

FRESH ACCESS BUCKS 2025 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.



THE MISSION:

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

**MORE FRESH
PRODUCE
FOR FAMILIES**



**BETTER BUSINESS
FOR FARMERS**



**INCREASED
DOLLARS
IN LOCAL
COMMUNITIES**



'25 PROGRAM IMPACT

RETAIL PARTNERS:

- **\$1.36 Million** Fresh fruit and vegetable purchases with FAB at grocery stores

FARM DIRECT PARTNERS:

- **\$475K** in Florida-grown fruit and vegetable purchases with FAB
- **\$980K** local food purchased with SNAP & FAB
- **400+** Florida Farmers participating

\$16.5 Million
Return on Investment



\$2.1M

Revenue generated for
140+ Florida farmers



\$2.7M

Economic Impact from
FAB produce incentives



\$11.6M

Local food economic
impact from SNAP sales



617K

Daily servings of
fruits and veggies

\$1.8M

Total FAB redeemed for
fresh fruits and vegetable



FAB'S REACH

BREAKING IT DOWN: IN 41 COUNTIES



36 Farmers Markets



4 Community Supported Agriculture



16 Farm Stands



6 Mobile Markets



6 Online Markets



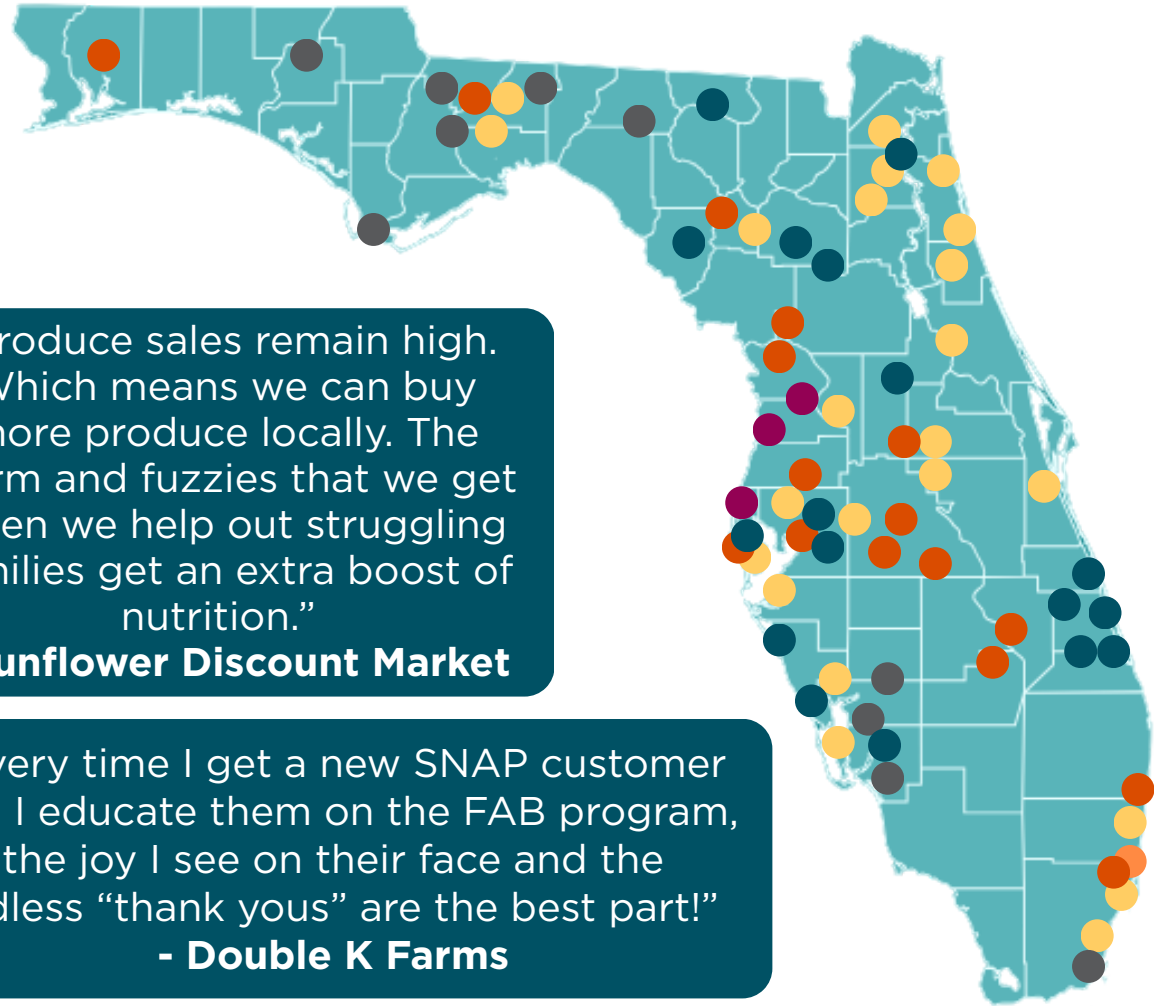
22 Community Grocery Stores

"Produce sales remain high. Which means we can buy more produce locally. The warm and fuzzies that we get when we help out struggling families get an extra boost of nutrition."

- Sunflower Discount Market

"Every time I get a new SNAP customer and I educate them on the FAB program, the joy I see on their face and the endless "thank yous" are the best part!"

- Double K Farms





FLORIDA FRESH DOLLARS

Launched November 2025 in response to the Federal government shutdown, **Florida Fresh Dollars (FFD)** is a voucher based program that helps neighbors stretch their food budgets with additional access to fresh, Florida-grown fruits and vegetables while supporting Florida farmers.

**IN THE FIRST 44 DAYS AT 16
LOCATIONS THE FLORIDA FRESH
DOLLARS PILOT PROGRAM
ACCOMPLISHED:**



\$44,260

FFD Vouchers Redeemed

14,803

Daily servings Florida
grown fruits and
vegetables

\$75,242

Total Economic Impact



"We were able to get an exceptional amount of Florida-grown fresh fruits and vegetables to food insecure Floridian's as well as money in the pockets of our Florida farmers. We hope to refine and expand the program to increase healthy food access to more people across the state while continuing to supporting Florida's local farmers."

**- Heather Henderson
FAB Assistant Director**



OVERALL PROGRAM IMPACT 2013-2025

12 Years of Impact:

Since 2013, FAB has provided over **\$6.7 million** in fresh produce purchases to Florida families and generated over **\$10.6 million** in economic impact for Florida's farmers & producers. Collectively, FAB's outlet network has contributed more than **\$38 million** to local economies through SNAP programs across the state.



\$29M

Healthy food
purchases with
SNAP & FAB

2.4M

Daily servings of fresh
fruits and vegetables
with FAB

7.5M

Meals with
SNAP & FAB

\$6.7M

Fresh fruits and
vegetables
purchases with FAB

FRESH ACCESS BUCKS TEAM

From left to right

Stephanie Roach, Carley Todd,
Meghan Fiveash, Dehlia Albrecht,
Heather Henderson, Katie Delaney



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