



FRESH ACCESS BUCKS FARM-DIRECT PROGRAM

Feeding Florida is accepting applications from Florida farm-direct outlets interested in partnering with Fresh Access Bucks (FAB) to offer incentives for SNAP customers to purchase fresh Florida-grown vegetables and fruits. Farm-direct outlets include farmers markets, direct-marketing farmers, farm stands, mobile markets and other local produce aggregators. FAB provides a one-to-one match for fresh Florida-grown fruits and vegetables, up to \$40 for every market day.

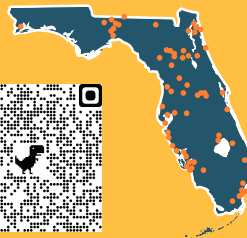
HOW THE FRESH ACCESS BUCKS PROGRAM WORKS:



HOW FRESH ACCESS BUCKS WORKS

Fresh Access Bucks offers a deep discount on fresh produce when you shop with SNAP/EBT at participating farmers markets, mobile markets, produce stands, community-supported agriculture (CSAs) and retail outlets. FAB doubles your purchase! Want to spend \$10 on your SNAP/EBT card? You get an extra \$10 to purchase fresh produce! No advance sign up necessary.

1 Find a participating location



2 Shop with SNAP/EBT; for every dollar you spend, we match



1 + 1 = 2

3 Save on fresh fruits & vegetables



BENEFITS FOR FAB PARTNERS



- INCREASE SALES
- SUPPORT FOR FLORIDA FARMERS
- NEW AVENUES FOR PROMOTION
- POSITIVE MEDIA EXPOSURE
- ATTRACT NEW CUSTOMERS
- EXPANDED FUNDRAISING OPPORTUNITIES
- SNAP TECHNOLOGY SUPPORT

BENEFITS FOR THE COMMUNITY



- AVAILABILITY AND AFFORDABILITY OF HEALTHY FOODS
- SUPPORTS LOCAL FARMERS
- SUPPORTS LOCAL ECONOMY
- DRIVES POSITIVE HEALTH OUTCOMES

IT'S A SNAP: SHOPPING WITH FRESH ACCESS BUCKS

FRESH ACCESS BUCKS are available to SNAP shoppers at any participating location, no sign up necessary



SNAP SHOPPERS may double their benefits at participating FAB outlets, up to \$40 per day.

1 + 1 = 2

FRESH ACCESS BUCKS can only be used to purchase Florida-grown fresh fruits, vegetables, and food producing plants and seeds.





FRESH ACCESS BUCKS FARM-DIRECT PROGRAM

FAB IS LOOKING FOR FARM-DIRECT OUTLETS THAT ARE:

- ✓ Located in Florida and able to reach low-income communities
- ✓ Currently SNAP Authorized or looking to become SNAP authorized
- ✓ Have capacity to track data and promote the FAB program
- ✓ Sell Florida-grown produce
- ✓ Provide a welcoming and inclusive environment for all shoppers

WANT TO BECOME A FAB PARTNER?

APPLY HERE:

[HTTPS://BIT.LY/FABFARMDIRECTAPP](https://bit.ly/fabfarmdirectapp)

FAB PARTNER REQUIREMENTS:

- Identification as a member of the network
- Contribution of common data points through standard network data tracking system
- Participation in 1 on 1 person network training per year
- Participation in regular, monthly regional calls
- Participation in additional statewide program evaluation, as requested
- Participation in statewide outreach campaigns, as applicable
- Membership fee

NOT SNAP AUTHORIZED YET BUT INTERESTED IN ACCEPTING SNAP? WE CAN HELP.

Check out the SNAP Technical Support page on
www.feedingflorida.org/food-access/fresh-access-bucks/snap-technical-support.
for more information.



Contact Heather Henderson for assistance!
(347) 773-8410 | heather@feedingflorida.org



Fresh Access Bucks is a program of Feeding Florida, the state's largest non-profit food bank association that works directly more than 2,400 partner agencies throughout their 12 member food bank network. Support FAB, and Spread the Word! Visit www.FreshAccessBucks.com for promotional materials and to learn more about our network.