

Who we are

Feeding Florida is the state's network of nine food banks working together to provide healthy and dependable solutions to ending hunger in all 67 counties. The network of food banks works with more than 2,400 partner charitable agencies —local churches, charities, schools, and health centers with food pantries —to deliver programs, services, and meals directly to individuals and families in need to ensure a hunger-free Florida.

What is FAB

An initiative of Feeding Florida, Fresh Access Bucks (FAB) is Florida's statewide produce incentive program that provides a dollar-for-dollar match for fresh, Florida-grown fruits and vegetables when SNAP-eligible foods are purchased at participating grocery stores, farmers markets and farm stands.

FAB creates new markets and revenue streams for Florida's farmers and producers, increases local food purchasing and strengthens community investment in local economies while building a more resilient food system —from farm to fork.

How it works

FAB doubles SNAP for fresh, Florida-grown produce

- Shoppers visit a participating grocery store or farmers market →
- Shop for SNAP-eligible items →
- Receive a dollar for dollar match in Fresh Access Bucks when SNAP is spent →
- Purchase fresh, Florida-grown produce, take home and enjoy



HOW FRESH ACCESS BUCKS WORKS

- 1 Find a participating location
- 2 Shop with SNAP/EBT; for every dollar you spend, we match
- 3 Save on fresh fruits & vegetables



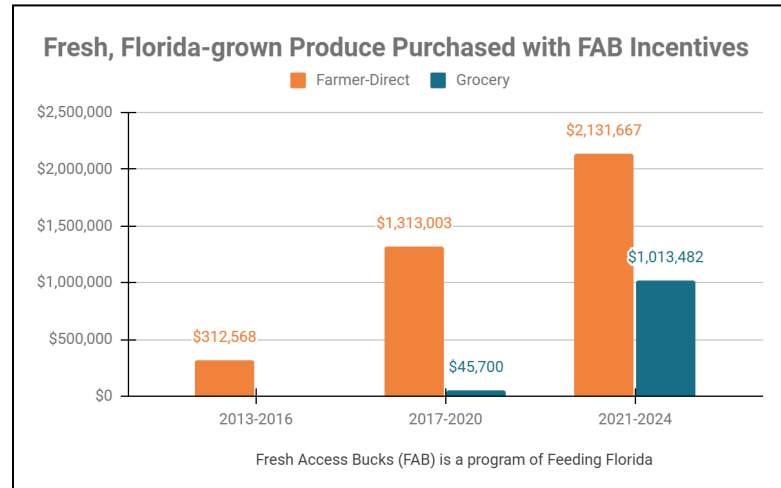
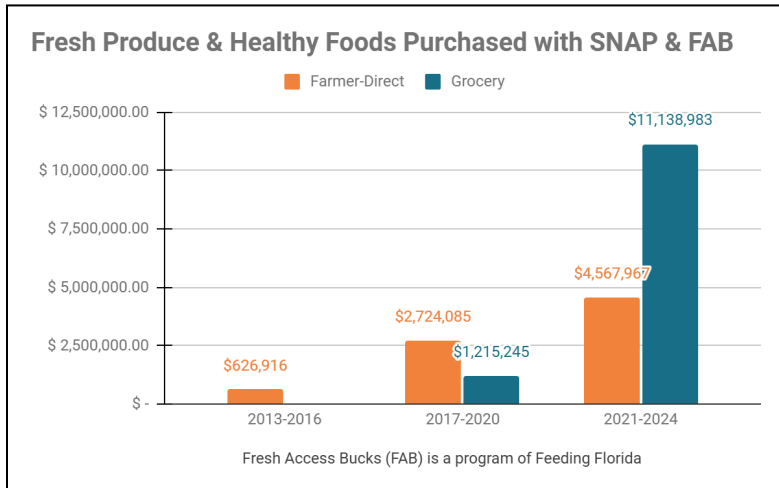
History

FAB launched in 2013 at three farmers markets in Gainesville, Florida and quickly expanded into one of the first statewide produce incentive programs in the country. In 2015, FAB was one of eight recipients of the first large-scale USDA Food Insecurity Nutrition Program (FINI) grant, authorized through the 2014 Farm Bill, and was awarded a second FINI grant in 2018 after joining Feeding Florida as a network program. Since then, FAB has grown to over 80 locations from Miami to the Panhandle and is currently funded by a 2021 large-scale USDA Gus Schumacher COVID Relief and Response (GusCRR) grant, 2022 Florida Blue Food Security Grant, and 2025-2026 state of Florida appropriated funds to expand into rural Florida communities.

Impact

FAB's impact is fourfold:

1. supports Florida's farmers and producers
2. strengthens local retailers and enhances local economies
3. increases access to affordable fresh produce and helps close the economic gap for struggling families
4. reduces healthcare costs and improves health outcomes for participants



By the numbers:

- To date (2013-2024), FAB has served more than **57,000** Florida families, provided over **1.7M** daily recommended servings of fresh fruits and vegetables, **7.4M** meals through SNAP + FAB
- Over **400** Florida farmers participating in the program in 2024
- More than **80** participating outlets, including community grocery stores, farmers markets and farm stands
- Over **\$4.8M** in fruits and vegetables purchased with FAB since 2015
- Over **\$12M** in groceries purchased with SNAP and FAB at community grocery stores
- More than **\$7.8M** in economic impact for Florida ([Nutrition Incentive Economic Impact Calculator](#))
- More than **\$34.6M** in local economic impact ([Local Food Economic Impact Calculator](#)).
- Nationally, participants in nutrition incentive programs consume more fruits and vegetables than the average American ([GusNIP NTAE Impact Findings Report 2021](#)).

Grow with us

Inspired by the success of the current program outcomes, FF seeks to amplify the impact of the FAB program by aligning with strategic funding partners. Through the collaborative efforts of agencies, organizations, and business stakeholders in Florida we will expand impact and outcomes and make lasting change in our communities. Together, our big ideas and bold action will provide access to fresh, healthy foods and provide true opportunities for positive health outcomes for Floridians facing food insecurity.

What Florida farmers are saying

"FAB is one of the most valuable aspects of the farm stand that we run. It is a great way to give low income folks the ability to purchase local foods. The program is easy to work with and has many helpful resources for participants." –Palm Beach county farmer

"Our farm sees a large use of FAB tokens at their booths. Farming is hard work that does not yield immense monetary returns, so having the program at the market increases sales exponentially." –Desoto county farmer

"We have seen SNAP increase our sales and many customers are regulars shopping 1-2 times per month." –Hernando county produce and meat farmer

"I can provide quality, local, organic produce more affordably to those who need it while remaining 'whole.'" -Homestead farmer

What participants are saying

"It allows us to make healthy food accessible to people of all income levels." – Sweetwater Organic Community Farm, Tampa

"The first year we offered the program someone cried, she was so excited that she would be able to buy organic vegetables from our market on a regular basis." – St. Petersburg Saturday Morning Market, St. Petersburg

"I use this program for most of my greens, eggs, honey, bread. Best program ever I eat like a queen!"- Jeanie, FAB customer

"I am disabled and don't leave my home. I depend on grocery delivery. It would help me so much to be able to take advantage of this program. They (FAB market staff) are so very nice and accommodating! This is going to be such a benefit to me! Thank you ever so much!" -Tracy, FAB customer in Palm Harbor

What FAB retail partners are saying

"We love the FAB program, our customers love the FAB program, and we hope it continues to be extended. We believe it has made a huge impact in our community. I see more repeat customers using EBT now than ever and they are buying more food and redeeming for more produce." -Wright's Natural Market Cashier Manager, New Port Richey

"A frequent customer of mine has lost weight and leads a healthier lifestyle by using the FAB coupons to purchase fruits and vegetables for her to take to lunch at work instead of purchasing fast food like she was previously." Hitchcock's Market Cashier, Keystone Heights

"The first customer I had received a coupon broke down in tears the first day she got it because she had such a rough day and was really tight on money. A few weeks later, one of our regulars didn't have the money to be able to purchase vegetables for dinner that night and was able to do so with the coupon." - Hitchcock's Markets Grocery Manager, Trenton

"An elderly man in a food desert has improved his health, energy and lost weight (much needed for health reasons). It's the first time in twenty years he is below 275 pounds. He says thank you EVERY TIME he shops with us." Wright's Natural Market owner, New Port Richey

"One customer said she was no longer packing sweet snacks in her child's school lunch. Another customer said they used this opportunity to try some fruits and vegetables that they would not otherwise have ever tried." -Hitchcock's Market Store Director, East Palatka

"An elderly couple on limited income were very pleased with free produce that they normally couldn't afford. Same as above but with mothers with children." -Hitchcock's Market Assistant Store Director, Interlauchen