



WSFMA CONFERENCE

SNAP Market Match Contract Funding Options

Fruit & Vegetable Incentives Program





2025 Funding

- \$3M/biennium ongoing state funds (these can't be touched ❤️)
- \$6M supplemental state funding is TBD
- \$7M GusNIP federal funds end 9/14/2025
- FVIP is applying for a new GusNIP grant spring 2025.



2025 Contracts

- ❖ Currently \$1.7M in 2025 market contracts
- ❖ All contracts have mix of federal and state funds



Unlimited Match Requirements

- DOH includes an initial amount of funding in contract
- If/when that initial funding is exhausted, the market agrees to fund the unlimited match for the remainder of the contract period
- Market will continue to submit monthly data
- Market will submit Funding Verification Letter prior to season start



SNAP Market Match Contract Funding Verification Letter Requirements

Verification letter must include:

- Acceptance of all financial responsibility to keep SNAP Market Match operating at an unlimited match cap after Department of Health funds are depleted through the remainder of the contract period.
- Verification of secondary funding source.
- Signed by the board president or equivalent with contract signature authority.
- Digital or scanned signatures accepted. No typed signatures.

Example wording:

The <Farmers Market> will distribute SNAP Market Match funds with an unlimited match cap for the duration of the <202X> contract period as agreed upon by the <Farmers Market> market Board of Directors and as executed in the Department of Health (DOH) SNAP Market Match <202X> contract. Additional funding outside of DOH contract allotment is made possible by <entity> in the amount of <\$>. These funds will remain in reserve until the funds are depleted by DOH.

In the event that both DOH funds and reserve funds are used before the completion of the <202X> season, <Farmers Market> is prepared to continue raising funds to sustain the SNAP Market Match program at an unlimited match and will take responsibility to ensure the program continues without interruption.

Unlimited Match Considerations

- Cap must remain unlimited for the duration of the contract
- Can only switch match agreement during the application period for the next season
- Market size = risk size
- SNAP redemption history is a useful tool for gauging risk





Funding Notification Timing

- September 1 – October 15: SNAP Market Match application opens for the following season
- This is when you indicate unlimited contract type for next season

Alternatives to Unlimited Match

- Produce of the week
- Sponsored CSA shares
- Coupon in Food Bank Boxes



Questions?

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