



FRESH ACCESS BUCKS RETAIL PROGRAM

INCREASING FOOD ACCESS AT SMALL, REGIONAL, OR INDEPENDENT GROCERY, CO-OP, CONVENIENCE, OR CORNER STORES IN FLORIDA

Feeding Florida is accepting applications from Florida retailers interested in partnering with Fresh Access Bucks (FAB) to offer incentives for SNAP customers to purchase fresh vegetables and fruits. The FAB program intends to make fresh, Florida-grown produce accessible to SNAP shoppers in communities that do not have access to farmers markets and traditional grocery stores. FAB provides a one-to-one match for fresh fruits and vegetables, up to \$10 for every retail visit.

HOW THE RETAIL PROGRAM WORKS

Step 1: **SHOP** with SNAP/EBT



Step 2: **MATCH** every \$1 you spend with SNAP/EBT, we'll match \$1 in Fresh Access Bucks

$$1 + 1 = 2$$

Step 3: **GET** up to \$10 FREE in each time you shop SNAP/EBT



Step 4: **SPEND** Fresh Access Bucks on fresh vegetables & fruits that day or on your next shopping trip



BENEFITS FOR RETAILERS



- INCREASE SALES
- NEW AVENUES FOR PROMOTION
- POSITIVE MEDIA EXPOSURE
- ATTRACT NEW CUSTOMERS

BENEFITS FOR THE COMMUNITY



- AVAILABILITY AND AFFORDABILITY OF HEALTHY FOODS
- ENCOURAGES LOCAL PRODUCE PURCHASING
- DRIVES POSITIVE HEALTH OUTCOMES

SUPPORT THE FAB RETAIL PROGRAM



- **HELP** identify expansion communities with need and viable grocery retailers
- **IDENTIFY** local growers near target communities to increase local produce at stores
- **COMMUNICATE** with SNAP populations about FAB Retail program in target communities
- **ADVOCATE** for this work – help expand the program and bring more fresh and local produce to populations in need!

Fresh Access Bucks (FAB) is a statewide USDA Food Insecurity Nutrition Incentive Program (FINIP) funded nutrition incentive program that encourages SNAP shoppers to redeem their benefits on healthy produce at participating locations. FAB's retail program is a three year pilot with a focus on small, regional, or independent grocery, co-op, convenience, or corner stores to offer Fresh Access Bucks on fresh produce.



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It's A Snap: Shopping With Fresh Access Bucks

FRESH ACCESS BUCKS are available to SNAP shoppers every day the FAB retail location is in operation



SNAP SHOPPERS may double their benefits at the FAB retail location multiple times per day without penalty

1 + 1 = 2

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



FAB CAN WORK WITH RETAILERS THAT:

- Currently offer SNAP in areas where food access is limited
- Use a POS system that can incorporate the Fresh Access Bucks incentive
- Offer quality produce and culturally appropriate products
- Collaborate with FAB on staff training and customer relations related to the FAB program
- Interested in sourcing Florida grown produce
- Keep a well maintained retail space and have positive community perception

GET FREE FRUITS & VEGGIES WITH YOUR EBT CARD



& FRESH ACCESS BUCKS



FAB is a program of feeding florida, the state's largest non-profit food bank association that works directly more than 2,500 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.

