

## FOR IMMEDIATE RELEASE

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### **Double SNAP Benefits at Florida Farmers Markets: Match Up to \$40 in October**

(Gainesville, Fla. – October 5, 2017) – Due to Hurricane Irma’s calamitous impact on communities across Florida, Fresh Access Bucks is enabling Supplemental Nutrition Assistance Program (SNAP) recipients to match their SNAP benefits up to \$40 in Fresh Access Bucks toward the purchase of Florida-grown fruits and vegetables at participating markets until October 31<sup>st</sup> 2017.

For a complete list of participating markets in Florida, please visit:

[www.freshaccessbucks.com/fab-markets](http://www.freshaccessbucks.com/fab-markets)

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 \$40, every market day for the month of October. 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.

For more information on FAB and the other participating markets around the state, please visit [www.FreshAccessBucks.com](http://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](http://www.foginfo.org).