



FRESH ACCESS BUCKS 2024 IMPACT REPORT



MORE FRESH PRODUCE
FOR FAMILIES



BETTER BUSINESS
FOR FARMERS



INCREASED DOLLARS IN
LOCAL COMMUNITIES

FAB KEEPS FLORIDA HEALTHY, FULL AND STRONG.

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.

As we look back on 2024, we honor the year full of innovation, resiliency, and expansion across FAB's network of 83 participating outlets and numerous statewide partners. Thanks to our **Feeding Florida** team, the support of the Florida State Legislature, working closely with the **Florida Department of Children and Families**, and key partners like **Florida Blue** and **Florida Nutrition Ed**, our efforts to increase access to nutritious foods is ever growing.

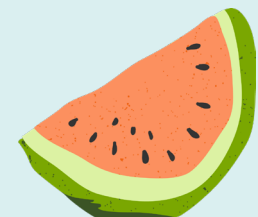
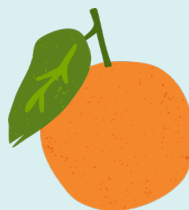
This past year, FAB received our first state legislative appropriation to expand FAB to Florida's rural communities, launched new resources for our vendors, and thrived in the face of an extraordinarily active hurricane season. Thanks to this effort, we were able to invest in hundreds of Florida farmers, providing over 735,000 meals with SNAP and FAB to food insecure Floridians.

As changes come, the FAB program remains nimble while our collaboration with partners allows us to grow and innovate how we bring fresh fruits and vegetables to Floridians. Thank you for joining us in this work.

With gratitude,
Katie Delaney

KDelaney

Fresh Access Bucks Program Director





FAB'S REACH

"The program helps reach people in our food desert to access healthier food. It also creates a conversation where the public can learn more about healthy choices."

- Jeff Wright, owner, Wright's Natural Food Market, New Port Richey, FL



 **37 COUNTIES**

TYPES OF OUTLETS:

-  **33** Farmers Markets
-  **6** Community Supported Agriculture
-  **12** Farm Stands
-  **6** Mobile Markets
-  **5** Online Markets
-  **18** Community Grocery Stores

"FAB helps our farmers get through the leaner summer months."

- Lakeland Downtown Curb Market, Lakeland, FL



"Three FAB users love the program so much that they started volunteering for us to help run our stand, and now volunteer for free veggies every week and are an integral and excited part of our team. It has reduced our overhead costs because we have let our staff reduce by 2 people."

- Urban Oasis Project Markets, Miami, FL



"Really just wanted to express my sincere GRATITUDE & APPRECIATION for this specialized program. I know everything costs money and as we all know groceries definitely are no exception. I'm a fan of fruits and veggies and so to those behind the scenes making this available .. THANK YOU AND KUDOS!"

- FAB Customer, Orlando, FL



"Some of our neighbors rely on our booth, specifically the SNAP-doubling program, to get healthy foods each week! They have diabetes and because of our program they are able to more easily afford the foods that they need."

- Artisan Alley Farmers Market, Deland, FL



2024 PROGRAM IMPACT

FARM DIRECT PARTNERS:

- **\$434,679** in Fresh Access Bucks spent on Florida-grown produce.
- **145,865 daily recommended servings** of fruits and vegetables.
- Almost **\$1 Million** in local food purchased with SNAP & FAB.
- **223,114 meals** with SNAP & FAB.
- Over **400 Florida Farmers** participating.

RETAIL PARTNERS:

- **\$226,387** in Fresh Access Bucks spent on fresh fruits and vegetables.
- **75,968** daily recommended servings of fruits and vegetables.
- **\$2.25 million** in FAB + SNAP redeemed.
- **513,213 meals** with SNAP & FAB.

TECHNICAL SUPPORT:

- **30+** outlets supported with SNAP Tech Support.
- **8 new farm direct outlets** assisted to accept SNAP.



221,834

Daily recommended
servings of fruits and
vegetables



\$661,067

Total Fresh Access Bucks
redeemed for fresh fruits
and vegetables in 2024

\$1,055,896

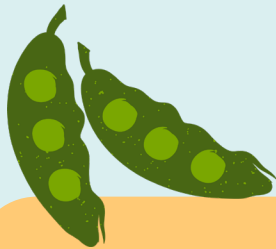
Total Economic
Impact in 2024



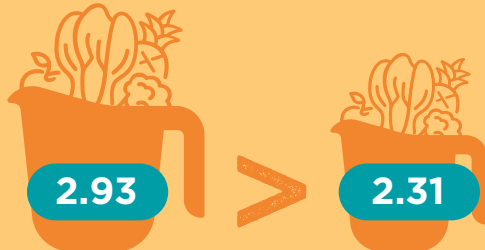


PARTICIPANT SURVEY

IN 2024, FAB SURVEYED SNAP CUSTOMERS SHOPPING AT SELECT FAB PARTNER OUTLET. SURVEY PARTICIPANTS WHO SHOPPED WITH FAB FOR 6 MONTHS OR LONGER HAD THIS TO SAY...



FAB shoppers ate more servings of fruits and vegetables per day



FAB USERS

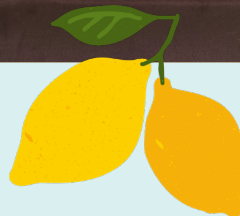
AVERAGE

AND they ate more than the average American



100%

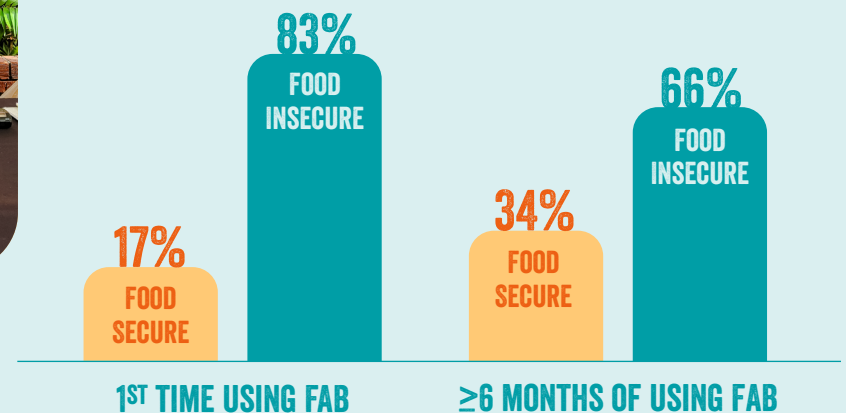
Of the respondents had a positive experience with FAB and SNAP program

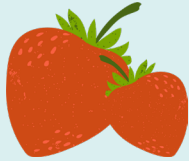


71%

of respondents rated their health as good, very good or excellent compared to first time users at 44%

REPORTED GREATER FOOD SECURITY





FAB AT CHILDREN'S WEEK



For a third year, **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, Florida Nutrition Education** and Fresh Access Bucks hosted an engaging tent full of healthy recipe samples, milk from Florida's dairy farms, and fresh Florida produce for folks to take home.

Over 1,500 children and adults from across the state walked through Feeding Florida's farmers market, filling their bags with fresh Florida-grown produce.

Thousands of pounds of fresh celery, oranges, broccoli, cucumbers, bell peppers, corn and squash were donated by **L&M Produce** and **Noble Citrus Produce**. The event left an impact on attendees and helped to illustrate the importance of the program.



FEEDING
FLORIDA



FLORIDA
NUTRITION ED



Second
Harvest
OF THE BIG BEND





OVERALL PROGRAM IMPACT 2013-2024



Since 2013, the FAB program has contributed a total economic benefit of

\$7,870,159

to Florida's communities. Dollars that stay within the state, benefitting small and local businesses, Florida farmers and families.



\$4,816,420

FAB Redeemed for Fresh Fruits and Vegetables



\$20,273,197

SNAP and FAB Redeemed



Our Fab Team:

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Meghan Fiveash