



Virginia Fresh Match means more healthy, local fruits and vegetables for Virginia families.



**Virginia Fresh Match doubles the value of SNAP (food stamps). For example, when a customer spends \$20 in SNAP, Virginia Fresh Match provides another \$20 to spend on fresh fruits and veggies.**

<sup>1</sup>Bread for the World. (2017). Doing our Part to End Hunger in Virginia. <http://bread.org/sites/default/files/virginia-2017.pdf>

<sup>2</sup>Waldoks R., Lang B., Treering D. (2015). Food for Every Child: The Need for Healthy Food Financing in Virginia. Philadelphia, PA: The Food Trust. Copyright The Food Trust 2015, 3.

## The Need:

Virginia is facing a crisis. Today 1 in 10 Virginia residents struggle with hunger, and too many (1 in 6) are children.<sup>1</sup> Rates of chronic diet-related disease are skyrocketing, especially for children in poverty.<sup>2</sup> These are preventable problems. Meanwhile, agriculture is Virginia's largest industry at \$70 billion annually, but small and mid-sized farmers are struggling. By connecting low-income Virginians with affordable, local fruits and vegetables from family farms, everyone benefits!

## 2018 PROGRAM IMPACTS: A Win-Win-Win

### PEOPLE

More than **2,600 SNAP customers** participated in these programs, purchasing fruits and vegetables at **45** locations, including retail sites.

### FARMERS

**555** farmers earned an extra **\$251,671** in income through SNAP sales and incentives at Virginia Fresh Match markets.

### ECONOMY

USDA estimates that **every \$1 in SNAP spending creates \$1.80 in economic activity.** Federal benefits spent at farmers markets support farm businesses and local economies.



a luxury.” - **Shanita Miller, Dale City shopper**

## CUSTOMER SPOTLIGHT

“It helps us incorporate healthier options at more affordable prices. Some people don't have the luxury of certain things, and fresh fruits and vegetables can be

“Our intake of fresh vegetables in particular has increased. My family has made the connection between diet and health and as a result I'm happy with the decisions they make about the food they eat.”

- **Lisa Nielsen, LEAP West End shopper**



# Reaching More Virginians With Healthy Food

SNAP sales from all Virginia farmers markets reached \$172,225 in 2018



## \$251,671

in SNAP and incentive redemptions at Virginia Fresh Match Markets

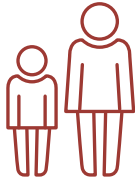


## 555

Virginia producers engaged with Virginia Fresh Match

## 2,600

Customers



## 45

sites currently offer matching programs — find them at [VirginiaFreshMatch.org](http://VirginiaFreshMatch.org)



## 6,659

Transactions

**Virginia Fresh Match Network** members believe that if people can't afford produce, they don't buy it. When they can afford it, they are more likely to buy. It's that simple. So we have to make fruits and vegetables AFFORDABLE. That's the mission of Virginia Fresh Match.

### Regional Lead Organizations:

- Local Environment Agriculture Program (LEAP)
- Virginia Community Food Connections
- Appalachian Sustainable Development
- Community Foodworks
- Williamsburg Farmers Market
- Martinsville/Henry Co. Chamber of Commerce
- Harrisonburg Farmers Market
- Shalom Farms

### Other Members include:

- Virginia Cooperative Extension
- Wholesome Wave

## Get Engaged!

Visit [VirginiaFreshMatch.org](http://VirginiaFreshMatch.org) for more information on participating sites, how to become a program partner, or how to support us in expanding healthy food access across the Commonwealth. Or contact Gayle Mitchell at [gaylemitchell@virginiacfc.org](mailto:gaylemitchell@virginiacfc.org).

Virginia Fresh Match is funded by support from



**“Participating in Virginia Fresh Match as a small, family farm has added tangible support and strength to our role as producers in our local food system... [it] is a leading example of how to build healthier communities.”**

- Amy, farmer in Floyd County, VA