

FOR IMMEDIATE RELEASE



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

(Gainesville, Fla. – August 14, 2017) – Surfside Sunset 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 36 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.

“The Chamber of Commerce of Cape Coral is privileged to now offer the Fresh Access Bucks program at the Surfside Sunset Market,” said Claudia St. Onge, Market Manager for Surfside Sunset Farmers Market. “We want everyone to be able to eat healthy and affordably, and the FAB program helps us to reach this goal by offering this wonderful incentive to our local community.”

Surfside Sunset Farmers Market is now the second Lee County-based market to participate in FAB as the Cape Coral Farmers Market had previously joined the program.

“Eating delicious and nutritious foods helps our community to be the best it can be and we are proud to offer this very special program,” added St. Onge.

The Surfside Sunset Farmers Market is located at The Shops at Surfside (Veterans Pkwy. & Surfside Blvd.) and takes place year-round every Tuesday from 1 PM to 6 PM. For more information, please reach out to Claudia St. Onge at 239-549-6900 x 101 or cso@capecoralchamber.com.

FOG is a nonprofit that supports and promotes organic and sustainable agriculture in Florida 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.