

2021 IMPACT REPORT



Fresh Access Bucks (FAB), an initiative of Feeding Florida (FF), is a USDA funded statewide nutrition incentive program that increases the purchasing power of SNAP recipients to buy fresh fruits and vegetables at farmers markets, produce stands, CSAs, mobile markets, and community grocery outlets. FAB's approach to addressing food access, affordability, and nutrition education aims to work with the entire food system: from producer to consumer to build healthy, resilient communities supported by robust local food systems. The FAB program provides nutrition incentives through the USDA Gus Schumacher Nutrition Incentive COVID Relief and Response Grant (GusCRR) grant program.



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*Katie Delaney,
Fresh Access Bucks Program Director*

2021 saw Floridians continue struggling to recover from the COVID-19 pandemic. Employment disruptions, housing shortages and rising food costs resulted in many families facing nutrition insecurity. Nearly 3 million Floridians participated in SNAP at the end of 2021 while countless children benefited from P-EBT funds to boost healthy food access. In light of this, Feeding Florida extended the unlimited match for the Fresh Access Bucks Program. This allowed participants to match their SNAP dollars with an equal amount of Fresh Access Bucks (FAB) to purchase fresh Florida-grown fruits and vegetables without the daily cap of \$40. As a result, SNAP participants received more than \$1.3 million of fresh fruits and vegetables through the program in 2021.

Additionally, Fresh Access Bucks partners continued to pivot and remain resilient in the face of uncertainty and high need. Adding new FAB retail locations and mobile market solutions allowed us to expand the reach of our program into communities in high need. The success of the program led to Feeding Florida being awarded a large-scale, multi-year USDA Gus Schumacher Nutrition Incentive Program (GusNIP) grant, allowing us to expand into 12 new retail outlets and 20 farm-direct outlets through 2025. As we move into 2022 and beyond, our focus is to continue to support over 70 FAB outlets, work to identify and onboard new outlets in high priority areas of the state, and support the expansion of accessible and affordable SNAP technical solutions for farmers, retailers and shoppers. We will also look for additional funding sources to help realize a larger impact in the retail space, a need identified by many SNAP participants using the program.

A handwritten signature in black ink that reads "K Delaney". The signature is written in a cursive, flowing style.

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65 FARM DIRECT OUTLETS 16 COMMUNITY GROCERY STORES

“The customer was excited to receive the FAB coupon because the prices of everything are going up and they were able to have a way to make sure they are eating healthier for less”

- *Keystone Heights*

Hitchcock's Markets Central and North Florida Locations



“I am a mother of young children and we utilize SNAP plus the FAB matching incentives for our purchases with the farm, which has made it easy and affordable to bring clean and nutritious foods to our table. The ability to pick up food without going into the grocery store has been a huge benefit to me and my family.” - *W. Wilson (Customer)*

Frog Song Organics- Hawthorne, FL
(Six farmers market locations across the state plus CSA pick up locations)



“One customer cried when she realized we took SNAP and that we would double her SNAP dollars thanks to FAB. She thanked us and returned again and again.”- *Full Earth Farm, Quincy, FL*



“One of our regular SNAP recipients has been able to provide healthier meals for her family. She had told us that her kids actually enjoy eating vegetables now since she was able to get fresh, higher-quality produce.”

- *Brevard County Farmers Market
Melbourne, FL and Titusville, FL*

“A weekly customer was thrilled that she was able to get off her BP (blood pressure) meds, and credits the FAB program for helping her achieve this.”

- *Cape Coral Farmers Markets,
Cape Coral, FL*







232,250

daily recommended servings of fruits & veggies purchased with FAB



“Amanda found us after she had been denied entry to a big box grocery store in the area during covid restrictions. During her first visit to our store we told her about the FAB program and that she could get free Organic produce by shopping with us. Amanda has since become a regular customer that shops 3 plus times a week. She has more access to Organic and Local produce than she did when shopping big box, gets to support a local store, and brings her daughter in to pick out her produce for her school lunches. Amanda has expressed that the FAB program has greatly impacted her family’s health and wellness and she is so excited for it to continue.”

- *Wright's Natural Market,
New Port Richey*



OVER \$8 MILLION

in groceries purchased with SNAP AND FAB at community grocery stores



\$603,852

in FAB spent on fresh fruits and vegetables




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2021 PROGRAM IMPACT



Over \$1.5 million of local food purchased with  **FAB & SNAP**

473,338

meals with FAB & SNAP 

FARM DIRECT PARTNERS

288,879

daily recommended servings of fruit and vegetables purchased with FAB 



\$753,974

in Fresh Access Bucks spent on Florida Grown Produce 

TECHNICAL SUPPORT

44 OUTLETS

supported with SNAP tech support 

18 new farm-direct outlets assisted to accept

SNAP



OVER \$3 MILLION

redeemed for
fresh fruits and
vegetables
(2013-2021)



The FAB Team (Katie Delaney, Meghan Fiveash, Heather Henderson, Dehliia Albrecht, Jordyn Vitorino)



\$12.6 MILLION

revenue generated
by FAB and
federal benefits
(2013-2021)

