

FOR IMMEDIATE RELEASE



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Temple Terrace Farmers Market is now participating in Fresh Access Bucks *Program increases access to healthy food for SNAP recipients*

(Gainesville, Fla. – June 15, 2017) – Temple Terrace Farmers Market is now participating in Fresh Access Bucks, a program that increases access to healthy, local, and fresh produce for Supplemental Nutrition Assistance Program (SNAP) recipients.

A program of Florida Certified Organic Growers and Consumers, Inc. (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 33 farmers markets, one mobile market, and two community-supported agriculture (CSAs) participating in FAB throughout the state. In addition to increasing the affordability of and accessibility to healthy foods, nutrition education efforts such as cooking demos at FAB markets are integral to increasing the purchase and consumption of fresh, local produce.

“Fresh Access Bucks will make our local, healthy produce available to many more people, and will bring the farming community and the neighborhood closer together,” said Travis Malloy, Market Manager for Temple Terrace Farmers Market. “We’re thrilled to be a part of such a wonderful program.”

Temple Terrace Farmers Market is located in Temple Terrace (11302 N. 56th St., between City Hall and Outback) and takes place year-round every Saturday from 9AM to 1 PM.

FOG is a nonprofit that supports and promotes organic and sustainable agriculture by coordinating programming and conducting educational outreach that benefits farmers, future farmers, consumers, businesses, policy makers, researchers, and students of all ages.

For more information on FAB and the other participating markets around the state, please visit www.FreshAccessBucks.com.

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About Florida Certified Organic Growers and Consumers, Inc.

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG is a nonprofit that supports and promotes organic and sustainable agriculture by coordinating programming and conducting educational outreach that benefits farmers, future farmers, consumers, businesses, policy makers, researchers, and students of all ages. For more information, please visit www.foginfo.org.