

# NUTRITION INCENTIVES FOR FLORIDA RETAILERS



Feeding Florida's Fresh Access Bucks (FAB) launched a pilot program in 2020 to expand the statewide nutrition incentive program into independent community grocery stores, corners stores and mobile markets.

## INCREASED ACCESS TO FRESH FRUITS AND VEGETABLES

Florida counties represented in FAB Retail Program to date

18



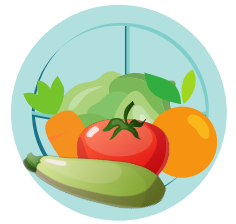
**\$793,331**

in FAB Redeemed for Fresh Fruits & Vegetables

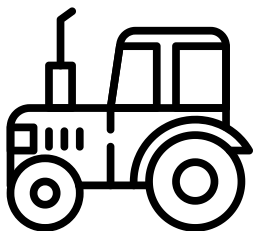
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**289,536**

Daily Recommended Servings of Fruits & Vegetables



## SUPPORT FOR FLORIDA FARMERS



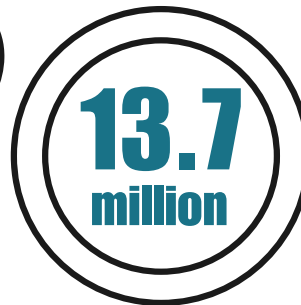
OVER **45**

Florida farmers supported



produce purchased from Florida farmers in 2 yrs

## INCREASED FOOD SECURITY



**MEALS**  
with SNAP+FAB

Reaching Florida's Rural Counties

Gilchrist, Hamilton, Levy and more

## INCREASED ECONOMIC IMPACT



# \$98,995,354

## Economic Impact for Florida through FAB Retail Program



# HITCHCOCK'S

MARKETS

*Always fresh. Always friendly.*

## Retail Success with FAB

**11**

locations

**9**

counties

**8**

months

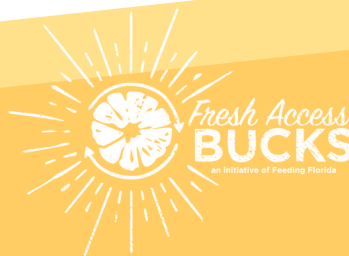
Produce sales  
increased by  
more than **25%**

Overall sales  
increased  
by **10%**

Over **\$612k** in  
FAB redeemed  
for F&V

“Customers were excited to be able to eat healthier and afford higher quality foods and this was evident throughout the program. The aftermath of the program was also very telling. The increase in produce sales during the program did not fall down completely afterwards. Instead, we experienced an increase in year over year produce sales, showing that some of our customers' eating habits were successfully changed with the program.”

- Giselle Alvarez, Hitchcock's Market Vice President of Operations



# FEEDING FLORIDA<sup>®</sup>

Florida's Food Bank Network