

FRESH ACCESS BUCKS 2022 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 MISSION:

Fresh Access Bucks (FAB) makes fresh, local produce more affordable and accessible to SNAP customers and under-resourced communities, while supporting Florida's farmers and enhancing local economies.



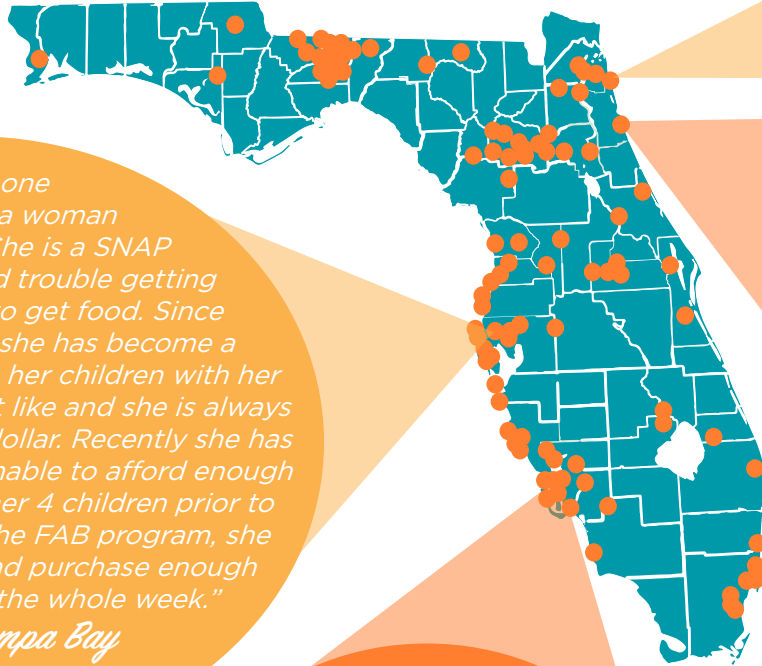
Since launching in 2013, Fresh Access Bucks has grown steadily to provide fresh produce to Floridians while supporting the state's farmers -and 2022 was a big year for our program. With increased food and housing costs impacting millions of Floridians, a multi-year USDA Gus Schumacher Covid Response and Relief (GusCRR) grant enabled FAB to expand to more farm-direct outlets and small grocers with particular emphasis on rural and under-resourced communities. Additionally, FAB expanded incentives not only to customers with SNAP benefits but to those receiving Pandemic EBT (P-EBT), which served more than 2 million children in high need, and to victims of Hurricane Ian who received Disaster SNAP (D-SNAP).

As we move into 2023 and beyond, our focus is to continue to support the 70+ outlets in our network, prioritize high need communities around 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.

*- Katie Delaney,
Fresh Access Bucks Program Director*



FAB'S REACH



"During one of our stops, a woman approached us...She is a SNAP recipient and has had trouble getting to the grocery store to get food. Since that initial interaction, she has become a regular client... She brings her children with her to pick out fresh fruits that like and she is always able to stretch her SNAP dollar. Recently she has admitted that they were unable to afford enough produce for herself and her 4 children prior to shopping with us. With the FAB program, she is able to do just that and purchase enough to last her family for the whole week."

*- Feeding Tampa Bay
Groceries on the Go*



"We have a growing number of mothers of small children using FAB to provide healthier foods for their children. It's so heartwarming to see the moms with strollers participating and starting their kids on the path to good dietary habits. If they start that way, they'll likely continue on that path throughout their lifetime."

*Peg - Bradenton
Farmers Market*

"I have seen elderly people with much less total benefit reap the rewards of buying fresh produce and plants and doubling their take-home shopping at our market rather than the grocery store. This is SUCH A HUGE leverage opportunity for local business, farmers, and SNAP recipients!"
*Jessica - DIG Local Network
Beaches Green Market*



"We have had a snap recipient open up and cry and tell us how much this program means to her and her family, especially during the pandemic allowing her to feed her family healthy food."

*Missy - St. Augustine
Amphitheatre
Farmers Market*



33 Counties

TYPES OF OUTLETS:



40 Farmers Markets



9 CSAs (Community Supported Agriculture)



15 Farm Stands



8 Mobile Markets



4 Online Markets



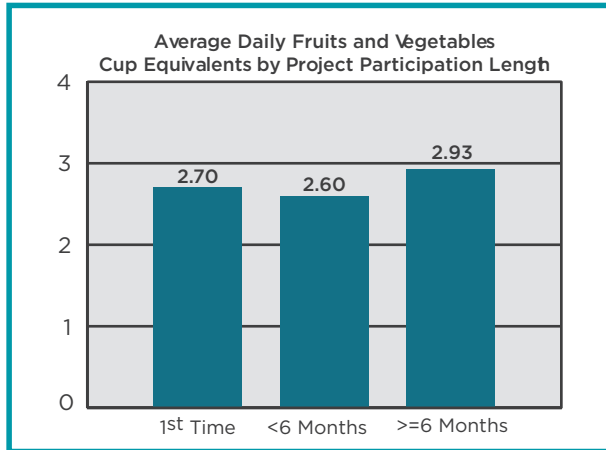
7 Community Grocery Stores



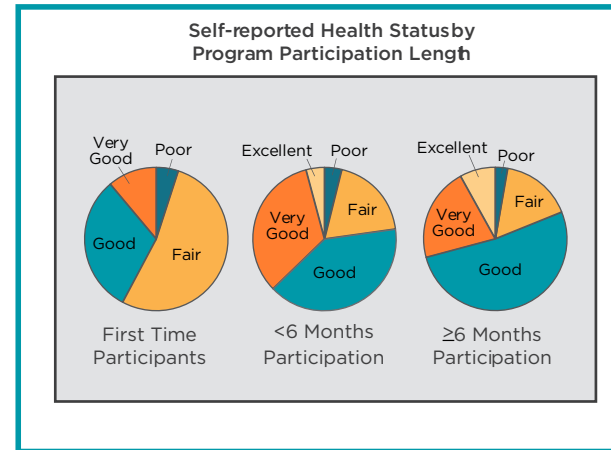
PARTICIPANT SURVEY



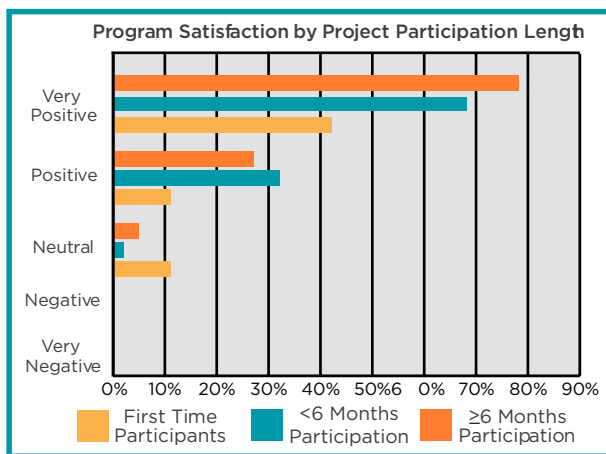
IN 2022, FAB SURVEYED SNAP CUSTOMERS SHOPPING AT SELECT FAB PARTNER OUTLETS. THE SURVEY RESULTS SHOWED THAT PARTICIPANTS WHO USED THE FAB PROGRAM FOR 6 MONTHS OR LONGER:



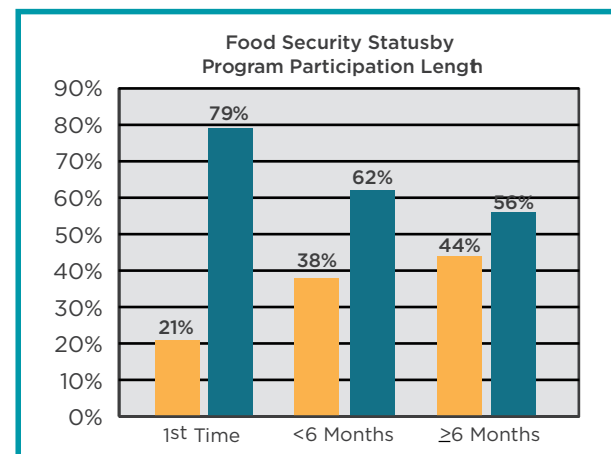
ATE MORE SERVINGS OF FRUITS AND VEGETABLES PER DAY



SAW A MORE FAVORABLE SELF-REPORTED HEALTH STATUS (WHEN COMPARED TO RESPONDENTS USING FAB FOR THE FIRST TIME)



HAD A POSITIVE EXPERIENCE WITH THE PROGRAM



REPORTED GREATER FOOD SECURITY



2022 PROGRAM IMPACT



IN TOTAL...



\$554,543
IN FAB REDEEMED
FOR FRESH FRUITS
AND VEGETABLES

\$925,456
IN ECONOMIC
IMPACT FOR
FLORIDA



FARM DIRECT PARTNERS

\$496,987 IN FRESH ACCESS BUCKS
SPENT ON FLORIDA-GROWN PRODUCE

181,382 DAILY RECOMMENDED SERVINGS
OF FRUITS AND VEGETABLES PURCHASED

OVER \$1 MILLION IN LOCAL FOOD
PURCHASED WITH SNAP & FAB

284,787 MEALS WITH SNAP & FAB



RETAIL PARTNERS

\$57,556 IN FRESH ACCESS BUCKS
SPENT ON FRESH FRUITS AND VEGETABLES

21,238 DAILY RECOMMENDED SERVINGS OF
FRUITS AND VEGETABLES PURCHASED

\$298,275 IN FAB + SNAP REDEEMED

78,908 MEALS WITH SNAP & FAB



TECHNICAL SUPPORT

12 NEW FARM DIRECT OUTLETS
ASSISTED TO ACCEPT SNAP

41 OUTLETS PROVIDED WITH SNAP TECH SUPPORT



HURRICANE AND DISASTER RELIEF



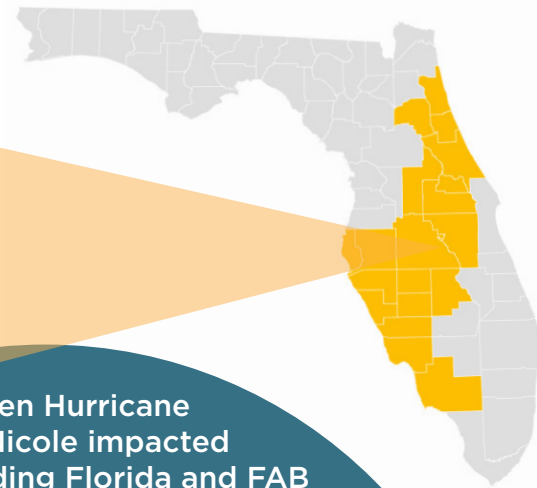
“Just after Hurricane Ian an individual was able to come spend their disaster SNAP money at our market and they were so happy to be able to find another location where they could spend their disaster relief money.”

Noah Hertz, Artisan Alley Makers and Farmers Market



Punta Gorda Farmers Market after Hurricane Ian

**D-SNAP
COUNTIES
WHERE
FAB EXTENDED
A NO-CAP
MATCH**



“When Hurricane Ian and Nicole impacted the state, Feeding Florida and FAB worked to make sure Floridians had access to food and resources. Fresh Access Bucks released a Natural Disaster and Emergency Response Toolkit ahead of hurricane season to provide resources and support to best prepare farmers, farmers markets, grocery stores and other partners for disaster response so that they could continue to provide food and resources to their communities. As I traveled to the communities hardest hit to provide relief and support, I saw first-hand the impact that the Feeding Florida food bank network and FAB were having as Floridians tried to rebuild and feed their families, displaced by the storm. When Disaster SNAP (D-SNAP) was issued to the affected counties across the state, FAB offered an unlimited match for those counties, allowing folks who were shopping with D-SNAP to get a \$1 for \$1 match for fresh fruits and vegetables.”

*-Katie Delaney,
FAB Program Director*



OVERALL PROGRAM IMPACT 2013-2022



SINCE 2013:



OVER
\$3.5 MILLION
IN FAB FOR
FRESH FRUITS AND
VEGETABLES



OVER \$15.5
MILLION
IN SNAP AND FAB
TOWARD LOCAL,
HEALTHY AND
AFFORDABLE
FOODS



OUR FAB TEAM

*Meghan Fiveash
Dehlia Albrecht
Heather Henderson
Jordyn Vitorino
Katie Delaney*

