

# Farmers Market Statewide Food Access Initiative



# Washington State Farmers Market Association

**Mission:** To support and promote vibrant and sustainable farmers markets in Washington State through member services, education, and advocacy.

## **Programs:**

- Market Education
- Consumer Education
- Food Access
- Advocacy

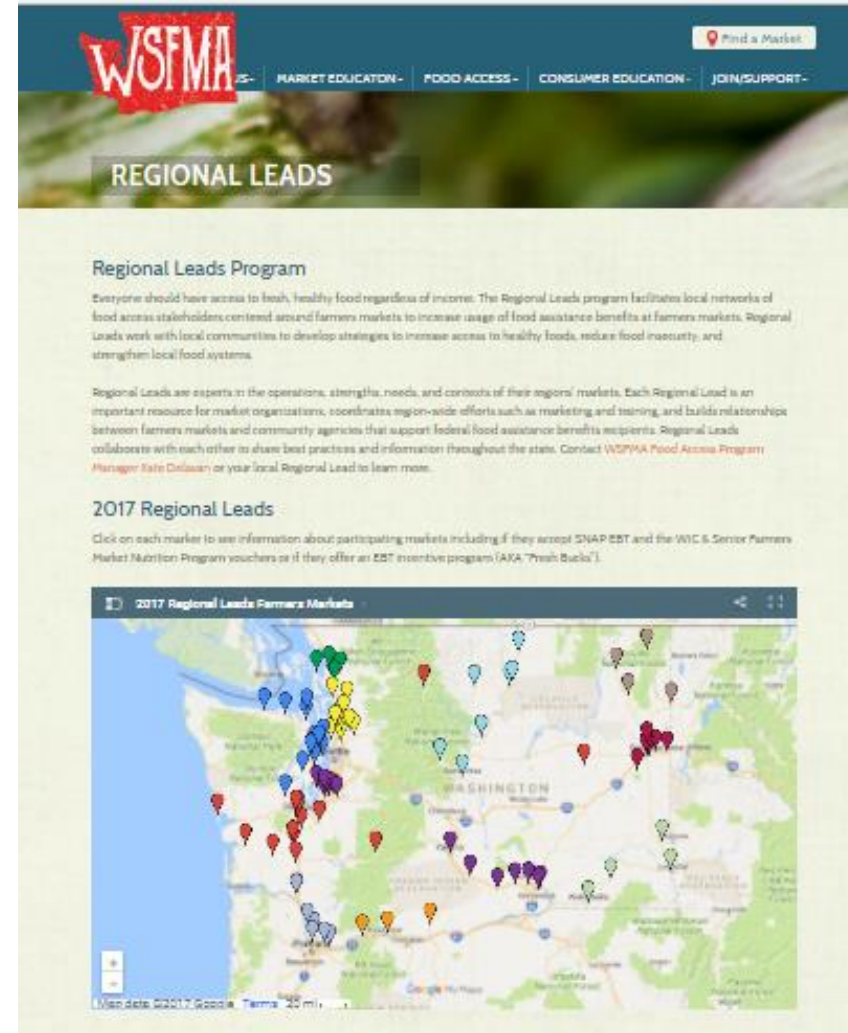


The screenshot displays the website's header with the WSFMA logo and navigation links: ABOUT US, MARKET EDUCATION, FOOD ACCESS, CONSUMER EDUCATION, and JOIN/SUPPORT. A 'Find a Market' button is in the top right. Below the header is a green banner with the text 'FIND A FARMERS MARKET'. The main content area features a search interface with filters for 'Day Open', 'Payment Types', 'Months Open', and 'County', each with a 'Show All' dropdown. Below the filters is a map of Washington State with numerous red location pins indicating farmers markets. The map includes labels for various regions and landmarks such as Nanaimo, Victoria, Mt. Rainier National Forest, Olympic National Park, Wenatchee National Forest, Yakima, and Walla Walla. The Google logo is visible in the bottom left corner of the map area.

# WSFMA Resources



<http://wafarmersmarkets.org/ebt-match/>

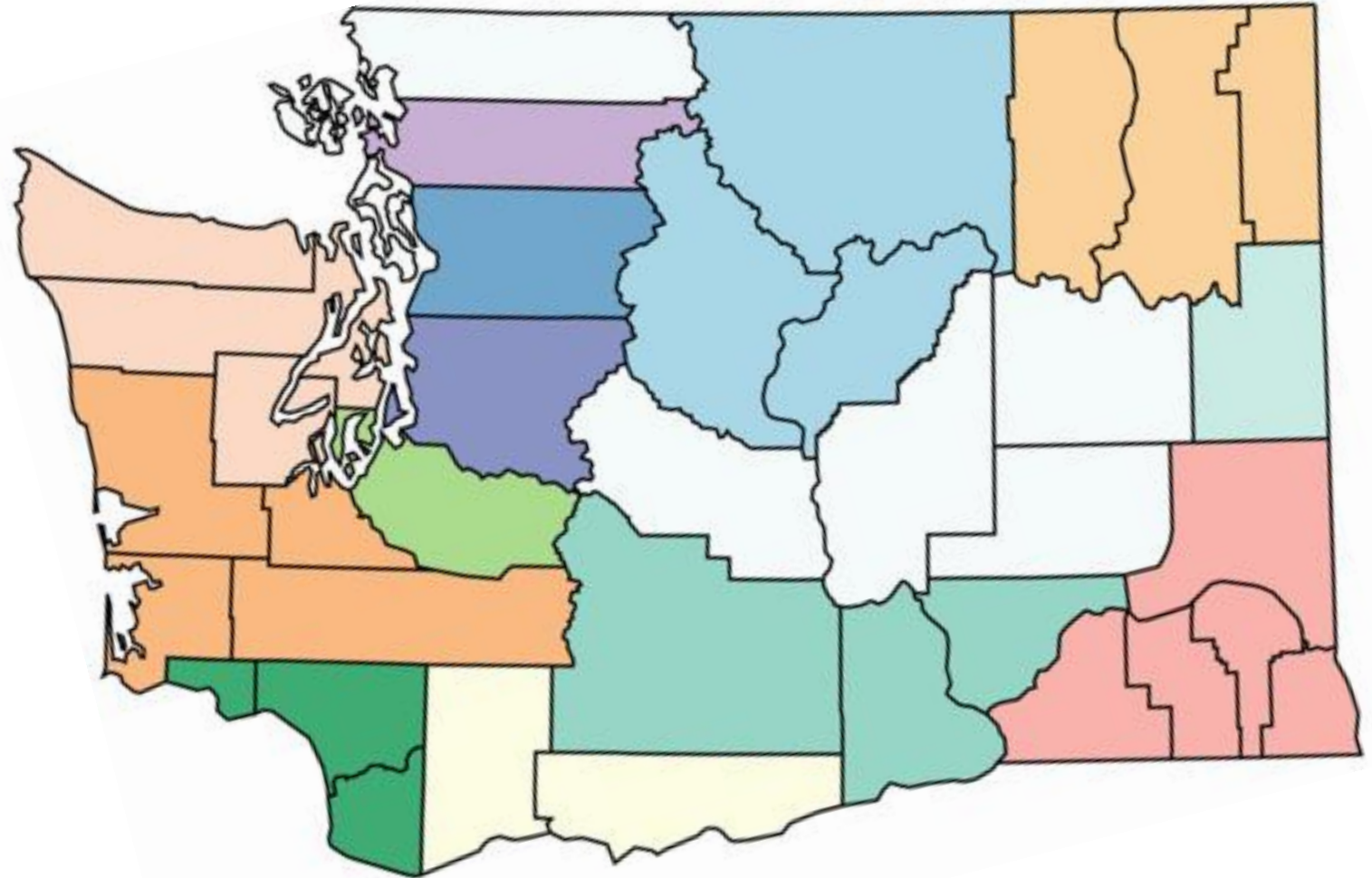


<http://wafarmersmarkets.org/regional-leads/>

# Regional Leads Program

## 2018 WSFMA Regional Leads

- Skagit County
- Snohomish County
- King County TBD
- Pierce County
- West Sound
- South Sound
- Southwest Washington
- Columbia Gorge, Washington
- Columbia Basin
- Southeast Washington
- Greater Okanogan
- Tri-County
- Spokane County
- WSFMA General Support



# Farmers Market Food Access Spectrum

## FMNP Authorization

- \* Educate market about opportunity
- \* Get buy-in from market leadership (manager and Board)
- \* Connect to DOH for application
- \* Provide opportunities for training and education

## SNAP Authorization

- \* Educate market about opportunity
- \* Get buy-in from market leadership (manager and Board)
- \* Provide technical assistance and support on SNAP application and equipment options
- \* Share best practices for SNAP bookkeeping and accounting

## Marketing and outreach to educate clients

- \* Create and distribute education materials (rack cards, fliers, handouts, website content)
- \* Train service providers (Basic Food Outreach contractors, WIC clinics, SNAP Educators) on farmers market food assistance benefits
- \* Provide common EBT market signage
- \* Facilitate SNAP Ambassador programs, cooking demos, book events, kids activities

## Fruit and Vegetable Incentive Programs

- \* Get buy-in from market leadership (manager and Board)
- \* Identify and secure funding
- \* Share best practices for incentive bookkeeping and accounting
- \* Coordinate with SNAP marketing and outreach

# Common Marketing Materials

**REDEEM HERE**

**EBT**



5077 1012 3456 7890  
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This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP. USDA is an equal opportunity employer.



**Eating more fruits and vegetables just got easier!**

**WE ACCEPT**

**EBT**



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**Healthy eating made easy!**

**WE ACCEPT**

**EBT**



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WIC CURRENCY



**Eating more fruits and vegetables just got easier!**

**Farmers Markets are for Everyone!**

**SKAGIT COUNTY FARMERS MARKETS**



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**IT'S AS EASY AS 1-2-3!**

1. Go to the market info booth
2. Ask how to use your benefits
3. Buy fresh, local food!



**Fresh fruits and veggies bought in season have more flavor and are usually less expensive.**

**Making half your plate fruit and veggies just got easier!**

**EBT:** EBT Card/Food Stamp    **D/C:** Debit • Credit Card  
**FMNP:** WIC & Senior Farmers Market Nutrition Program Checks  
**DuBx MATCH:** Use your EBT card and get extra shopping dollars

**ANACORTES FARMERS MARKET**  
At the Depot • 7th Street & R Avenue • Bus Route 410  
Saturdays 9am – 2pm • May – Oct  
Second Saturdays 9am – 2pm • Jan – Apr

EBT	FMNP	D/C	DuBx MATCH
✓	✓	✓	✓

**BOW LITTLE MARKET**  
6200 N. Green Road • Bus Routes 195  
Thursdays 1pm – 6pm • Jun – Aug

EBT	FMNP	D/C	DuBx MATCH
✓	✓	✓	✓

**SEDRO WOOLLEY FARMERS MARKET**  
Ferry Street & Metcalf Street • Bus Routes 300  
Wednesdays 9am – 2pm • May – Oct

EBT	FMNP	D/C	DuBx MATCH
✓	✓	✓	✓

**MOUNT VERNON FARMERS MARKET**  
Riverwalk Plaza, Gates & Main St. • Bus Route 206  
Saturdays 9am – 2pm • May – Oct  
East Kincaid & 15th Street • Bus Route 206  
Wednesdays 11am – 4pm • May–Oct  
*No new tokens, DuBx, or FMNP issued on Wednesdays*

EBT	FMNP	D/C	DuBx MATCH
✓	✓	✓	✓





This material was funded by USDA's Supplemental Nutrition Assistance Program—SNAP. USDA is an equal opportunity employer. For more information, go to [wafarmersmarkets.org/foodaccess](http://wafarmersmarkets.org/foodaccess) or call 206-706-5036.