



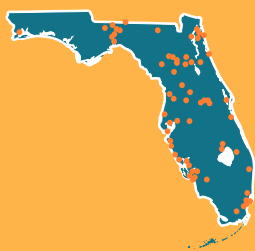
# FRESH ACCESS BUCKS

## 2020 PROGRAM IMPACT

**Fresh Access Bucks (FAB)**, a program of Feeding Florida, 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.

**How it 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

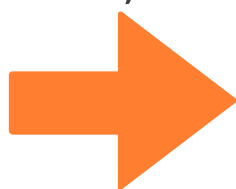


**\$527,000+**  
in Fresh Access Bucks spent on

**FL GROWN PRODUCE**

**338** FLORIDA FARMERS participating

202,728 daily recommended servings of **FRUITS** and **VEGETABLES** purchased with FAB\*



**66**  
FARM DIRECT OUTLETS INCLUDING FARMERS MARKETS FARM STANDS CSAS AND MOBILE MARKETS  
**15**  
RETAIL OUTLETS

Over \$1.3 million in **LOCAL FOOD** purchased with **FAB** and **SNAP**

**135%** INCREASE IN FRESH FRUITS & VEGETABLES PURCHASED

**402,630** meals with SNAP + FAB\*\*



**OVERALL PROGRAM IMPACT 2013-2020**

More than **\$1.4 MILLION** redeemed for FL grown produce

Over \$3.1 MILLION in **REVENUE** generated by FAB & Federal benefits for LOCAL FOOD

**CONTACT US**  
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[www.freshaccessbucks.com](http://www.freshaccessbucks.com)

\*<https://www.ers.usda.gov/amber-waves/2019/june/americans-still-can-meet-fruit-and-vegetable-dietary-guidelines-for-210-260-per-day/>

\*\*<http://map.feedingamerica.org/county/2018/overall/florida>



# FRESH ACCESS BUCKS



## EXPANDING ACCESS TO FRUITS & VEGETABLES

### SNAP SUPPORT

FAB helps farmers and markets navigate SNAP authorization and obtain EBT equipment. More farm-direct outlets accepting SNAP/EBT means more access to fresh fruits and vegetables for SNAP customers.

#### FAB Impact:

- SNAP technology support for 150 outlet
- 55 NEW outlets with resources to accept SNAP

### RETAIL PILOT PROGRAM

FAB's 3-year retail pilot program enables small, independent and regional retail outlets to offer Fresh Access Bucks on fresh produce to SNAP recipients in communities that struggle with food access. The goal of this pilot is to create a replicable incentive model and expand it statewide.

#### FAB Impact:

- 15 participating retailers
- \$46,690 in fresh produce purchases

## BENEFITS

Expands Access to Affordable, Healthy Foods

Increases Fruit & Vegetable Consumption

Drives Positive Health Outcomes

Reinforces Localized Food System

Enhances Local Economies, Market & Farm Viability

Helps Strengthen Community Connections

## ADAPTING FOOD ACCESS

With the COVID-19 pandemic driving more need, FAB and its network partners adapted in remarkable ways to address challenges, maintain food access for vulnerable populations and provide income for Florida farmers.

### FAB INITIATIVES

- New hire: Outreach Coordinator
- Unlimited SNAP Match campaign
- Interactive market map with up-to-date outlet status
- COVID-19 resources webpage for Florida farmers and markets
- Strong support for partners: webinars and virtual networking sessions
- Statewide social media campaign and direct marketing/advertising support for FAB outlets

### NEW MARKET MODELS

- Online Orders
- Curbside Pickup
- Drive Thru Farmers Markets
- Home Delivery
- Contactless CSA Boxes



## PERKS OF ACCEPTING SNAP & FAB

- Increases Overall Sales and Average Spend
- Opens New Avenues for Promotion
- Generates Positive Media Exposure
- Attracts New Customers
- Creates Community Inclusivity
- Builds Customer Loyalty



## SUPPORT OUR MISSION!

**ADVOCATE** for food access and healthy communities

**HELP** expand the program to bring more fresh & local produce to populations in need

**COMMUNICATE** to SNAP customers and community stakeholders about FAB

**SHARE** resources, recipes, posts, and people who can help make healthy food accessible