

## FOR IMMEDIATE RELEASE

Contact: Jenni Williams, 321.749.6061  
Email: [jenni@foginfo.org](mailto:jenni@foginfo.org)



### **The Farm Market is now participating in Fresh Access Bucks Program increases access to healthy food for SNAP recipients**

(Gainesville, Fla. – April 28, 2016) – The Farm Market is now participating in Fresh Access Bucks, a program that increases access to healthy, local, fresh produce for Supplemental Nutrition Assistance Program (SNAP) recipients.

A program of Florida Organic Growers (FOG), Fresh Access Bucks (FAB) is a statewide incentive program designed to encourage SNAP recipients to redeem their benefits at farmers markets to purchase fresh, healthy foods directly from Florida farmers.

At participating markets, FOG matches what a SNAP cardholder spends with FREE Fresh Access Bucks - up to \$20, 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 at a participating market receives an additional \$10 to purchase fresh, local produce. Currently there are 28 farmers markets and two CSAs participating in Fresh Access Bucks throughout the state. In addition to increasing the affordability and accessibility of healthy foods, nutrition education efforts, such as cooking demos, at FAB markets is integral to increasing the purchase and consumption of fresh, local produce.

The Farm Market is located at 5700 East Irlo Bronson Memorial Hwy in St. Cloud and takes place every Saturday from 10 a.m. to 1 p.m. October through June.

FOG is a nonprofit that supports and promotes organic and sustainable agriculture by educating consumers, farmers, future farmers, businesses, policy makers and the general public.

For more information on The Farm Market, please visit their [website](#).

For more information on FAB and the other participating markets around the state, please visit the FAB [website](#).

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#### **About Florida Organic Growers**

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG promotes organic agriculture and healthy and just food systems by informing producers, consumers, media, institutions and governments about the benefits of organic and sustainable agriculture. For more information, please visit [www.foginfo.org](http://www.foginfo.org).