



WASHINGTON STATE  
FARMERS MARKET  
ASSOCIATION

# VENDOR GUIDE

to Accepting  
Food Access  
Currencies  
at Washington  
Farmers Markets



JANUARY 2026

FIRST EDITION



Founded in 1979, the WSFMA is a 501c3 nonprofit organization dedicated to helping farmers markets, vendors, and communities thrive.

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The WSFMA acknowledges funding from the USDA's Supplemental Nutrition Assistance Program – SNAP. The WSFMA is an equal opportunity provider.

We would like to especially thank Tara McGinty, SNAP-Ed Program Consultant, DSHS, for her leadership and support.



# VENDOR GUIDE

## to Accepting Food Access Currencies at Washington Farmers Markets

JANUARY 2026, FIRST EDITION

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# VENDOR GUIDE

## to Accepting Food Access Currencies at Washington Farmers Markets

Farmers markets are a vital way to shop directly from local farmers and food businesses. The wide selection of fresh, delicious foods also encourages people to learn about, try, and buy healthy, whole foods. Unfortunately, eating fresh, healthy, whole foods can be a real challenge, especially if money is tight and there aren't produce markets or grocery stores nearby. In Washington, one in nine people are food insecure<sup>1</sup>.

Many farmers markets partner with state agencies to offer "food access programs" that help low-income people buy food. SNAP (Supplemental Nutrition Assistance Program) is one example of a food access program. SNAP is often called EBT (Electronic Benefits Transfer) and used to be called food stamps. WIC or the nutrition assistance program for Women, Infants, Children is another well-known food access program.

Each food access program has its own "currency" with its own name, logos, and set of rules. It can get really confusing for vendors, shoppers, and even market managers! We hope this guide makes it easier for you to understand how food access currencies work at farmers markets.

There is no doubt that, as a vendor, it takes time to learn how each food access currency works, train staff

(and shoppers!), and track sales. However, it can pay off. In 2024, families spent \$4,778,981 in food access benefits at farmers markets, buying fruits, vegetables, and other foods directly from hundreds of Washington farmers and food businesses<sup>2</sup>. In addition to helping the bottom line, we know that food access programs resonate with many vendors' values and care for their community.

This guide is for farmers market vendors. We hope it will cut the learning curve and help you understand how accepting food access currencies fits with your business and what it takes. For vendors with experience accepting food access currencies, this guide may be a refresher or fill in some gaps about requirements. We also hope it will be helpful when training new farmers market sales staff.

The guide starts with select **Quick References** on important "need to know" topics. We then fill in questions and backstory with **Frequently Asked Questions**. Quick references and this guide can be downloaded from the Washington State Farmers Market Association (WSFMA) website: <https://wafarmersmarkets.org/vendor-resources/>. Look for the section on "Accepting Food Access Currencies."



[1] USDA, 2025 "Household Food Security in the United States in 2024" Available on [https://ers.usda.gov/sites/default/files/\\_laserfiche/publications/113623/ERR-358.pdf?v=73473](https://ers.usda.gov/sites/default/files/_laserfiche/publications/113623/ERR-358.pdf?v=73473).

[2] WSFMA, 2025 "Washington State Farmers Markets Vital Statistics Report 2024/2023" Available at <https://wafarmersmarkets.org/farmers-market-support/farmers-market-data/>.

**If you are a vendor who doesn't currently accept food access currencies and may be interested, some questions to consider:**



- Do the farmers markets I attend offer food access currencies to shoppers?
- Do I sell products that shoppers can buy with food access currencies?
- Do the farmers markets I sell at require me to accept any food access currencies?
- What resources will it take for me to get set up and accept food access currencies at markets?
- Do I have the capacity to learn the program rules and to train other staff when needed?
- How might food access currencies impact my farmers market shoppers and sales?

**If you are a vendor who already accepts food access currencies, some questions to consider:**



- Do I know all of the vendor rules for the food access currencies that I accept, and have any rules changed lately?
- Do I have any new or seasoned staff that sell at market and need to be trained or retrained on the rules and how-to at market?
- How has accepting food access currencies impacted my farmers market shoppers and sales, and is there opportunity to grow these sales?



# QUICK REFERENCES

Cheat sheet and other resources are available at <https://wafarmersmarkets.org/vendor-resources/>

## Currencies Cheat Sheet

Washington State Farmers Market Association  
Farmers Market Food Access Currencies

	SNAP EBT & SUN Bucks	SNAP Market Match	Senior Farmers Market Nutrition Program (FMNP)	WIC Farmers Market Nutrition Program (FMNP)	WIC Fruit & Vegetable Benefits
Cards, tags and signs					
Currency used at Vendor Booth	EBT tokens from Farmers Market	New paper currency and color for each calendar year	Senior Market card for calendar year or Senior FMNP sign. Shoppers also need PIN	WIC card or WIC Shopper sign. Shoppers also need PIN	WIC card or WIC Shopper sign. Shoppers also need PIN
Where shopper gets food access currency?	Information Booth	Information Booth	Card is pre-loaded by local senior agency	Card is pre-loaded by local WIC clinic	Card is pre-loaded by local WIC clinic
How much \$ does shopper get?	Not limited. Shopper can ask for as much as they want and their available.	Monies: \$25 or more per day at most farmers markets (2023)	\$80 per season	\$30 to \$90 per season	\$25 or more per month
When can shopper use currency?	Year-round	January 1 - December 31	June 1 - October 31	June 1 - October 31	Year-round
Do shoppers get change?	Vendors cannot give change for EBT tokens	Vendors cannot give change for SNAP Market Match	Exact amount charged	Exact amount charged	Exact amount charged
When do people sign up and get help?	Local SNAP Community Support Office or <a href="http://www.washingtonconnections.org">www.washingtonconnections.org</a> (877) 503-2274	No sign up needed. Automatically given.	Local senior agency for benefits balance or to change PIN. call (800) 829-5304	Local WIC Clinic or call Customer Service at (800) 843-3433	Local WIC Clinic or call Customer Service at (800) 843-3433

Washington State Farmers Market Association  
Farmers Market Food Access Currencies

PRODUCTS	EBT Tokens	SNAP Market Match	Senior FMNP	WIC FMNP	WIC Fruit & Vegetable Benefits
Fresh fruits, vegetables, herbs, mushrooms	👍	👍	👍	👍	👍
Dried or frozen fruits, vegetables, and dried herbs, beans, and nuts	👍				
Plants or seeds that produce food	👍	👍			
Honey	👍		👍		
Meat, fish, poultry, eggs, dairy	👍				
Bread, pastries, and other baked goods	👍				
Jams, jellies, hummers, pickles, and other value-added products	👍				
Snacks, pre-packaged beverages	👍				
Hot, ready-to-eat foods			Not allowed		
Alcohol, CBD			Not allowed		
Flowers and any other products people can't eat			Not allowed		

Cheat sheet with main food access currency logos, names, how shoppers pay, and what they can buy at a farmers market. Handy reminder to have at the market booth, especially for new staff.

## Market Day Cheat Sheet

Washington State Farmers Market Association  
Market Day Cheat Sheet

**EBT Tokens**

- EBT tokens and SNAP Market Match need to be counted separately and given back to the market when you turn in your daily sales sheet. Staying on top of turning in currencies after each market will avoid payment delays.
- Do you have containers or something to put EBT tokens in?
- Do you have a "EBT Tokens Accepted Here" sign or sticker? This is recommended.

**SNAP Market Match**

- Do you have the SNAP Market Match sign? This sign is required.

**WIC and Senior Farmers Market Nutrition Program (FMNP) and WIC Fruit & Vegetable Benefits**

- Is your smartphone/tablet or device software updated? Is it fully charged? Did you pack a charger?
- Do you have your username and log-in information for the WIC Direct Vendor Portal? Do staff who are selling for you have theirs?
- Do you have the WIC and Senior FMNP sign (due to October only)? This sign is required June to October.
- Do you have the WIC Fruit & Vegetable Benefits sign (November to May)?
- Do you have some way to fatten all the signs to your booth?
- Save market manager's cell number in case you need to contact them before the market.
- Report total sales for each food access currency on each market's daily sales sheet. Ask the manager if you have any questions.

Developed with support from the Washington State SNAP Nutrition Education program and funding by USDA Supplemental Nutrition Assistance Program (SNAP). The WFSMA is an equal opportunity provider. January 2023.

**Need to Know Information**

**WIC or Senior FMNP and WIC Fruit & Vegetable Benefits**

- FMNP season is June 1 to October 31 only. WIC Fruit & Vegetable Benefits can be used year-round.
- Shoppers can use these for fresh fruits, vegetables, herbs, or mushrooms.
- Senior FMNP can be used for honey. WIC cannot be used for honey.
- Only authorized vendors can accept FMNP and WIC Fruit & Vegetable Benefits.
- Shoppers use a QR code that is either on a plastic card (Senior or WIC) or on the WIC Shopper or Senior FMNP app. The QR code could be on a piece of paper too.
- Shoppers are supposed to enter their PIN.
- If shoppers don't know their PIN, tell them to call the customer service number on the back of their card.
- If shoppers don't know how many benefits they have available, tell them to call the customer service number on the back of their card or they may be able to check their WIC Shopper or Senior FMNP app.

**How to run a transaction**

- Log in to the WIC Direct Vendor Portal (<https://vendors.cdpn.com>) on your smartphone/tablet with your username and password.
- Tap the three bars in the upper right screen, and then tap your name.
- Tap New Purchase.
- Select the appropriate camera, and then tap Start Scanning.
- Scan the shopper's QR Code that is on their Senior or WIC Card, Senior FMNP app, WIC Shopper app, or a piece of paper.
- Select Location from the drop-down menu at the beginning of each farmers market location will stay the same unless you manually change the market location.
- Tap the total Purchase Price.
- Have the participant fudge their PIN.
- Click Submit Purchase.

**EBT Tokens**

- Shoppers can use these for many food items. Check currency cheat sheet for specific list by currency.
- You cannot give shoppers change for EBT tokens.
- Don't confuse EBT tokens with Credit/Debit systems. If you accept both at a farmers market, be sure to keep them separated. You can give change (cash only) for Credit/Debit tokens.
- EBT tokens should be kept secured. Treat them as if they were cash.
- Turn in your EBT tokens each market day. Do not save it up to turn in at the end of the season.
- Try not to accept EBT tokens from a different farmers market. You may not get payment for these EBT tokens.
- Shoppers might present you with their EBT card (called the Guest card) or SUN Bucks card. Tell them to go to the market's information booth to swap the card and get EBT tokens.

**SNAP Market Match paper currency**

- Shoppers can use these for fresh fruits, vegetables, herbs, mushrooms and plant starts.
- You cannot give shoppers change for SNAP Market Match currency.
- Turn in your SNAP Market Match each market day. Do not save it up to turn in at the end of the season.
- Look for the color for the year. 2023 SNAP Market Match is lavender.
- If you get SNAP Market Match from the year before, let the manager know as soon as possible.

Cheat sheet with key reminders as you get ready for the season and "key need to know" on market day for FMNP, EBT tokens, and SNAP Market Match.

## Farmers Market Food Access Currencies

	SNAP EBT & SUN Bucks	SNAP Market Match	Senior Farmers Market Nutrition Program (FMNP)	WIC Farmers Market nutrition Program (FMNP)	WIC Fruit & Vegetable Benefits
<b>Cards, logo and signs</b>					
<b>Currency used at Vendor Booth</b>	 EBT tokens from Farmers Market	 New paper currency and color for each calendar year	 Senior FMNP card for calendar year or Senior FMNP app Shoppers also need PIN	 WIC card or WIC Shopper app Shoppers also need PIN	 WIC card or WIC Shopper app Shoppers also need PIN
<b>Where shopper gets food access currency?</b>	Information Booth	Information Booth	Card is pre-loaded by local senior agency	Card is pre-loaded by local WIC clinic	Card is pre-loaded by local WIC clinic
<b>How much \$ does shopper get?</b>	Not limited. Shopper can ask for as much as they want and have available.	Varies. \$10 or more per day at most farmers markets (2026)	\$80 per season	\$30 to \$90 per season	\$26 or more per month
<b>When can shopper use currency?</b>	Year-round	January 1 – December 31	June 1 – October 31	June 1 – October 31	Year-round
<b>Do shoppers get change?</b>	Vendors cannot give change for EBT tokens	Vendors cannot give change for SNAP Market Match	Exact amount charged	Exact amount charged	Exact amount charged
<b>Where do people sign up and get help?</b>	Local DSHS Community Support Office or <a href="http://www.washingtonconnection.org">www.washingtonconnection.org</a> (877) 501-2233	No sign up needed. Automatically given.	Local senior agency. For benefit balance or to change PIN call (844) 359-3104	Local WIC Clinic or call Customer Service at (800) 841-1410	Local WIC Clinic or call Customer Service at (800) 841-1410

## Farmers Market Food Access Currencies

PRODUCTS	EBT Tokens	SNAP Market Match	Senior FMNP	WIC FMNP	WIC Fruit & Vegetable Benefits
<i>Fresh</i> fruits, vegetables, herbs, mushrooms	👍	👍	👍	👍	👍
<i>Dried</i> or <i>frozen</i> fruits, vegetables, and dried herbs, beans, and nuts	👍				
Plants or seeds that produce food	👍	👍			
Honey	👍		👍		
Meat, fish, poultry, eggs, dairy	👍				
Bread, pastries, and other baked goods	👍				
Jams, salsa, hummus, pickles, and other value-added products	👍				
Snacks, pre-packaged beverages	👍				
<b>Hot, ready-to-eat foods</b>			<b>Not allowed</b>		
<b>Alcohol, CBD</b>			<b>Not allowed</b>		
<b>Flowers and any other products people don't eat</b>			<b>Not allowed</b>		

## Market Day Cheat Sheet

### EBT Tokens



- EBT tokens and SNAP Market Match need to be counted separately and given back to the market when you turn in your daily sales sheet. Staying on top of turning in currencies after each market will avoid payment delays.
- Do you have containers or something to put EBT tokens in?
- Do you have a "EBT Tokens Accepted Here" sign or sticker? This is recommended.



### SNAP Market Match



Color changes every year

- Do you have the SNAP Market Match sign? This sign is required.



### WIC and Senior Farmers Market Nutrition Program (FMNP)

and

### WIC Fruit & Vegetable Benefits



*This sign is for Honey Vendors Only*



- Do you have the WIC Fruit & Vegetable Benefit sign (November to May)?



- Do you have some way to fasten all the signs to your booth?
- Save market manager's cell number in case you need to contact them before the market.
- Report total sales for each food access currency on each market's daily sales sheet. Ask the manager if you have any questions.

## Need to Know Information

### **WIC or Senior FMNP and WIC Fruit & Vegetable Benefits**

- FMNP season is June 1 to October 31 only. WIC Fruit & Vegetable Benefits can be used year-round.
- Shoppers can use these for fresh fruits, vegetables, herbs, or mushrooms.
- Senior FMNP can be used for honey. WIC cannot be used for honey.
- Only authorized vendors can accept FMNP and WIC Fruit & Vegetable Benefits.
- Shoppers use a QR code that is either on a plastic card (Senior or WIC) or on the WIC Shopper or Senior FMNP app. The QR code could be on a piece of paper too.
- Shoppers are supposed to enter their PIN.
- If shoppers don't know their PIN, tell them to call the customer service number on the back of their card.
- If shoppers don't know how many benefits they have available, tell them to call the customer service number on the back of their card or they may be able to check their WIC Shopper or Senior FMNP app.

#### *How to run a transaction*

1. Log-in to the WIC Direct Vendor Portal (<https://vendors.cdpehs.com>) on your smartphone/tablet with your username and password.
2. Tap the three bars in the upper right screen, and then tap your name.
3. Tap New Purchase.
4. Select the appropriate camera, and then tap Start Scanning.
5. Scan the shopper's QR Code that is on their Senior or WIC card, Senior FMNP app, WIC Shopper app, or a piece of paper.
6. Select Location from the drop-down menu at the beginning of each farmers market (location will stay the same unless you manually change the market location).
7. Type the total Purchase Price.
8. Have the participant type their PIN.
9. Click Submit Purchase.

### **EBT Tokens**

- Shoppers can use these for many food items. Check currency cheat sheet for specific list by currency.
- You cannot give shoppers change for EBT tokens.
- Don't confuse EBT tokens with Credit/Debit tokens. If you accept both at a farmers market, be sure to keep them separated. You can give change (cash only) for Credit/Debit tokens.
- EBT tokens should be kept secured. Treat them as if they were cash.
- Turn in your EBT tokens each market day. Do not save it up to turn in at the end of the season.
- Try not to accept EBT tokens from a different farmers market. You may not get payment for these EBT tokens.
- Shoppers might present you with their EBT card (called the Quest card) or SUN Bucks card. Tell them to go to the market's Information Booth to swipe the card and get EBT tokens.

### **SNAP Market Match paper currency**

- Shoppers can use these for fresh fruits, vegetables, herbs, mushrooms and plant starts.
- You cannot give shoppers change for SNAP Market Match currency.
- Turn in your SNAP Market Match each market day. Do not save it up to turn in at the end of the season.
- Look for the color for the year. 2026 SNAP Market Match is lavender.
- If you get SNAP Market Match from the year before, let the manager know as soon as possible.



## **FOOD ACCESS CURRENCY BASICS**

**PAGES 10–15**

- What do food access currencies look like at your booth?
- Do I have to accept food access currencies?
- Are food access currencies accepted at the farmers markets where I sell?
- What products can shoppers buy with food access currencies at farmers markets?
- Why can't more food access currencies be used to buy meat, dairy, and other products?
- Where do food access currency rules come from?
- Do I have to lower my prices for shoppers using food access currencies?
- Is accepting food access currencies a good fit for my business?

## **HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES**

**PAGES 16–21**

- Do I need to sign up to accept food currencies?
- How do I sign up to accept WIC and Senior FMNP?

## **HOW FOOD ACCESS CURRENCIES WORK FOR SHOPPERS**

**PAGES 22–23**

- Where do shoppers go to get their food access currencies?
- How much food access currency can shoppers get?
- How long are food access currencies good for?



## **FOOD ACCESS CURRENCY RULES AT THE MARKET**

**PAGES 24-32**

- What currencies can I accept for my products?
- How do I accept EBT tokens at the farmers market?
- How do I accept SNAP Market Match at the farmers market?
- How do I accept WIC and Senior FMNP at the farmers market?
- How do you check a shopper's FMNP balance?
- What is the FMNP Customer Service Phone Number?
- How do I accept WIC Fruit & Vegetable Benefits at the farmers market?
- Can I give change to shoppers using food access currencies?
- What do I do if a shopper wants to pay with multiple food access currencies?
- What do I do if a shopper wants to pay with cash and a food access currency?
- How do shoppers know that I accept food access currencies?
- What signs are required?
- If I have an old sign, can I still use it?
- How do I get reimbursed for my EBT token sales?
- How do I get reimbursed for my SNAP Market Match sales?
- When will I get paid for my food access currencies that I returned to the farmers market?
- When and how do I get payment for my WIC and Senior FMNP sales?
- Can I charge bags fees to shoppers using food access currencies?

## **FOOD ACCESS SALES AND MARKETING TIPS**

**PAGES 33-35**

- How can I tell shoppers that I accept food access currencies?
- Can I add food access currencies info and logos to my farm's marketing?
- How can I encourage shoppers to buy my products with their food access currencies?

### What do food access currencies look like at your booth?

At farmers markets food access currencies come in many forms, including round, wooden EBT tokens (e.g., SNAP), special paper-like currency (e.g., SNAP Market Match), or an app or plastic card with a QR code (e.g., FMNP). The most common food access currencies that you'll see in your booth at Washington farmers markets are:

#### Supplemental Nutrition Assistance Program (SNAP) EBT

#### SUN Bucks



Wooden tokens that say EBT. Usually worth \$1

#### SNAP Market Match



Paper-like currency

#### Senior Farmers Market Nutrition Program (FMNP)



Seniors have a debit-like Senior FMNP card with a unique QR Code to scan and they enter their PIN. Alternatively some seniors may use the Senior FMNP app.

#### WIC Farmers Market Nutrition Program (FMNP) and WIC Fruit & Vegetable Benefits



WIC shoppers use a debit-like card or the WIC Shopper app on their phone. Vendors scan a unique QR code and shopper has to enter a PIN.



**SUN Bucks** or **Summer EBT** is a food assistance benefit for school-aged children that started during the COVID19 pandemic. SUN Bucks has its own, separate EBT card, shopper eligibility, timing, and benefit amount.

At farmers markets, shoppers who have SUN Bucks get the same EBT tokens and can buy the same foods that people can buy with SNAP EBT.



Starting in 2023, any produce vendor that was authorized to accept WIC FMNP was automatically authorized to accept a second WIC food benefit called **“WIC Fruit & Vegetable Benefits.”**

Growers don’t have to do anything. These benefits are accepted through the WIC Direct Vendor Portal just like WIC FMNP. The only differences are:

- WIC Fruit & Vegetable Benefits can be accepted year-round (not just June to October).
- The WIC Fruit & Vegetable Benefits sign needs to be posted from November to May.
- All WIC shoppers receive WIC Fruit & Vegetable Benefits. Whereas only about 30% of WIC shoppers receive WIC FMNP.

Note: FMNP Team sometime calls the “WIC Fruit & Vegetable Benefits” by the acronym “CVB”. This stands for “Cash Value Benefit.”

# FOOD ACCESS CURRENCY BASICS

This guide includes the most common, statewide food access currencies. There are also a regional and local food access currencies created by individual farmers markets or that are part of kids programs such as the Power of Produce (POP), KERNEL, and Farm Bucks. Your market manager can let you know if any special food access currencies are accepted at their farmers market.



**Fresh Bucks** is a program run by the City of Seattle that is similar to SNAP Market Match and only available in Seattle farmers markets. Fresh Bucks has its own Fresh Bucks currency which can be used to buy fresh, frozen, canned, and dried fruits and vegetables, herbs, and edible plant starts at Seattle farmers markets. Shoppers swipe a card or present an app at the Information Booth to get Fresh Bucks currency (worth \$2) that they use with vendors.

If you sell at a Seattle farmers market, you can get more information about Fresh Bucks from market staff.



In 2023, a pilot food access project called “Produce Rewards” started at the Pasco Farmers Market. The approach here is that individual vendors become Authorized SNAP Retailers and accept EBT cards directly at their booth. This means shoppers do not go to the Information Booth or use any EBT tokens. The Produce Rewards pilot is not very common throughout Washington and not covered in this Guide. Ask your market manager or the WSFMA if you have any questions. More information about Produce Rewards is available at [www.doh.wa.gov/producerewards](http://www.doh.wa.gov/producerewards)



## **Do I have to accept food access currencies?**

The short answer is it depends!

Not all farmers markets participate in food access programs for a variety of reasons, including having the capacity to manage them. If you're selling at a farmers market that is not authorized to accept food access currencies, then vendors cannot accept these currencies.

If your farmers market is authorized to accept food access currencies, then you have to be selling "eligible foods" in order to accept these currencies at your booth.

If your farmers market is authorized to accept SNAP, the farmers market may require vendors (selling eligible foods) to accept EBT tokens and SNAP Market Match.

If your farmers market is authorized to accept FMNP, then each individual vendor who wants to accept FMNP also has to submit an application and get set up with the Washington State Department of Health in order to accept FMNP at their booth.

## **Are food access currencies accepted at the farmers markets where I sell?**

There are around 135 farmers markets in Washington that accept food access currencies. However, not all farmers markets offer food access currencies for a variety of reasons. There is an application process for food access currencies that can take time; the market may not have the capacity to do all the behind-the-scenes work and fulfill federal requirements; or possibly food access is not part of the market's core mission.

The best way to find out if your market has food access currencies is to ask the Market Manager and check the market's website and vendor application or rules. You can also search the Washington State Farmers Market Association's "FindAMarket.org" online directory. It lets you search for farmers markets by Food Access Program, County, Market Day, and Months Open. This resource, along with the annual printed "Washington State Farmers Market Directory" (available at Information Booths or from WSFMA) includes all farmers markets that are members of the WSFMA.



In accordance with Federal law and U.S. Department of Agriculture policy, no shopper using the Supplemental Nutrition Assistance Program may be discriminated against on the grounds of race, color, national origin, sex, age, religion, political beliefs, or disability. Supplemental Nutrition Assistance Program shoppers must be treated in the same manner as non-Supplemental Nutrition Assistance Program shoppers.

### What products can shoppers buy with food access currencies at farmers markets?

Every food access currency has rules about what products shoppers are allowed to buy. These are called “eligible products.” If you don’t sell any of these types of products, you won’t be allowed to accept food access currencies. However, knowing about these currencies might still be handy since you’ll probably see them at farmers markets and your shoppers might ask you about them.

Depending on the food access program, currencies can be used to buy:

- ✓ Fruits and vegetables, mushrooms, herbs, nuts, seeds
- ✓ Honey
- ✓ Meat, fish, poultry, eggs, dairy
- ✓ Jams, salsa, hummus, pickles and other value-added / processed items
- ✓ Bread, pastries, and other baked goods
- ✓ Snacks and pre-packaged beverages
- ✓ Seeds or plants that produce food

None of the food access currencies can be used to buy:

- ✗ Alcohol
- ✗ Tobacco or CBD products
- ✗ Vitamins or medicines
- ✗ Pet treats or foods
- ✗ Nonfood items such as crafts, soap, cosmetics, and other household goods

Please see the **“Farmers Market Food Access Currencies” Cheat Sheet** for more information on eligible products by food access currency.



## Why can't more food access currencies be used to buy meat, dairy, and other products?

As part of national goal to improve nutritional standards, most of these food access programs focus on increasing fruit and vegetable consumption. Why? Regretfully, most people don't eat enough fruit and vegetables.

## Where do food access currency rules come from?

Food access programs are run by state and federal agencies, so these agencies set the rules or the rules are set in legislation passed by Congress, like the Farm Bill. At the federal level, most rules come from the USDA Food and Nutrition Service. In Washington State, it is mostly the Washington State Department of Health and Department of Social and Health Services.

## Do I have to lower my prices for shoppers using food access currencies?

No, when shoppers use food access currencies for payment they should be treated the same – including pricing – as anyone else.

## Is accepting food access currencies a good fit for my business?

If you sell "eligible products" that shoppers can buy with food access currencies, then maybe!

Food access currencies can increase sales for your farm. In 2024, more than 5% of all reported sales for all vendors at farmers markets were from food access currencies<sup>3</sup>. And 92% of vendors said that payments from SNAP, SNAP Market Match, and/or WIC and Senior FMNP were important to them in the 2025 WSFMA Vendor Survey<sup>4</sup>.

We also know that being part of the food access programs and helping people to buy food at farmers markets is important to many vendors. In the 2025 WSFMA Vendor Survey, 94% of vendors said that enabling low income people to shop at farmers markets was important to them<sup>4</sup>.

That said, food access sales are not passive sales. Each food access currency has its own rules, and some of the currencies require that you apply to accept them. The goal of this guide is to help you understand the requirements in case you are required or choose to accept food access currencies.



## HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES

### Do I need to sign up to accept food access currencies?

As a vendor, not all food access currencies require you to sign up. In fact, most don't!

**SNAP and SNAP Market Match.** In order to accept EBT tokens and SNAP Market Match currency at farmers markets, vendors do not need to apply to USDA or be authorized in any way. The farmers market is the "Authorized SNAP Retailer" and manages the programs for you. All individual vendors need is to learn and follow the market rules for accepting EBT tokens and SNAP Market Match.

**WIC and Senior FMNP.** In order to accept WIC and Senior Farmers Market Nutrition Program and, as of 2023, the WIC Fruit & Vegetable Benefits, vendors do need to apply and be authorized by Washington State Department of Health.

### How do I sign up to accept WIC and Senior FMNP?

WIC and Senior FMNP are the only food access currencies that vendors need to apply for and be individually authorized to accept. Before applying, make sure you are eligible to accept WIC and Senior FMNP. To be eligible:

1. You must sell fresh fruits, vegetables, cut herbs, mushrooms, and/or honey;
2. You must grow at least a portion of what you sell; **and**
3. All your products are grown in Washington or, in limited cases, a border county in Oregon or Idaho.



## HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES

### Applying to accept FMNP

Vendors must apply to FMNP in set 3-year cycles. For example, we're currently in the 2025-2027 cycle. If you applied in 2025, you are good for 3 years. If you applied in 2026, then you are good for 2 years. In 2028, all vendors will need to reapply to FMNP. Applications are typically due by April 1 for "returning" vendors who have previously accepted WIC and Senior FMNP. Vendors that are brand new to FMNP have more time to apply, usually until June 1.

### Steps to Signing Up for WIC and Senior FMNP

There are five key steps to sign up to become an authorized vendor (or "grower") so that you can accept WIC and Senior FMNP and WIC Fruit & Vegetable Benefits. It can take several weeks or more to work through the entire process, and we recommend starting early and, preferably, when you have more time for paperwork. You'll see the term "grower" throughout the FMNP's application, agreements, and training materials. We are using the term vendor in this guide, recognizing not all farmers market vendors are "growers".

**1****APPLY**

You only need to submit one application to accept WIC and Senior FMNP as well as the WIC Fruit & Vegetable Benefits at authorized farmers markets. There is a second, very similar application, for Farm Stores which is what FMNP calls produce or farm stands.

**Grower Application.** The "Grower Application" is very simple and available on the Washington State Department of Health's FMNP webpage for "Growers, Markets, and Farm Stores" at <https://doh.wa.gov/you-and-your-family/wic/farmers-market/growers-markets-and-farm-stores>. The state's FMNP Team also emails the application to FMNP vendors before the start of a new 3-year cycle.

The FMNP Grower Application is a PDF that you'll need to download and fill out. The application asks for:

- Contact and Business Information
- A check list of what you plan to sell
- The farmers markets where you plan to sell, whether or not you have been accepted by the farmers market(s) to sell there yet.



## HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES

All vendors must apply annually to each individual farmers market where they want to sell. Farmers markets that are authorized to have vendors that accept FMNP are sent a “grower list.” They then work with the FMNP Team to ensure that the list of their FMNP growers matches the vendors in their market.

The Grower Application also references and requires a signature from the “Primary Grower” saying that you have read/understand the “Grower Agreement.”

**Grower Agreement.** The “Grower Agreement” is a separate document and available on the Washington State Department of Health’s FMNP webpage for “Growers, Markets, and Farm Stores” at <https://doh.wa.gov/you-and-your-family/wic/farmers-market/growers-markets-and-farm-stores>.

The Grower Agreement spells out all of the WIC and Senior FMNP rules and requirements from the USDA Food and Nutrition Service and Washington State, and includes a list of definitions, Grower Requirements, what the Washington State Department of Health is required to do, and a table of “violations, enforcement, and sanctions” as well as the appeals process. Be sure to read the “The Grower Shall” section on page 4-5. Some of the keys are:

- Displaying the FMNP sign from June to October
- Displaying the WIC Fruit & Vegetable Benefits sign from November to May (if your farmers markets are still open)
- Being ready and able to accept benefits at all FMNP authorized farmers markets
- Selling only “eligible foods” or fresh, unprocessed fruits, vegetables, cut herbs to WIC shoppers and the same plus honey to Senior FMNP shoppers.
- Training any sales staff so that they know the FMNP rules.



The FMNP Team visits farmers markets throughout the season to provide technical assistance and check both farmers markets’ and vendor’s compliance with the Grower Agreement.



## HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES

### 2

#### SUBMITTING AN APPLICATION

Someday the FMNP application may be available online, but for now it's still old school which sometimes creates glitches and delays. There are three ways to submit the application.

**Email.** The best way to submit an FMNP application is to email it to [FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov). This way it goes straight to the FMNP Team and you have a track record of what you sent and when you sent it. You can email a scan of your application as a PDF or you can even take photos of each page of the completed application and email that.

**Faxing.** If faxing is better, you can fax your application to (360) 236-2345. The fax is set up so that it should be received in the FMNP Team's email inbox. If you do fax your application, we recommend that you ask for confirmation that they received it.

**Mail.** You can also mail the application to the FMNP Team. Please use the Olympia address on page 5 of the *Grower Application*. *Please do not use the USDA address on page 6 of the application.*

**Washington State Department of Health  
WIC & Senior FMNP Coordinator  
PO Box 47885  
Olympia WA 98504-7886**

### 3

#### APPROVAL

Once your FMNP application has been reviewed and approved, you will receive an email with an "approval letter" from the Washington State Department of Health, Office of Nutrition Services, WIC Farmers Market Nutrition Program and your *Grower Agreement* that has been signed by the FMNP. Save both of these documents.

**Vendor Number.** The approval letter also includes the unique Vendor Number (or Grower Number) that is assigned to your business. This is important to keep and a farmers market manager may ask for it.



## HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES

### 4

#### ACCEPTING ELECTRONIC BENEFITS

Once approved, if you are re-applying for FMNP and are already set up with a current Merchant Agreement and the WIC Direct Vendor Portal, then you can continue using your account and log in. You will still receive an email with an approval letter, and your Grower ID remains the same.

However, if you are new to FMNP, then you will need to get set up to accept the electronic FMNP benefits by signing a Merchant Agreement and setting up an account in the WIC Direct Vendor Portal.

- Sign a Merchant Agreement:** In order to be paid, you'll need a current Merchant Agreement with Custom Data Processing (CDP) and provide a W-9. CDP is the company that processes the electronic WIC and Senior FMNP and WIC Fruit & Vegetable Benefit transactions.
- You will need to get set up on the **WIC Direct Vendor Portal** (if you aren't already): <https://vendors.cdpehs.com/>. This is a mobile website that enables you to accept electronic payments for WIC and Senior FMNP and WIC Fruit & Vegetable Benefits. If it is your first time, then you will need to register first before logging in.

To accept FMNP as payment from shoppers, you will need to have a smartphone/tablet at the market. Make sure Wi-Fi is available (and reliable) at the market and/or your device has a reliable data plan.

### 5

#### GET TRAINING

The FMNP Team hosts trainings in English and Spanish. These are announced in the monthly FMNP Newsletter. All growers receive this newsletter or you can sign up by emailing [FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov).



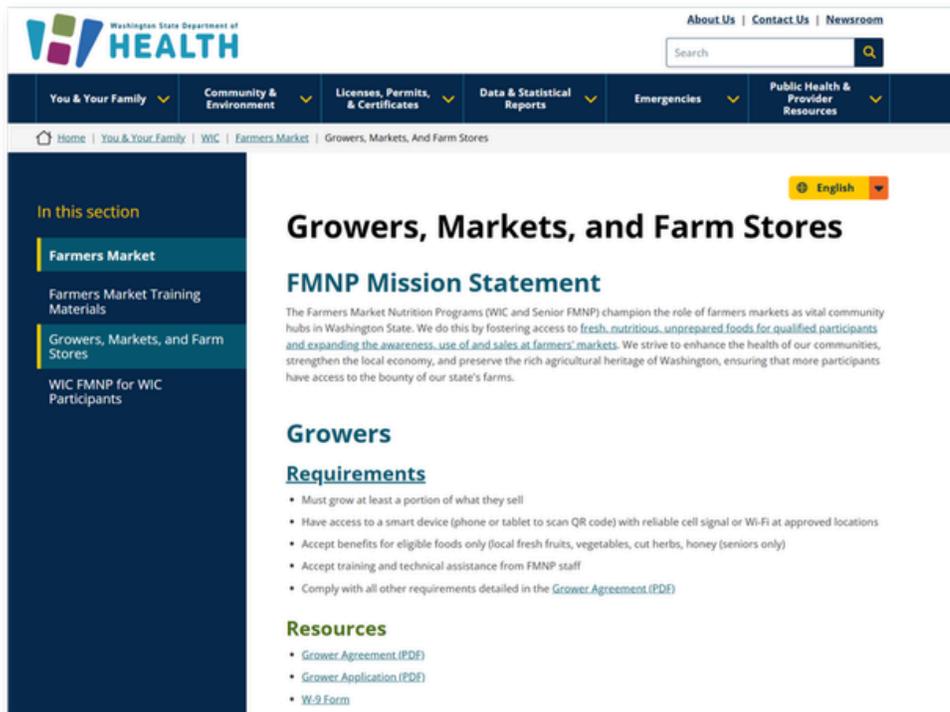
# HOW VENDORS SIGN UP TO ACCEPT FOOD ACCESS CURRENCIES



Information and Resources are available on the Washington State Department of Health’s Growers, Markets, and Farm Stores webpage: <https://doh.wa.gov/you-and-your-family/wic/farmers-market/growers-markets-and-farm-stores>.

Please check with the FMNP Team if you have any questions about your application, FMNP rules, or accepting electronic benefits through the WIC Direct Vendor Portal.

The FMNP Team can be contacted by  
Email: [FMNPTeam@doh.wa.gov](mailto:FMNPTeam@doh.wa.gov)  
Phone: (800) 841-1410, Extension 2, Option 2.





## HOW FOOD ACCESS CURRENCIES WORK FOR SHOPPERS

It helps to understand how food access currencies work for your shoppers. Like for vendors, knowing all the rules of each currency can be complicated and knowing which vendors accept which currency can be confusing for shoppers. Some shoppers might have one food access currency to spend, while other shoppers might have multiple food access currencies when they shop at your booth.

Shoppers who use food access currencies might ask you questions about them. While you don't need to know all the ins and outs, it's helpful to know the basics about how food currencies work for shoppers – like where shoppers get them, how much shoppers can get, and when the currencies can be used. And, when in doubt, the folks at the market's Information Booths should be able to help!

### Where do shoppers go to get their food access currencies?

Depending on the food access currency, shoppers will either need to go to the market's Information Booth to get the currency or they can go straight to your vendor booth to shop.

Shoppers using their SNAP EBT card or SUN Bucks card first need to swipe their card at the Information Booth in exchange for **EBT tokens**. Shoppers can then use these tokens at your booth for eligible products. This is a similar process to debit/credit tokens at some farmers markets. Shoppers also get **SNAP Market Match paper currency** at the Information Booth, at the same time they get EBT tokens if the farmers market is part of the program.

Shoppers using a **Senior FMNP card** and/or **WIC card** go directly to your booth without needing to visit the Information Booth. These shoppers use a QR code on their card, app, or a piece of paper and enter their PIN to purchase eligible products from you. WIC and Senior shoppers are issued their cards, QR code, and PIN from their local WIC clinic or Senior agency, so farmers markets aren't involved with distributing these food access currencies.

Not everyone gets their Senior or WIC FMNP benefits at the same time. So, if a shopper's card or app doesn't have any benefits on it, their benefits may not have been activated yet (especially in June and early July). If they get stuck, you can suggest they call the customer service number on their card.



## HOW FOOD ACCESS CURRENCIES WORK FOR SHOPPERS

### How much food access currency can shoppers get?

The amount of food access currency a shopper gets depends on the program.

- The amount of EBT tokens a shopper can get varies widely and is based on how much SNAP they receive and have left on their card. EBT shoppers can swipe their card at the Information Booth for any amount of money – from \$5 to \$50 or more. After swiping their card, the shopper will get round, wooden EBT tokens, usually worth \$1 each.
- SUN Bucks recipients receive \$120 per summer and also get EBT tokens.
- EBT tokens may be matched up to \$10 or more per day in SNAP Market Match. Some farmers markets offer \$25 per day and some even offer an unlimited match.
- Senior shoppers get \$80 per market season for Senior FMNP.
- WIC FMNP shoppers get \$30 to \$90 per market season for WIC FMNP, depending on the number of people in their household.
- All WIC shoppers get \$26 or more per month for WIC Fruit & Vegetable Benefits.

### How long are food access currencies good for?

Food access currencies have various expiration dates.

EBT tokens never expire, and they can be used year-round by shoppers. However, each farmers market has its own EBT tokens. And it's best to only accept the EBT tokens from the market you're in at the time. EBT token accounting is a real challenge for farmers markets!

SNAP Market Match paper currency expires on December 31 every year. The currency has a new color each year.

Senior and WIC FMNP currencies expire on October 31 every year and are the most time-sensitive currencies for shoppers to use. If you have shoppers who use WIC and/or Senior FMNP cards encourage them to use those food access currencies by October 31.

WIC Fruit & Vegetable Benefits can be used year-round, but they expire every month.



# FOOD ACCESS CURRENCY RULES AT THE MARKET

You're at the market and ready to accept food access currencies. Great! Now what? Making sure you know the rules during market day, like which food access currencies you can accept for different products, how to receive payment, and what signage you need to put up will make market day go smoother at your booth.

## What currencies can I accept for my products?

Keeping track of the different currencies and what they can be used for can get confusing during a busy day at the farmers market, especially if your farm is at multiple markets on the same day.

The technical term for what each currency can be used for is "eligible foods." Please see the "**Farmers Market Food Access Currencies Cheat Sheet.**" The general rules are:

✓ **All food access currencies** can be used to buy *fresh* fruits, vegetables, and herbs.

**Some food access currencies** can *also* be used to buy:

- ~ Dried, cut, frozen, or other forms of processed fruits, vegetables, and herbs
- ~ Nuts and seeds
- ~ Seeds or plants that produce food
- ~ Honey
- ~ Meat, fish, poultry, eggs, dairy
- ~ Jams, salsa, hummus, pickles and other value-added / processed items
- ~ Bread, pastries, and other baked goods (that are intended to be eaten)
- ~ Snacks and pre-packaged beverages (that are intended to be eaten at home)

**No food access currencies can ever be used to buy:**

- ✗ Beer, wine, cider, other alcohol
- ✗ Flowers and plants that don't produce food
- ✗ Soap, lotions, and other body care
- ✗ Vitamins or medicines
- ✗ Craft/artisan products
- ✗ Pet treats or foods
- ✗ Tobacco or CBD products
- ✗ Other nonfood items and household goods



## FOOD ACCESS CURRENCY RULES AT THE MARKET

### How do I accept EBT tokens at the farmers market?

**EBT** tokens are used by shoppers to pay for “eligible products” at the vendor’s booth, usually in \$1 increments. Check with the market staff to know what their EBT tokens look like and if they have \$2 or other increments.

EBT tokens are like the debit/credit tokens that some markets still have. The big difference is that vendors can’t give shoppers any change for EBT tokens. Vendors tend to round down or offer more product. If you do the latter, be sure to ask the shopper if they are OK with that. Not communicating about what’s being charged fosters distrust and shoppers will not always say anything. They just won’t go to your booth next time.

EBT tokens are different for every farmers market organization and have to be accounted for as they are legal tender and federal food assistance benefits. Technically, EBT tokens from one farmers market organization can’t be used at a different farmers market because of USDA rules. If this happens, check with the market manager on what to do.

### How do I accept SNAP Market Match at the farmers market?

The SNAP Market Match paper-like currency is in \$1 increments and, like EBT tokens, it must be used for eligible products only and vendors cannot give shoppers any change. Unlike EBT tokens, SNAP Market Match currency is the same at every farmers market that offers the program, and shoppers can use the same currency at any participating farmers market. Also, unlike EBT tokens, SNAP Market Match currency expires every year and changes color. The expiration date and year are also printed on the currency.

If you find that shoppers paid with SNAP Market Match from a previous year, then let the market manager know.



# FOOD ACCESS CURRENCY RULES AT THE MARKET

## How do I accept WIC and Senior FMNP at the farmers market?

In 2023, the WIC and Senior FMNP benefits transitioned from paper checks to an electronic benefit. Vendors need a smartphone, tablet or other device with access to the Internet so that you can log into the WIC Direct Vendor Portal. Vendors need to scan the shopper's QR code and the shopper needs to enter their PIN before the transaction can go through.

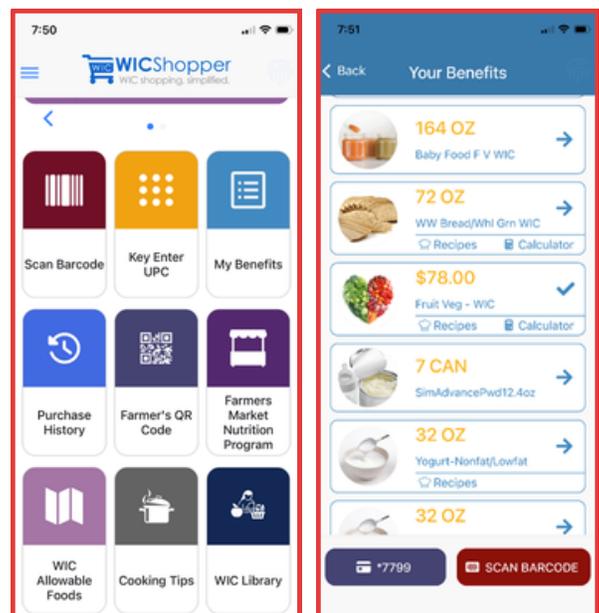
1. Log-in to the WIC Direct Vendor Portal (<https://vendors.cdpehs.com>) on your smartphone/tablet with your username and password.
2. Tap the three bars in the upper right screen, and then tap your name.
3. Tap New Purchase.
4. Select the appropriate camera, and then tap Start Scanning.
5. Scan the shopper's QR Code that is on their Senior or WIC card, Senior FMNP app, WIC Shopper app, or a piece of paper
6. Select Location from the drop-down menu at the beginning of each farmers market (Location will stay the same unless you manually change the market location)
7. Type the total Purchase Price.
8. Have the participant type their PIN.
9. Click Submit Purchase

## How do you check a shopper's FMNP balance?

One big challenge, especially for seniors, is that they aren't sure how much FMNP they have left. You can suggest that they call the customer service number on the back of their Senior FMNP card. WIC shoppers can check their balances on their WIC Shopper app.

If shoppers don't know their PIN, they can call the customer service number on the back of their card.

The WIC Shopper app, which is used frequently by WIC shoppers, looks like this:





## FOOD ACCESS CURRENCY RULES AT THE MARKET

### What is the FMNP Customer Service Phone Number?

There are two different phone numbers that shoppers can call. One is completely automated. One will eventually reach a person during their operating hours.

#### Automated phone line: (844) 359-3104

Available 24/7. By following the prompts, people should be able to change their PIN and check their balance.

It will say "Welcome to the "Washington eWIC and Farmers Market Customer Service Line"

Press 1 for English, press 9 for Spanish.

You will then be asked to "enter a 16 digit WIC card or Farmers Market card number." Seniors should enter the number on their FMNP card.

#### Cascade Support: (800) 841-1410

(Cascade is the name of FMNP's client management system)

This phone line is staffed during business hours and some weekends. You can leave a message if you call outside of business hours.

Press 0 for Farmers Market Assistance or to speak to a Customer Service Representative. Press 8 for Spanish.

Monday to Friday: 8:00 am - 5:00 pm

Saturday and Sunday:

10:00 am - 2:00 pm\*

\*weekend hours will vary

Email: [Cascade.Support@doh.wa.gov](mailto:Cascade.Support@doh.wa.gov)



Please call **CDP** (Custom Data Processing) for any issues regarding the **WIC Direct Vendor Portal** at (866) 237-4814. They are available 7 days a week. The farmers market support team is available Monday to Friday during business hours.



## FOOD ACCESS CURRENCY RULES AT THE MARKET

### **How do I accept WIC Fruit & Vegetable Benefits at a farmers market?**

WIC FMNP and WIC Fruit & Vegetable Benefits are on the same card. Vendors usually can't tell which currency the shopper is using from June to October. If there is still WIC FMNP available on their card, that will automatically be used first June 1 - October 31. From November 1 – May 31, only the WIC Fruit & Vegetable Benefits will be available.

### **Can I give change to shoppers using food access currencies?**

No change can be given to shoppers if they use EBT tokens or SNAP Market Match currency for payment.

Shoppers who use WIC or Senior FMNP cards are charged the exact amount, so you don't need to worry about change.

### **What do I do if a shopper wants to pay with multiple food access currencies?**

Sometimes shoppers might have different types of food access currencies, and they might want to pay you with more than one currency. This can be complicated and make the transaction take a bit longer, so be prepared.

You'll need to make sure only eligible products are paid for with each food access currency.

If a shopper is using their WIC or Senior FMNP with another type of food access currency (EBT tokens or SNAP Market Match), then it is easiest to run two separate transactions.

1. Run the WIC or Senior FMNP transaction first and make sure that transaction only includes fresh fruits, vegetables, mushrooms, and/or herbs (and honey, if using Senior FMNP).
2. Run a separate transaction with the remaining products, as long as they are eligible products for EBT tokens and/or SNAP Market Match.



# FOOD ACCESS CURRENCY RULES AT THE MARKET

Here is an example:

A shopper has 1 bunch of radishes (\$2), 1 bunch of beets (\$4), and 1 head of lettuce (\$4).

They want to use WIC FMNP but only have \$8 left on their account. They also have \$10 of EBT tokens.

Total the WIC FMNP eligible products – radishes (\$2) + beets (\$4) + lettuce (\$4) = \$10. Since they only have \$8 left on their account – charge them \$8 for WIC FMNP. They still need to pay \$2 for their produce, so they should give you \$2 of EBT tokens.

## What do I do if a shopper wants to pay with cash and a food access currency?

Sometimes shoppers might not have enough food access currency to pay for a transaction. If this happens, the shopper can pay for the remaining amount with cash or debit/credit.

## How do shoppers know that I accept food access currencies?

Ideally, shoppers know what signs to look for and vendors have the signs posted where shoppers can easily see them. If not, they may ask you. So be sure all staff are trained to know which food access currencies you accept and for which products. And have your signs in a place where people can see them when walking by.



# FOOD ACCESS CURRENCY RULES AT THE MARKET

## What signs are required?

Three food access programs require vendors to have signs at their booth indicating they accept the currencies: SNAP Market Match (any time you sell at the market), WIC and Senior FMNP (June - October), and WIC Fruit & Vegetable Benefits (November - May).

	Food Access Currency	Booth Sign	Where to get signs?
<p><b>EBT Tokens</b> for</p> <p><b>Supplemental Nutrition Assistance Program (SNAP)</b> and <b>SUN Bucks</b></p>		<p>Many farmers markets will require or recommend that your booth has an "EBT Accepted Here" sign on your booth or at the point of sale.</p>	<p>Get a sign from your market manager</p> <p>Get a sign from the WSFMA</p> <p>Make your own!</p>
<p><b>SNAP Market Match</b></p>			<p>Get a sign from your market manager</p>
<p><b>WIC and Senior Farmers Market Nutrition Program (FMNP)</b></p> <p>June to October only</p>		<p>Honey vendors only</p>	<p>Get a sign from the FMNP Team, email <a href="mailto:FMNPTeam@doh.wa.gov">FMNPTeam@doh.wa.gov</a> or call (800) 841-1410</p> <p>Your market manager may also have an extra FMNP sign they can give you.</p>
<p><b>WIC Fruit &amp; Vegetable Benefits</b></p>			<p>Get a sign from the FMNP Team, email <a href="mailto:FMNPTeam@doh.wa.gov">FMNPTeam@doh.wa.gov</a> or call (800) 841-1410</p>

Some farmers markets make signs for each of their vendors that list all of the currencies they accept. Typically, the farmers market will distribute these signs on market day and then collect them so that they don't get lost or damaged.



## FOOD ACCESS CURRENCY RULES AT THE MARKET

### **If I have a sign with the old logo/design, can I still use it?**

For FMNP, no.

For SNAP Market Match, an old sign is better than no sign. But try to get a current sign from your manager so that it's consistent messaging throughout the market.

### **How do I get reimbursed for my EBT token sales?**

For most farmers markets, you will need to report your sales by each food access currency type at the end of every market day. The market staff will usually provide you with a daily sales reporting sheet. Check with market staff on how you need to report sales and pay booth fees.

You will need to count the EBT tokens (and Credit/Debit tokens) you have and return them to the market staff. The farmers market will reimburse you for the same amount.

### **How do I get reimbursed for my SNAP Market Match sales?**

Like EBT tokens, you will need to report your sales by each food access currency type at the end of every market day. The market staff will usually provide you with a daily sales reporting sheet. Check with market staff on how you need to report sales and pay booth fees.

You will need to count out SNAP Market Match currency separately and give it back to the market staff. The farmers market will reimburse you for the same amount.



# FOOD ACCESS CURRENCY RULES AT THE MARKET

## When will I get paid for my food access currencies that I returned to the farmers market?

For EBT and Credit/Debit tokens and SNAP Market Match, each farmers market reimburses vendors a little differently, so be sure to find out what to expect at the beginning of the season.

- Some markets will deduct currencies from booth or other fees
- Some will write a check, either the same day, by the next market day, or once a month
- Some may even reimburse you with a direct deposit into your bank account.

Check with the market on how and when they provide reimbursement.



EBT tokens and SNAP Market Match currencies should be turned into the farmers markets at the end of each market day and at the market where they were collected.

**Do not** “save up” EBT tokens or SNAP Market Match to submit at the end of the season. This causes accounting and accountability problems for the farmers market and may delay your reimbursement.

## When and how do I get payment for my WIC and Senior FMNP sales?

One benefit of the electronic FMNP and WIC Fruit & Vegetable Benefits is that any sales made through your WIC Direct Vendor Portal will be directly deposited into your bank account. These deposits should be made once a week, usually on Tuesday nights.



Please call **CDP** (Custom Data Processing) for any payment issues at (866) 237-4814.

They are available 7 days a week. The farmers market support team is there Monday to Friday during business hours.

## Can I charge bags fees to shoppers using food access currencies?

No, you cannot charge bag fees for shoppers who are using food access currencies. More information at [www.dor.wa.gov/forms-publications/publications-subject/tax-topics/reusable-bag-fees](http://www.dor.wa.gov/forms-publications/publications-subject/tax-topics/reusable-bag-fees).



### **How can I tell shoppers that I accept food access currencies?**

Making sure shoppers, or potential shoppers, know you accept food access currencies is important to drive sales to these shoppers. During market day, many shoppers who use food access currencies will ask you if you accept them. Be sure to know which ones you can accept for which products and train your staff on the basics.

Be aware that some shoppers may be shy about using their food access currencies and will not want to ask. This is one reason to be sure and post your food access signs where shoppers can clearly see them.

### **Can I add food access currencies info and logos to my farm's marketing?**

Yes! Adding the logos for the food access currencies you accept helps shoppers find you. We suggest adding food access logos to your social media, website, and print materials if you use these marketing strategies. Aside from being informational to shoppers who use food access programs, shoppers who don't use food access currencies often voice appreciation that you are serving community members regardless of income.

You can find downloadable logos for each of the food access currencies on the WSFMA website: <https://wafarmersmarkets.org/vendor-resources/> Look for the section on "Accepting Food Access Currencies."

### **How can I encourage shoppers to buy my products with their food access currencies?**

The wide selection of fresh, delicious foods at farmers markets encourages all people, regardless of income, to learn about, try, and buy local foods. For shoppers who don't regularly buy fresh, whole food at the farmers market, trying new or different foods can be intimidating. A friendly nudge can go a long way for new shoppers and your regulars.

For example, you can talk to shoppers about the freshness, flavor, and/or nutrition, or emphasize these attributes on your product signs. The recipes and other resources on the following pages are free, easy to download, and you can share them with your shoppers.



# FOOD ACCESS SALES AND MARKETING TIPS

- **Fresh from the Farm** recipes in English and Spanish: <https://wasnap-ed.org/resources/fresh-from-the-farm/>
- **Recipes** in English, Spanish, and Russian: <https://wasnap-ed.org/resources/recipes/>
- **Recipes for Seniors**: <https://www.dshs.wa.gov/altsa/home-and-community-services/senior-farmers-market-nutrition-program-recipes>
- **Meal Planning, Shopping and Budgeting**: <https://wasnap-ed.org/resources/meal-planning-shopping-and-budgeting/>
- **WSDA Nutrition Resources**, including recipes: <https://agr.wa.gov/services/food-access/hunger-relief-resources/recipes-and-nutrition-resources/wsd-nutrition-resources>

**All About Raspberries**

**Seasonal Crop Growth**  
 Most are harvested from mid-July to mid-September.  
 Harvest: 7/15 - 9/15  
 Adapted from Washington State Farmer Calendar ([www.growers.org/WashingtonStateFarmerCalendar](http://www.growers.org/WashingtonStateFarmerCalendar))

**Nutrient Power Pack**  
 Raspberries contain key nutrients that benefit your health. % cap provides the following Daily Value (DV):

Vitamin A	Less than 2%
More than 20%	Vitamin C
Folate	2-9%
2-9%	Potassium
Calcium	2-9%
2-9%	Iron
10-19%	Vitamin K

**Know?**  
 Raspberries are an excellent source of vitamin C, which helps maintain healthy gums, skin and blood. Raspberries can be a good source of fiber, which helps regulate blood sugar and cholesterol. Raspberries in raspberries help maintain skin, decrease inflammation and reduce cancer and heart disease.

USDA is an equal opportunity provider and employer. This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP). SNAP provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, visit <http://foodhelp.usda.gov> or contact the Basic Food Program at 1-877-501-2233. WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local WSU Extension office.

**Хрустящие яблоки**  
 Ингредиенты  
 7-8 яблок  
 3 столовые ложки сливочного масла  
 3 ст. ложки сахара (эквивалентно коричневой)  
 1/2 ч. л. 2 столовые ложки лимонного сока  
 2 чайные ложки ванили  
 2 чайные ложки корицы  
 3/4 стакана сухого вина  
 1/4 стакана кориандра (или по желанию)  
 Ванильный сахар

**Приготовление**

1. Яблоки нарезать дольками.
2. Соберите начинку, добавив в сотейник 1 стол. ложку сливочного масла, 2 стол. ложки сахара, лимонный сок, ваниль, 1 чайную ложку корицы и соль. Перемешайте, пока не растает.
3. Добавьте в сотейник оставшее масло и миндаль и перемешайте, пока они не станут ароматными, и слегка поджарьте около 4-6 минут. Отложите смесь на тарелку или на пергаментную бумагу.
4. Добавьте оставшее масло, сахар и корицу и перемешайте, пока не растает. Добавьте нарезанные яблоки в кастрюлю и перемешайте, уменьшив огонь и накройте крышкой. Оставьте на 3-5 минут.
5. Выложите яблоки в сервировочную миску и посыпьте начинкой.

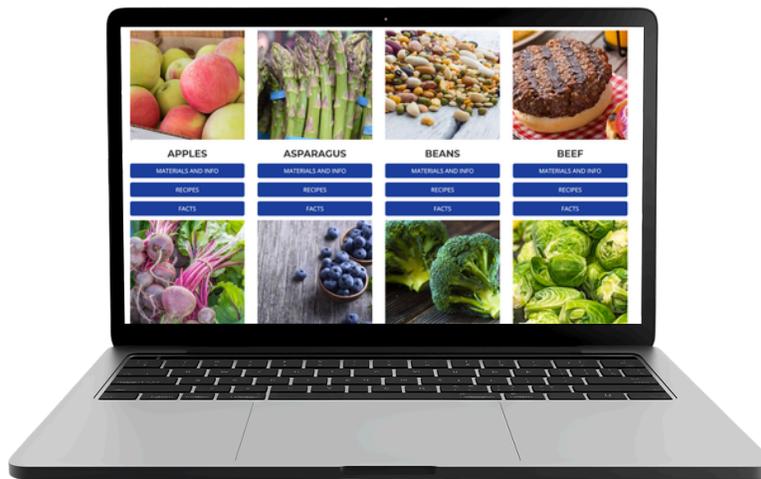
Этот материал был профинансирован Министерством сельского хозяйства США, Программой Помощи Продовольственной Программе помощи SNAP.  
 Это руководство "просто сделать" является информационным.

**SNAP-Ed**



## FOOD ACCESS SALES AND MARKETING TIPS

- **WSDA Washington Grown Food & Recipe Kit:** <https://agr.wa.gov/departments/business-and-marketing-support/farm-to-school-toolkit/wa-grown-food-recipe-kit>
- **Washington Grown Recipes:** <https://www.wagrown.com/recipes>
- **Guide to Storing Fruits & Vegetables:** <https://wafarmersmarkets.org/vendor-resources/> Look for the section on “Accepting Food Access Currencies.”



Sharing appropriate produce storage tips, tasty and affordable recipes with your products, and food preservation methods can help shoppers be confident that their fresh food won't go to waste or spoil.

Another helpful strategy is to consider offering specials for shoppers who use WIC or Senior FMNP. WIC and Senior FMNP are provided to shoppers on June 1 each year. Providing some market specials for these shoppers in June can encourage them

to return to the market throughout the market season and buy more of your products.

Similarly, WIC and Senior FMNP cannot be used after October 31 each year, and they are a “use it or lose it” currency. You can consider running some late season market specials for shoppers using their WIC or Senior FMNP card in September and October.



Thank you for all the work you do to help make food access benefits available for people at farmers markets!

If you have any feedback about this guide or suggestions for future editions, we'd love to hear from you!

Please email [info@wafarmersmarkets.org](mailto:info@wafarmersmarkets.org) or call us at (206) 706-5198.

**Thank you!**



This Vendor Guide, cheat sheets, and other resources are available on the WSFMA website under Vendor Resources: <https://wafarmersmarkets.org/vendor-resources/>

Also available in Spanish.