



2023 SEASON

CONNECTICUT FRESH MATCH TOOLKIT

EHC!
END HUNGER CONNECTICUT!

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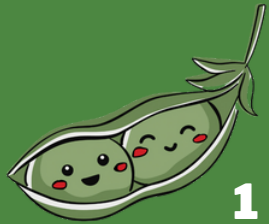
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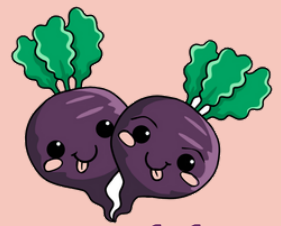
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WHO WE ARE



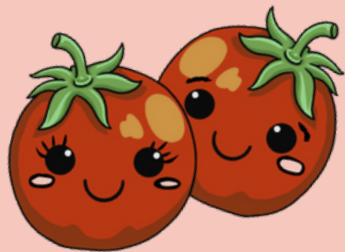
PARENT ORGANIZATION

End Hunger Connecticut! (EHC!) is a statewide anti-hunger nonprofit dedicated to eliminating hunger and promoting healthy nutrition. By partnering with state and local officials, schools, and community-based organizations, EHC! enhances the visibility and coordination of federal food assistance programs crucial to any effort to improve food security while increasing both family well-being and the amount of federal funding available to the state. EHC! also engages in strategic outreach, capacity building, and provides technical assistance on food and nutrition programs.



CT FRESH MATCH

Funded through a federal GusNIP grant in partnership with Farm Fresh Rhode Island, over 30 farmers markets across the state participate in CT Fresh Match. CT Fresh Match is a program that allows for SNAP recipients to receive 50% off their produce purchases. If you spend \$10 worth of corn and tomatoes, you receive another \$10 from the market to buy whatever additional produce you'd like.



**Scan to find
participating
markets!**



CT TRUE MATCH

Funded through a partnership with CT Department of Agriculture, CT True Match extends SNAP matching to include eligible non-produce items. Local items such as meat, dairy, and eggs are now all covered in this SNAP doubling program. So if you spend \$12 on beef, you will get an additional \$12 that you could still put towards fruit and veggies, but now also to things like fresh cheese, chicken, eggs and more.



OUR GOAL

The CT Fresh Match program provides reimbursement funding to Connecticut farmers' market outlets to **match purchases** of healthy fruits and vegetables 1-to-1 for SNAP customers (Supplemental Nutrition Assistance Program).

CT Fresh Match allows and empowers SNAP households to **stretch their benefits, incorporate more fresh, locally procured food into their diets, while supporting local farms and growers.**

Our goal is to increase access to local, nutritious options for low-income households that may not otherwise be able to afford options at a farmers' market. CT Fresh Match allows for increased access to fruits and vegetables, and CT True Match expands SNAP matching to other healthy, local non-produce items, giving SNAP customers **access, choice and affordability.**



LANGUAGE & TONE

IMPORTANCE OF INCLUSIVITY

43 million adults within the U.S. have low English literacy skills. 66% of those adults are born outside of the U.S.*

When considering the accessibility of the CT Fresh Match program language used, we must ensure that it does not surpass a fourth grade reading level for inclusivity purposes. Additionally, it is important to go the extra step to provide posters and other digital media in multiple languages so that we address other populations who may not have English as their first language.

English

Supporting your local farmers market means not only a healthy community, but also a healthy you!

Spanish

Apoyar a su mercado agrícola local no sólo significa una comunidad sana, sino también una persona sana.

Portuguese

Apoiar o seu mercado de agricultores locais significa não só uma comunidade saudável, mas também uma pessoa saudável!



*Literacy rates taken from the National Center for Educational Statistics (July 2019)

DESCRIBING FRESH MATCH

Explaining matching produce can be complicated; we'll make it simple. Here are some different ways to say what our program does:

**WE MATCH
SNAP!**

**50% OFF
PRODUCE
WITH SNAP!**

**BUY ONE, GET
TWO, WITH
SNAP!**

All three explain that CT Fresh Match gives **double the produce for half of the price**. You can also explain it in tangible cost, "Spend \$10 with SNAP, bring home \$20 of produce." Markets can advertise using whichever messaging best fits their operations. It's up to you to decide what you think is most useful to communicate to your customers!



VISUAL IDENTITY



LOGOS

PRIMARY LOGO

The logo provided represents the official branding for the CT Fresh Match program. This is to be used in any digital design media that is representative of the program and should be in tandem with our organization's logo, EHC!. Click [here](#) for the official CT Fresh Match logo.



CONNECTICUT
FRESH MATCH

Need higher resolution files of our logos? Contact ctfm@endhungerct.org

SECONDARY LOGO

This logo is a visual representation of how CT Fresh Match works. This may be used when deemed appropriate or necessary. Click [here](#) for the "You SNAP We Match" logo.



EHC! LOGO

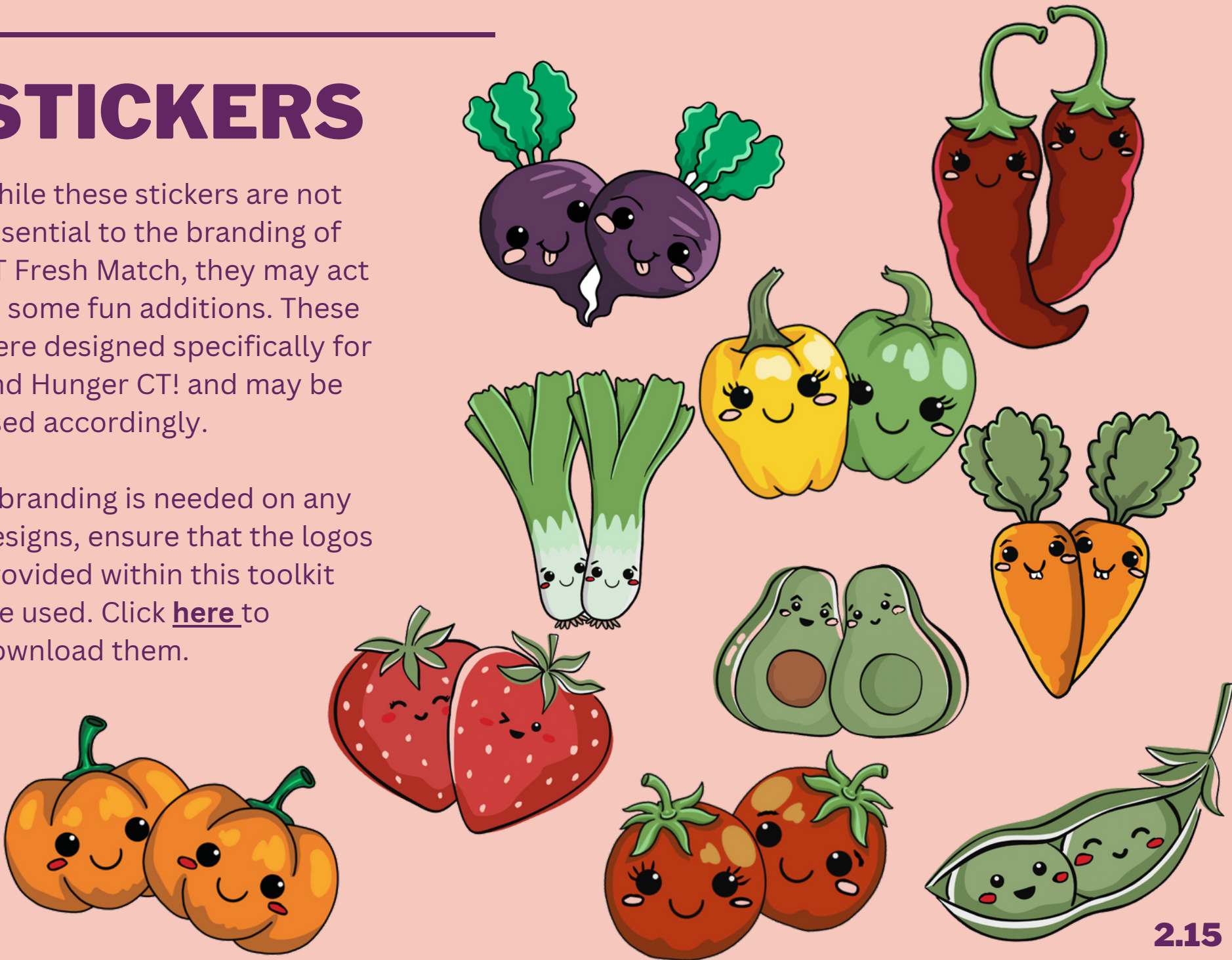
CT Fresh Match is a program of End Hunger CT!. The EHC! logo must be used in all instances where it is not clearly mentioned that CT Fresh Match is an EHC! program. Click [here](#) for the EHC! logo.



STICKERS

While these stickers are not essential to the branding of CT Fresh Match, they may act as some fun additions. These were designed specifically for End Hunger CT! and may be used accordingly.

If branding is needed on any designs, ensure that the logos provided within this toolkit are used. Click [here](#) to download them.

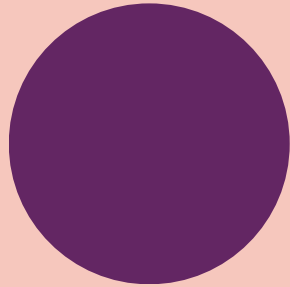


COLOR SCHEME

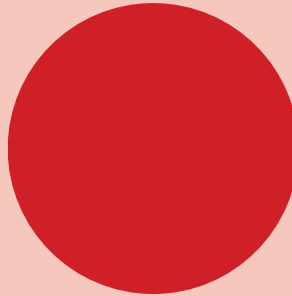
Primary



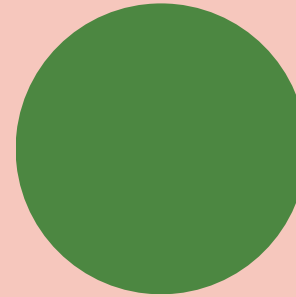
Ballerina Slipper
Baby Pink
#f6c7bd



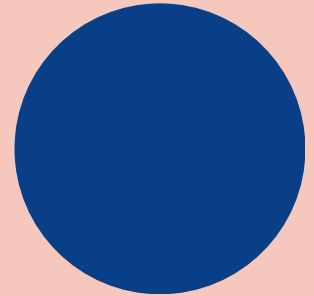
Muted Eggplant
Purple
#632663



Orange-like Red
#cf2027



Muted Kermit
Green
#4c8741



Lapis Blue
#093f86

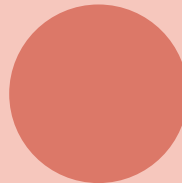
Secondary



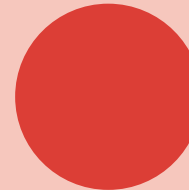
Light Muted
Taupe
#c8c0ae



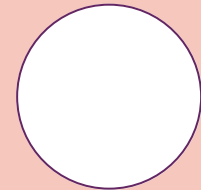
Muted Army
Green
#6d7f54



Dark Coral Pink
#dc7868



Muted Orange-like
Red
#dc3e36



White
#ffffff

FONTS

In order to make ourselves remain consistent; we stick to a few sets of text fonts. This allows for cohesion in social media posts and flyers you might see at events. Typically, we use Libre Franklin Black and Bukhari Script for the header and Canva Sans for the text.

LIBRE FRANKLIN BLACK

**A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s
t u v w x y z**

CANVA SANS

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p
q r s t u v w x y z**

BUKHARI SCRIPT

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o
p q r s t u v w x y z*

PHOTOGRAPHY

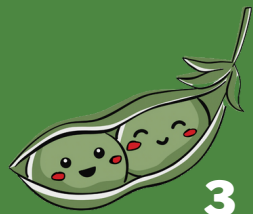
BE PROUD OF YOUR PRODUCE AND YOUR CUSTOMERS

When posting photos of the farmers markets, ensure that you highlight the vendors, or farmers, as well as the customers attending. It is important to see human connection and the direct benefits of the program in action!

You may use hashtags like
#ctfreshmatch **#SNAPdoubling**



APPLICATIONS



POSTER

POSTER EXAMPLES

These example posters demonstrate the type of color scheme that should be used. Utilizing colors provided within the primary color schemes allow the message to more clearly stand out.

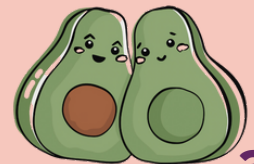
It is important that the use of graphics and colors draw readers in and is as engaging as possible. Additionally, any text should be as clear and concise as possible so the most important messaging is emphasized.



SIGNAGE

Signage refers to lawn signs or other signs that direct individuals to our program or anything related to CT Fresh Match events.

Colors from the primary color scheme are often used so that lettering is clear and legible. Try to avoid using lots of text and stick to large lettering in the fonts provided within this toolkit.



SOCIALS

Social media posts are a bit more flexible in terms of the amount of text and color scheme used. However, try to use more subtle background colors similar to as shown in the examples.

Additionally, remain clear in the written text and keep any heavily worded text posts to the second slide, so the media page does not look cluttered.



CAPTION IDEAS

Maximize your SNAP dollars! **[insert market name]** is a proud member of the CT Fresh Match program that allows us to DOUBLE your SNAP dollars on fruits and vegetables every market day **[up to \$X if your market has a spending cap]**! Come visit us to learn more **[insert market days and times]**.

Our market is flourishing this season! Come visit **[insert market name here]** to DOUBLE your SNAP purchases through the CT Fresh Match program = We are open **[insert market days and times here]**.

Everyone wins with CT Fresh Match, including our market! CT Fresh Match allows **[insert market name]** to double SNAP purchases, which stimulates CT's agricultural economy by increasing profit for local farmers and growers. CT Fresh Match also enhances the wellbeing of SNAP recipients by increasing access to fresh, healthy food!



TAGS

A hashtag is a great way for users to broaden the information and posts that they see. If someone doesn't follow an account, but is searching for things under a tag, they will see every post with that tag. Get everyone's eyes and ears by using relevant hashtags!

Find us on social media @ctfreshmatch & @endhungerct

#ctfreshmatch

#eatfreshforless

#snapdoubling

#freshmatch

#freshfoodct

#freshforless

#freshproduce

#freshproduce

#SNAP

#SNAPworks

#farmersmarket

#farmtotable

TRUE MATCH

AN EXTENSION OF THE CT FRESH MATCH PROGRAM,
MATCHING NON-PRODUCE SNAP PURCHASES



WHAT IS TRUE MATCH?

THE TRUE WAY TO STRETCH YOUR SNAP

True Match is similar to Fresh Match; it believes in the same cause, has the same visual identity, and uses similar descriptions.

The difference between the two: True Match is **SNAP doubling for non-produce** SNAP items. Under True Match, SNAP-eligible items such as **meat, dairy, and eggs are all SNAP matched**. True Match increases options while offsetting the cost of healthy, local food for low-income households.

For example, if you buy a pound of beef for \$8, you could get another pound of beef at no-cost, OR the \$8 that you have SNAP matched could go to eggs, dairy, or produce.

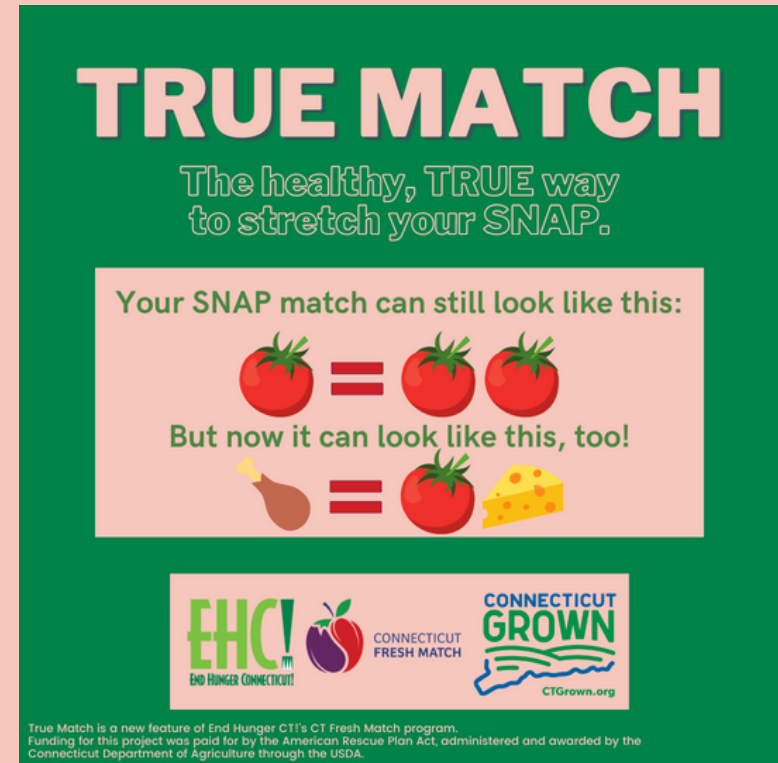


APPLICATIONS

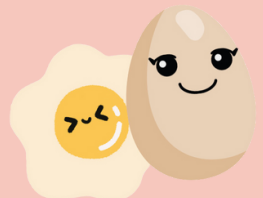
As mentioned on the previous page, True Match maintains the same color scheme, font choice, and values.

Visually, the difference lies in the fact that the equation for getting additional food has changed. One tomato could still equal two tomatoes, but a pound of meat could now equal some cheese and a couple tomatoes as well.

To the right is an example of a possible Instagram post.



Caption Idea: The rumors are TRUE! Come to [INSERT MARKET NAME] to get double the produce AND non-produce (dairy, meat, and eggs) for half the price when you buy with your SNAP benefits!



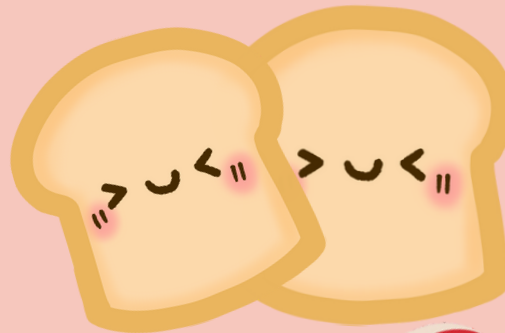
ADDITIONAL GRAPHICS

MEAT YOUR NON PRODUCE MATCH

YOUR SNAP match can still look like this:

But now it can look like this, too!

OUR MARKET ALLOWS CUSTOMERS WHO PURCHASE WITH SNAP TO GET DOUBLE THEIR VEGETABLES, FRUIT, DAIRY, MEAT AND EGGS FOR HALF THE PRICE



MOO-VE OVER PRODUCE

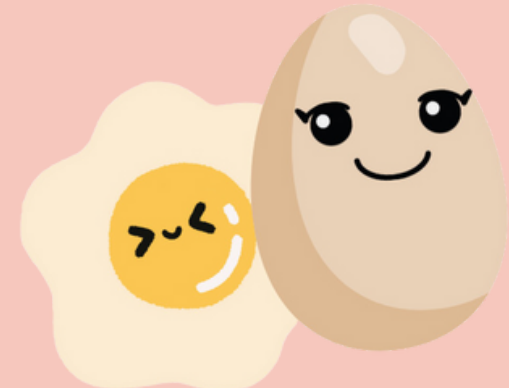
Your SNAP match can look like this:

But now it can look like this, too!

DAIRY, EGGS, AND MEAT ARE NOW INCLUDED IN SNAP DOUBLING AT FARMER'S MARKETS ALL ACROSS THE STATE

Scan to learn more!

CONNECTICUT FRESH MATCH



QUESTIONS?

CONTACT US AT
CTFM@ENDHUNGERCT.ORG