

## FOR IMMEDIATE RELEASE

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### **Double SNAP Benefits at Florida Farmers Markets: Match Up to \$40 Extended Through 2018**

(Gainesville, Fla. – January 3, 2018) – As many Floridians continue to recover from the disastrous impacts of Hurricane Irma, and climate refugees displaced by Hurricane Maria continue to arrive from Puerto Rico, Fresh Access Bucks (FAB) is extending an increased SNAP incentive match at participating farmers markets, farm stands, mobile markets, and CSAs across Florida.

FAB is enabling Supplemental Nutrition Assistance Program (SNAP) recipients and Disaster 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 through 2018. 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 38 farmers markets, one mobile market, four farm stands, and four 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).

**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](http://www.foginfo.org).