

Fresh Access Bucks

2013 –2017 Program & Impact



Fresh Access Bucks (FAB) is a statewide incentive program designed to encourage Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) recipients to redeem their benefits at farmers markets to purchase fresh, healthy foods directly from Florida farmers. At participating FAB markets, FOG matches what a SNAP cardholder spends with **FREE Fresh Access Bucks** - up to \$40 every market day! Customers can use them right away or later on to buy Florida grown fruits and vegetables. For example, a SNAP shopper who spends \$10 of their SNAP benefits would receive an extra \$10 to purchase fresh, local produce.



Over \$938,245 in revenue generated by FAB & federal benefits on FL Grown fruits and vegetables
42 Markets Participated with **SNAP**
33,000 Federal Benefit Transactions (SNAP & FMNP)
More than 16,350 New Market Shoppers
10 Markets Participated with **WIC/Senior FMNP**
Over 500 Participating Florida Farmers

Fresh Access Bucks

- ✓ Expand Access to Affordable, Healthy Foods
- ✓ Increase Fruit & Vegetable Consumption
- ✓ Enhance Local Economies, Market & Farm Viability
- ✓ Help Strengthen Community Connections

"This is a wonderful program that helps keep me and my family healthy, while also supporting local farmers and businesses."

- A Fresh Access Bucks participant



P.O. Box 12311 Gainesville, FL 32604
(352) 377-6345

info@freshaccessbucks.com
www.freshaccessbucks.com