
Washington State Farmers Market Association & King County Agriculture Program's
Farmers Market Food Access Forum

Tuesday, October 13

12:00 - 1:00 pm

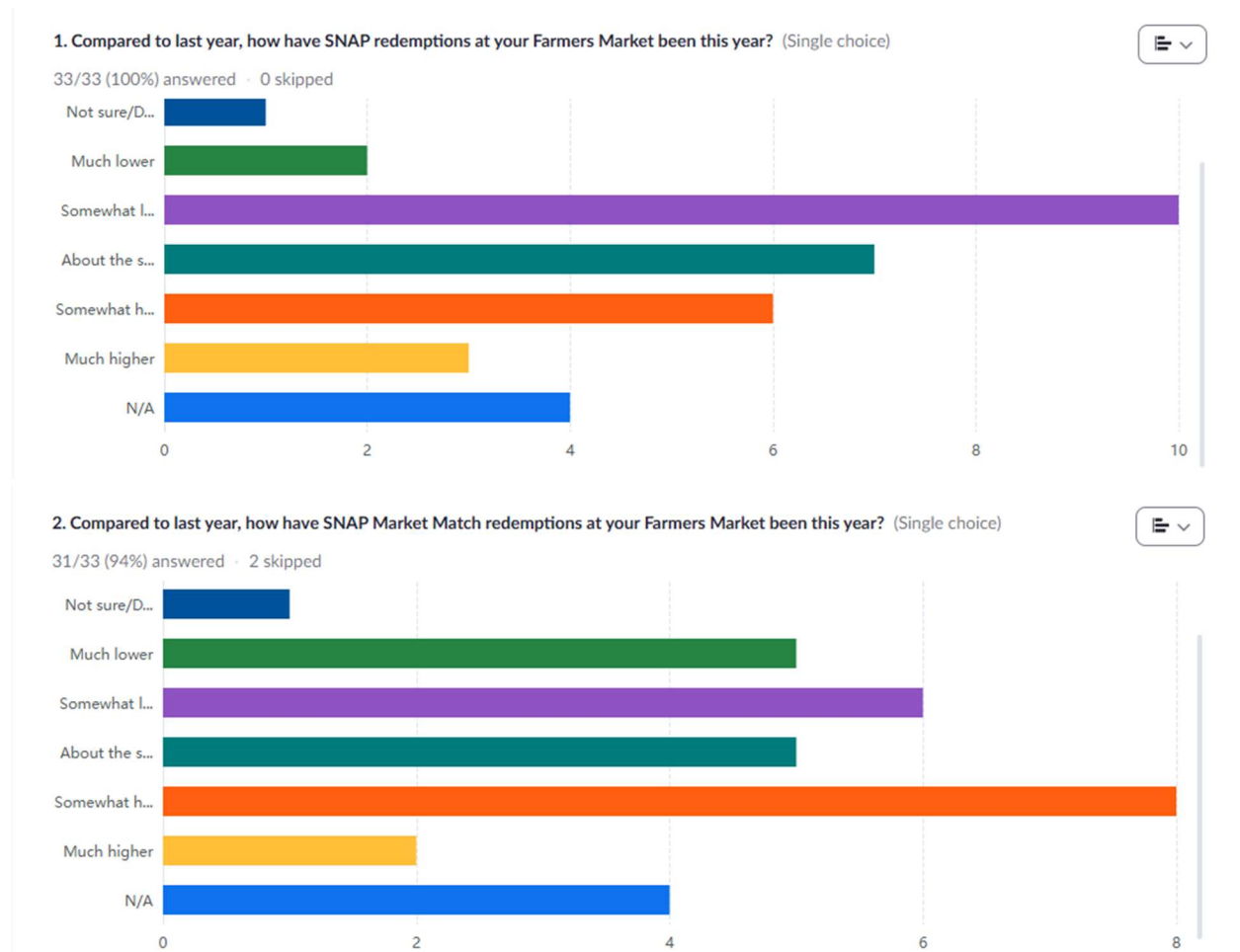
Via Zoom

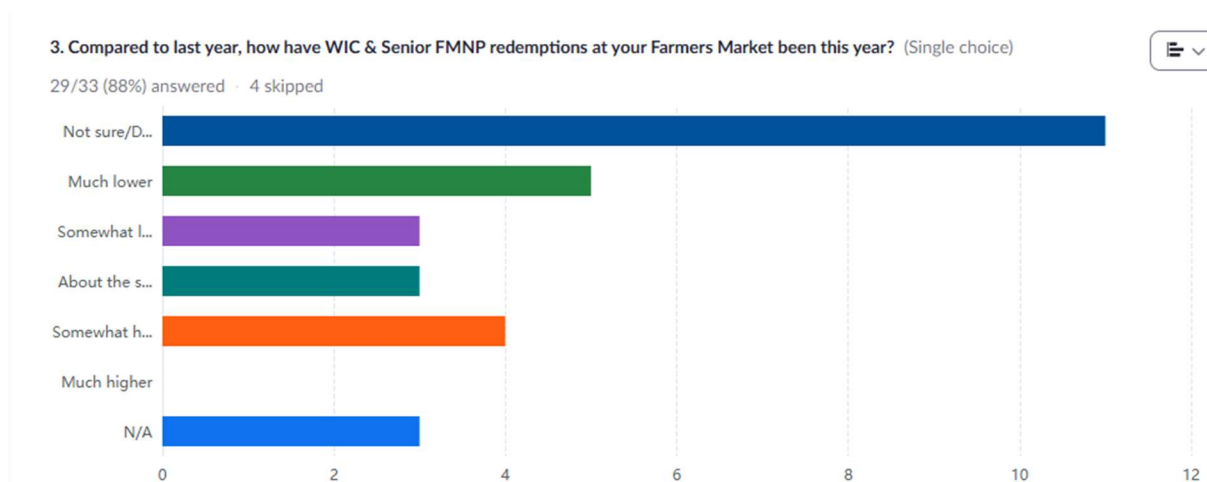
SNAP Updates for Farmers Markets & Planning ahead for 2027

 Lisa Roach from MarketLink

 Alyssa Auvinen & Amanda Weyrauch from the Washington State Dept of Health

Results of the informal Quick Poll on how SNAP, SNAP Market Match, and FMNP have been compared to last year show a wide variety of experiences. (*l... is for lower, and h... is for higher*)





SNAP Updates for Farmers Markets & Planning ahead for 2027

A huge thanks to our guests for sharing their expertise and updates with us!

🥕 **Lisa Roach** from MarketLink | lisa@marketlink.org | 833-372-9489 ex 1

🥦 **Alyssa Auvinen & Amanda Weyrauch** from the Washington State Dept of Health

- The presentation slides and [recording](#) are available on the WSFMA's [Food Access Forum webpage](#).
- Resources referenced are available on the WSFMA's [Food Access webpage](#).
- A summary of key intel by program is below.

WIC & Senior Farmers Market Nutrition Program (FMNP)



🔔 All farmers markets that want to accept WIC or Senior FMNP in 2027 will need to apply to the Dept of Health. You'll be set until 2029.

- The application will be available on starting on **December 1, 2026**.
- **Good news! The FMNP application can be done online for the first time.** (Or you can choose to submit the PDF version if that works better for you.)
- *Year-round and Winter Markets*, please submit your application ASAP so that your growers can continue to accept the WIC Fruit & Vegetable Benefits.

- *Seasonal Markets*, please submit your application **by May 1, 2027**.
(The FMNP season starts on June 1.)

Context: For FMNP, both the farmers market and the “growers” need to apply and be authorized to accept FMNP benefits. For farmers markets, the application is for 3 years. All current farmer market applications will expire on December 31. The new 3-year application will be good for 2027, 2028, and 2029.



Reminders:

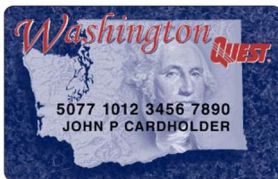
The 2026 WIC & Senior FMNP season ends on October 31.
FMNP benefits do not roll over, they expire.

 After Oct 31, if your market is still open, FMNP growers should switch to the yellow “WIC Fruit & Vegetable Benefits” sign. These WIC benefits can be accepted year-round.

FMNP webpage, includes resources and a copy of the current application for markets and growers: <https://doh.wa.gov/you-and-your-family/wic/farmers-market/growers-markets-and-farm-stores>

Sign up for the monthly FMNP Newsletter on [this webpage](#).
Contact: FMNPTeam@doh.wa.gov

SNAP & SNAP Market Match



There have been changes at the USDA Food & Nutrition Administration.

 **Make sure the USDA has your current and correct contact information.** They both email and mail letters to the address in your application. If you miss these, they can complicate your SNAP Retailer status.

 There are fewer staff and response and processing times have increased.

- Suggested times to call the SNAP Retailer Service Center are mid-week around 8:00 am (ET) or 7:30 pm (ET)
- Lisa suggested using this email as it puts your communication in writing: SM.FN.RSCInquiries@usda.gov
- Save all communication with USDA FNA.

USDA SNAP Changes to the Stocking Rule

- There are two ways to be authorized as a SNAP Retailer:
Criteria A – based on the Stocking Rule. This has changed. And
Criteria B – based on 50% of sales from Staple Foods - which most farmers markets use. This has not changed.
- <https://www.fna.usda.gov/snap/retailer/stocking-standards-rule>
- <https://www.fna.usda.gov/snap/retailer/stocking-standards-rule/pm2027-01>

I also attached an overview (pdf) of the **new Stocking Rule and Staple Foods**. Please reach out anytime if you have any questions.

USDA SNAP Applications

- Talking longer due to reduced staff. Lisa recommends giving yourself 3 months or more.
- They are requiring additional information, documentation
- See the MarketLink's [FM SNAP Application Guide](#)

USDA SNAP Reauthorizations

- Reauthorization have been every 5 years; however, reauthorizations seem to be happening more frequently and earlier (before 5 years). So, when they happen is uncertain.
- If you miss the reauthorization, then you will have to reapply.
- MarketLink Resources from Lisa [SNAP Reauthorization Overview](#)

USDA Site Visits

- We had these happening in WA last year. Did anyone have one this year? Visits are unannounced and the person will be from a contractor, Manhattan Strategy Group.
- Lisa recommends keeping your schedule and hours up to date with USDA.
- MarketLink Resources from Lisa [Site Visits Overview](#)

USDA Non-redeemer Notices

- The USDA checks retailers that have not processed SNAP in a while. Lisa said they used to check once a year or so, but are not checking more frequently.
- If your market is selected USDA will contact you and you'll have 10 days to reply.
- Lisa recommends processing SNAP on a regular basis and, once again, keeping your contact information up to date with USDA FNA.

USDA is transitioning to chip enabled EBT cards

- This is happening in Oregon and California, but we are not sure when this will happen in Washington. It would be very unlikely to be rolled out in 2027. Stay tuned!
- The new cards will still have a mag stripe.

 These resources are also available on the [WSFMA Food Access at FMs webpage](#).

Chat Highlights for SNAP Updates

do we know if there is a way to check and see when we might need to get reauthorized? I can't remember if the reauth request is mailed or emailed so I am concerned it may go to an email of our admin who is no longer here...

- LR. *"It's both mailed and emailed. A good place to start is check your SNAP Permit if you still have it. This will show you your authorization date. Typically it's 5 years from when you were authorized. To find out if you're up for reauthorization before that you can call the SNAP Retailer Service Center to see if you're in the next batch (its done in quarters throughout the year)"*

Curious if you have been hearing anything on how long reauthorization is taking. We applied for reauthorization in February and haven't heard anything.

- LR. *"It's taking up to 3 months, but they also don't always notify you when they officially approve reauthorization. If you're still able to process SNAP, from February I would assume you're ok but you can call/email the SNAP Retailer Service Center to confirm."*

So should we wait until we get that notice to do the reauthorization process or if we know we are expecting to need to in the spring, can we start earlier?

It's been more than 5 years since we were authorized and we definitely haven't heard from them. So we need to call and ask about this?

- LR. *"Yes that'd be good practice, you could also confirm your contact info is up to date when you get ahold of them."*

We had to apply as a new market for Kenmore and reauthorize for Woodinville and it was a lengthy painful process.

Need the correct application for transferring ownership from prior Board member to new Board member. I have sat on hold for a couple days.

- LR. *"This one I would need more info on, is the board member the sole person listed on the SNAP authorization?"*



To offer SNAP Market Match at your market in 2027, every farmers market must submit an application to the Dept of Health by November 15 at 5:00 pm

 [Link to the online application.](#)

 [Link to a doc with application questions](#) (to help gather info needed.)

🚨 **New enforcement.** The 2026 SMM currency will expire as of Dec 31, 2026. Unlike this year and previous years, the 2026 SMM currency will not be honored in 2027.

- Be sure to let your shoppers and vendors know and encourage them to use the 2026 currency by the end of the year.



- Note: the 2027 SMM currency will be dark green.

👤 Farmers markets have three SNAP Market Match “cap” options in 2027:

- \$10.00 - available to all markets
- \$25.00 – if your market secures additional funding
- Unlimited – if your market secures additional funding

News: Unfortunately, the Department of Health did not receive funding from the USDA Gus Schumacher Nutrition Incentive Program (GusNIP) this year. 😞

Contact: SNAPMarketMatch@doh.wa.gov

Chat Highlights for
SNAP Market Match

“Will unused market match funds roll over for 2027?”

- AW “*Leftover federal funds will roll over but do not add additional funds to next years total budget. Example: Your 2027 budget is \$2,000 but you have \$500 left from 2026. I would add \$1,500 to your contract for a total of \$2,000.*”

“Will we know what our contract amount for 2027 will be prior to the 11/15 app deadline?”

AW. “*I’m still working on budgets but you can anticipate that they will be similar to 2026 budget amounts.*”

“So in theory if we sign up to do unlimited match by Nov. 15th but then funds are not similar can we decrease to a \$25 cap?”

- AW. *"If you are considering a \$25 or unlimited match, select Contract Option 2 on the application. I'll reach out for your Funding Verification Letter after the first of the year. This letter is required prior to your season starting so you have some time to work on securing outside funding."*

"We take expired Match anytime, has that changed?"

- AW. *"Starting January 1, SMM will no longer accept expired currency."*

"Suggestion...for the SNAP Match training, would it be at all possible to have 2 - 1 for returning markets and 1 for new? I feel like the returning market meeting could be much quicker..."

- AW. *Will consider*

"Are we still doing the SmartSheet entries in 2027?"

- AW. *Changes coming, but did not say what.*

As always, please don't hesitate to reach out with any questions!

Thank you for all your hard work. You are what make these programs possible at farmers markets!

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www.FindAMarket.org

 Save the date! [WSFMA Conference, February 26-27, 2027 at the Wenatchee Convention Center](#)