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Florida Farm Stands Now Eligible to Apply to Fresh Access Bucks Program

(Gainesville, Fla. – October 19, 2017) – Farm stands across Florida are now eligible to apply to Fresh Access Bucks (FAB), a statewide program now operating in 18 counties that was created to increase access to healthy, local, and fresh produce for Supplemental Nutrition Assistance Program (SNAP) recipients.

A program of Florida Organic Growers (FOG), FAB is a statewide incentive program designed to encourage SNAP recipients to redeem their benefits at the point of purchase to purchase fresh, healthy foods directly from Florida farmers. Including farm stands in the FAB program will allow greater functionality and progress in rural landscapes where traditional farmers markets or CSAs are not as prevalent or easily accessible.

“By opening up this opportunity to farm stands, we will be better positioned to increase sales for Florida’s farmers and increase access to low-income consumers across Florida,” said Marty Mesh, FOG’s Executive Director.

FOG defines Farm Stand as “retail stands that sell Florida agricultural products grown or produced by the producer or other area farmers and also sell or offer for sale non-potentially hazardous packaged food products from an approved source. Farm stands may be located on-farm but are not required to be.”

At participating markets, FOG matches what a SNAP cardholder spends with FREE Fresh Access Bucks - up to \$20, every market day (just through October 31, the program is enabling SNAP recipients to match their SNAP benefits up to \$40). 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 farmer’s markets and two CSAs participating in the FAB program 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.

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.

Information on how to become a FAB partner market, how to find participating FAB markets, and more can be found at www.freshaccessbucks.com.

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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.