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

(Deland, Fla. – November 9, 2017) – Artisan Alley Farmers and Producers Market is now participating in Fresh Access Bucks (FAB), a program that increases access to healthy, local, 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 farmers 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 28 farmers markets and two CSAs participating in Fresh Access Bucks 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.

"We are so happy to be able to begin accepting SNAP at our Farmers Market, and thrilled that our customers can take advantage of Fresh Access Bucks. This will expand the benefits of our Farmers Market to a wonderful new group of customers, and it will help our farmers get more locally grown fresh Florida produce onto tables in our community where it is needed," said Barb Shepherd, president of Conrad Realty Co., which hosts the weekly Downtown DeLand Farmers Market on Artisan Alley.

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.