

What items are eligible for Virginia Fresh Match (VFM)?

The program applies to fresh and frozen fruits and vegetables with no added sugar, salt, or fat, and food-producing plants and seeds

Product	Details	SNAP	VFM
Fresh produce	Fresh (whole or cut)	Yes	Yes
Frozen produce	Fresh (whole or cut)	Yes	Yes
Mushrooms or herbs	Fresh (whole or cut)	Yes	Yes
Mushrooms or herbs	Dried, Teas (not supplements)	Yes	No
Edible plants or seeds	Plants or seeds that are edible or produce food	Yes	Yes
Salsa, pickles, or jam	Canned or jarred	Yes	No
Cookies, Cupcakes	More than 3 in a package	Yes	No
Pie	Whole pie or 3 or more slices, packaged together	Yes	No
Coffee or Tea	Brewed in a single serving cup	No	No
Coffee Beans	Ground or whole beans	Yes	No
Lemonade or Juice	Single Serving Cup	No	No
Lemonade or Juice	Quart or larger	Yes	No
Hot Soup or Sandwich	Hot food or single serving	No	No

How Virginia Fresh Match works: Farmers Markets

1. **Visit** a VFM farmers market
2. **Swipe** your SNAP card for how much you want to spend
3. **Get** a matching amount of tokens for FREE to spend on fruits and vegetables
4. **Shop** with participating vendors using your SNAP and VFM tokens

Important things to note:

- No registration required, just bring your SNAP card with you!
- Some locations have a match limit. Make sure to ask at the Market Information Tent
- Staff are here to help! If you have questions, don't be afraid to ask

How Virginia Fresh Match works: Mobile Markets, Farm Stands, & Grocery Stores

1. **Visit** a VFM grocery location
2. **Shop** for fruits and vegetables
3. **Get** 50% off fruits and vegetables when you pay with SNAP at checkout

Important things to note:

- No registration required, just bring your SNAP card with you!
- Staff are here to help! If you have questions, don't be afraid to ask