

## FOR IMMEDIATE RELEASE



Contact: Jenni Williams, 321.749.6061

Email: [jenni@foginfo.org](mailto:jenni@foginfo.org)

### **High Springs Farmers Market is now participating in Fresh Access Bucks Program increases access to healthy food for SNAP recipients**

(Gainesville, Fla. – October 13, 2016) – The [High Springs Farmers 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.

“We are excited about our new partnership with FAB,” said Carol Rowan, market manager. “This is a great incentive program for healthy eating choices at an affordable price for the community and at the same time helping our local farmers' economy.”

The High Springs Farmers Market is located at 115 N.E. Railroad Avenue in High Springs and is open year round – every Thursday from noon until 4 p.m. and the first Saturday of each month from 10 a.m. to 2 p.m.

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

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

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

###

#### **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).