

VIRGINIA

FRESH



MATCH

Virginia Fresh Match (VFM) helps families afford fresh fruits and vegetables by **DOUBLING** the value of SNAP at 140+ farmers markets, mobile markets, farmstands, and community grocery stores. Outlets are reimbursed for the redeemend incentives, providing extra income for producers and retailers and affordable, fresh food for customers.

2023 SUCCESS & IMPACTS



\$2 million in SNAP and VFM redeemed

Increasing families' produce-purchasing power



1,032 farmers earned VFM \$\$

Serving more local businesses than ever



\$3.2 million in economic impact

Keeping dollars local



"VFM has been a game changer for our business ... We've grown into a bit of a destination store and see VFM as a central component of this growth."

Jon Henry General Store
New Market, VA

FUNDERS

Through fiscal agent LEAP, VFM is supported by the USDA Gus Schumacher Nutrition Incentive Program and VDACS funding approved by the General Assembly.

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