

Fresh Access Bucks Data Collection & Produce Source Reporting

FAB Retail Partner SNAP, FAB, sales and produce data are collected and evaluated monthly and annually to 1) fund FAB nutrition incentives and ensure program compliance 2) understand the impact of nutrition incentives at grocery outlets and surrounding communities and 3) support future nutrition incentive projections and retail programs. Program goals include: increased fruits and vegetables purchases by SNAP recipients; increased produce and overall sales for partner outlets; and increased produce purchasing from Florida farmers. Each data point is provided by the retail partner from regular point-of-sale system reports on a monthly or annual basis as outlined. Data collected includes information related to SNAP and FAB incentive transactions, local produce acquisition, store produce sales, overall sales and basket averages. **FAB retail partner data is proprietary and will be kept confidential by Feeding Florida.**

Monthly data requirements are outlined below and in the [Monthly FAB Data Report & Invoice Template](#):

FAB Transaction Data, provided on a monthly basis		
Data Point	Level	Source
Total SNAP spent	aggregate	Store POS report
Total number of SNAP transactions	aggregate	Store POS report
Total FAB issued	transaction	Store POS report
Total FAB redeemed	transaction	Store POS report
Local produce qualitative survey	qualitative	Monthly Data Report & Invoice

**FAB defines local produce as grown within the state of Florida or within 50 miles of its border*

Local produce qualitative survey

- How many Florida farmers did you purchase from?
- What is the total dollar value of produce that your outlet(s) purchased this month?
- What is the total dollar value of Florida-grown produce that your outlet(s) purchased this month?

Annual data requirements are outlined below and in the [FAB Retail Annual Data Evaluation Template](#):

Year-over-Year Store Produce Sales Data As Determined by Dates of Program Participation		
Data Point by Store	Level	Source
Total store sales	aggregate	Store report
Total produce sales	aggregate	Store report
Total SNAP produce sales (if possible)	aggregate	Store report
Basket average (if possible)	aggregate	Store report