

FOR IMMEDIATE RELEASE

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Ferrell's Market is now participating in Fresh Access Bucks *Program increases access to healthy food for SNAP recipients*

(Okeechobee, Fla. – October 13, 2017) – Ferrell's 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 farmer's markets and farm stands 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 32 farmer's markets and two CSAs participating in Fresh Access Bucks throughout the state. Ferrell's Market will be the first participating Farm Stand in 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.

"Ferrell's Market is excited to be the first Farm Stand participating in Fresh Access Bucks program. Not only will this incentive benefit our local farmers, but it will also help the families in our community access more fresh, healthy food." said farm stand owner, Jason Ferrell.

On October 26, 2017, Thursday, at 1:00 there will be a program introduction meeting to introduce the FAB program to Okeechobee officials and its citizens, there will be time for questions and answers. This will be held at the Okeechobee Health Department auditorium, 1728 N.W. 9th Ave. The official start of FAB program in Okeechobee County will be November 1, 2017.

Ferrell's Market has two locations in Okeechobee: 820 NW Park St and 900 FL 98. They are open every day, year round.

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 FAB and the other participating markets around the state, please visit 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.