shoppers, and growers. We recommend promote your food access programs as a bundle or “menu” of options rather than individually. This makes it easier for your shoppers, volunteers, market staff, and vendors to see everything you available in one place.

Recommended resource: “Guide to Fresh Produce Signage Standards and Organic Integrity” from the WSFMA. Available as hard copy from the WSFMA and on WSFMA website (In Vendor Resources) in English and Spanish.