

FRESH ACCESS BUCKS 2023 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.



2023 marked 10 years of Fresh Access Bucks (FAB) – first launched under a USDA Specialty Crop Block grant in 2013. Over the last decade FAB has grown to 77 outlets statewide, and in partnership with hundreds of Florida farmers, provided over 64.4M meals with SNAP and FAB to food insecure Floridians. Spanning from the Panhandle to the Florida Keys, we have partnered with senior centers, homeless organizations, urban corner stores, food banks, farmers and markets, and a rural grocery chain to provide better access to nutrition foods.

Here are just a few highlights from 2023: we hosted our first in-person statewide convening for FAB partners since 2018; developed a robust recruitment tool to sustainability recruit, onboard and retain outlets in the FAB program; received a Nutrition Incentive Hub Innovation grant to develop a mystery shopper program and market vendor toolkit; became a proud recipient of a four year Florida Blue Foundation Food Security grant to expand program resources and our reach to more SNAP clients; and hosted a FAB farmers market at the Florida State Capitol to showcase program impacts to legislators (more on that below).

Cheers to a decade of fruitful partnerships that support healthy communities. We're just getting started.

- Katie Delaney, Fresh Access Bucks Program Director



FAB'S REACH



"It's so nice to have fresh produce available in an area that really needs it. It's really empowering to know where my food comes from and to know that it was grown until its peak because it didn't have to be shipped or stored. This was an amazing Farmer's Market that I never would've gone to without the incentive but I will now regularly visit it."
 - Customer at Southside Farmers Market in Tallahassee



"A few weeks ago as I described the FAB match to a first time SNAP participant shopper she broke down in tears and said, 'You don't understand what this means to me. You just changed my whole life'. Her SNAP benefit was around \$40 and the match allowed her to leave with \$80 worth of local food!"
 - DIG Local Network Beaches Green Market, Jacksonville Beach



33 Counties

TYPES OF OUTLETS:

- 38 Farmers Markets**
- 6 CSAs** (Community Supported Agriculture)
- 17 Farm Stands**
- 5 Mobile Markets**
- 6 Online Markets**
- 5 Community Grocery Stores**



"One SNAP shopper said she hadn't realized that the market was here, but when she stopped to purchase a bus pass from the library she browsed through the market and was thrilled to learn the market accepted SNAP AND offered FAB, too! Now, she makes coming to Tasty Tuesdays by bus/public transportation a monthly ritual."
 -Tasty Tuesdays Community Market, New Port Richey

"We have a customer who only gets \$14 per month of SNAP benefits and is able to stretch it so much further at our farm stand due to the FAB program."
 - Westgate Community Market, Palm Beach



2023 PROGRAM IMPACT



IN TOTAL...

OVER
1.5 MILLION
DAILY RECOMMENDED
SERVINGS OF
FRUITS AND
VEGETABLES

\$571,709
IN FAB REDEEMED
FOR FRESH FRUITS
AND VEGETABLES

\$934,200
IN ECONOMIC
IMPACT FOR
FLORIDA



FARM DIRECT PARTNERS



\$446,025 IN FRESH ACCESS BUCKS
SPENT ON FLORIDA-GROWN PRODUCE

181,382 DAILY RECOMMENDED
SERVINGS OF FRUITS AND VEGETABLES PURCHASED

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

3.6 MILLION MEALS WITH SNAP & FAB

403 FLORIDA FARMERS PARTICIPATING

RETAIL PARTNERS



\$125,684 IN FRESH ACCESS BUCKS
SPENT ON FRESH FRUITS AND VEGETABLES

344,374 DAILY RECOMMENDED SERVINGS
OF FRUITS AND VEGETABLES PURCHASED

\$533,528 IN FAB + SNAP REDEEMED

2 MILLION MEALS WITH SNAP & FAB

TECHNICAL SUPPORT



11 NEW FARM DIRECT OUTLETS
ASSISTED TO ACCEPT SNAP

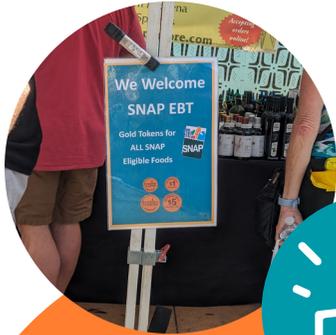
30+ OUTLETS PROVIDED WITH SNAP TECH SUPPORT

PARTICIPANT SURVEY

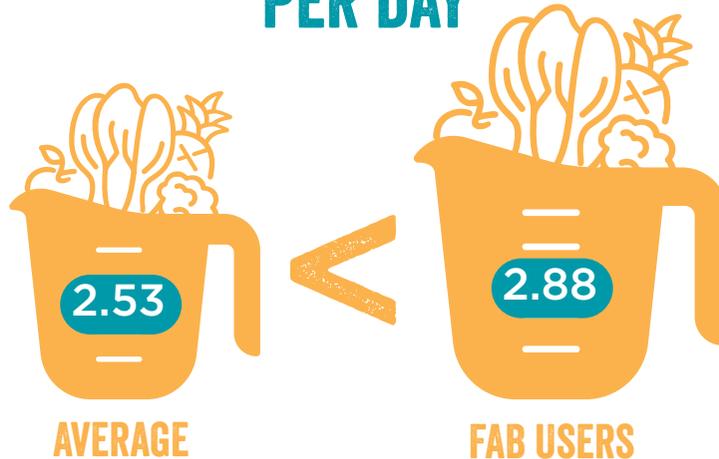


IN 2023, FAB SURVEYED SNAP CUSTOMERS SHOPPING AT SELECT FAB PARTNER OUTLETS. THE SURVEY RESULTS SHOWED THAT PARTICIPANTS WHO USED THE FAB PROGRAM FOR 6 MONTHS OR LONGER:

92%
OF RESPONDENTS SAID SNAP AND FAB WERE EASY TO USE



ATE MORE SERVINGS OF FRUITS AND VEGETABLES PER DAY



AND ATE MORE THAN THE AVERAGE AMERICAN

94% OF THE RESPONDENTS HAD A POSITIVE EXPERIENCE WITH FAB AND SNAP PROGRAM



REPORTED GREATER FOOD SECURITY AND LESS FOOD INSECURITY



1st TIME USING FAB

≥6 MONTHS OF USING FAB



FAB AT CHILDREN'S WEEK



In 2023, Feeding Florida brought a FAB farmers market to the Florida State Capitol in an effort to help legislators experience the benefits of bringing local produce from Florida farms into spaces where it is not typically available. **Feeding Florida gave out 3,000 lbs of fresh produce to 1,500 children and adults from across the state** at the event and also invited legislators to come visit the farmers market in the capitol courtyard. The event was successful in raising awareness about the program and the benefits to families, individuals, farmers and communities in Florida.



**THANK YOU
CHILDREN'S
WEEK
PARTNERS**



OVERALL PROGRAM IMPACT 2013-2023



\$3,155,352
FAB REDEEMED
FOR FRESH FRUITS &
VEGETABLES

\$17,033,352
IN FAB AND
FEDERAL BENEFITS
(SNAP AND FMNP)

Since 2013,
the FAB program
has contributed a
total economic benefit of
\$6,814,260
to Florida's communities.
Dollars that stay within
the state, benefitting
small and local
businesses,
Florida farmers
and families



OUR FAB TEAM

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

