



# VIRGINIA FRESH MATCH

More than 893,000 Virginians rely on SNAP/EBT benefits to feed their families.

The Virginia Fresh Match (VFM) network helps families afford fresh fruits and vegetables by **DOUBLING** the value of SNAP at farmers markets and local food retailers. More than 150 locations across the state collaborate to support farmers and make fresh food affordable in their communities.



## WHY IT MATTERS

Customers shared that...

**VFM is an essential source of produce for Virginia families.**

**59%** couldn't afford to eat balanced meals

**97%** said VFM helped their household eat more produce

**94%** used ALL of the VFM match dollars they received

**VFM surveys show:**

The longer customers use Virginia Fresh Match, the more their food security improves

## 2024 IMPACTS



**\$2 million in SNAP and VFM redeemed**

Maximizing families' produce-purchasing power



**156 locations**

Bringing affordable, fresh food to communities across VA



**\$3.3 million in economic impact**

Keeping dollars local



**1,261 farmers earned VFM income**

Generating revenue for more local businesses than ever



## CUSTOMER STORIES

"Everyone at the market is so friendly and welcoming, I look forward to going and spending my SNAP there every week."

*SNAP Customer,  
Annandale Farmers Market*



"The program has helped our family so much because without it, we would not be able to eat. We are struggling so hard and this feels like a real blessing."

*SNAP Customer, Blacksburg Farmers Market*



## PARTNER IMPACTS

"In just 5 months of participating in VFM, we have seen a **30% increase in our produce sales** thanks to a combination of lower prices and community education about the importance of eating nutritious foods."

*So Fresh Supermarket, Petersburg, VA*

"Our market has seen a big increase in VFM customers this year. It's wonderful to see families trying new produce that they **otherwise would not be able to afford**, and more customers for our farmers."

*Charlottesville City Market*



## MOVING FORWARD IN 2025



Expand the number of VFM locations and SNAP purchases of local fruits and vegetables



Connect VFM locations with more resources and educational opportunities



Strengthen ties with local and state human services agencies



Help us keep farmers working and low income families accessing critical, nutritious foods. Visit [www.VirginiaFreshMatch.org](http://www.VirginiaFreshMatch.org) for more information and to get involved with our mission.

Contact: [info@virginiafreshmatch.org](mailto:info@virginiafreshmatch.org)