

Fresh Access Bucks



Overview

Feeding Florida's Fresh Access Bucks (FAB), a USDA GusNIP grant funded program, increases the purchasing power of SNAP recipients by providing a one-to-one match for fresh produce. FAB increases access to affordable fresh produce in underserved communities while supporting Florida's farmers and enhancing local economies.

By the numbers

\$3+ million

Fresh Access Bucks redeemed for fresh fruits and vegetables

73

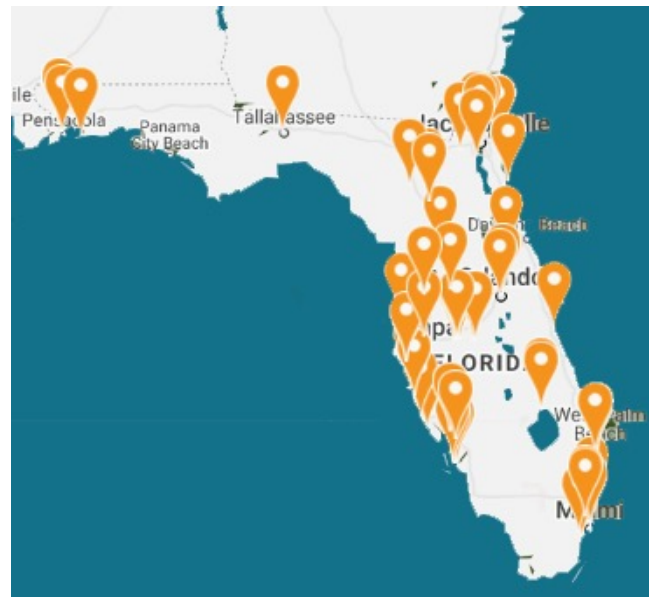
Participating locations, including 66 farm-direct outlets and 7 community grocery stores

\$12.6 million

Revenue generated by Fresh Access Bucks & federal benefits

397

Florida farmers participated in the program in 2022



Fresh Access Bucks is:



Good for the **Economy**



Good for **Public Health**



Good for **Farmers**



Good for **Florida**

“Customers were so appreciative of the program and the positive reaction and gratitude from our communities was so much more than we could have ever imagined. Customers were excited to be able to eat healthier and afford higher quality foods and this was evident throughout the program.”

Giselle Alvarez, VP of Operations, Hitchcock's Markets



Feeding Florida is the state's premier organization in the fight to end hunger. The statewide network of 9-member food banks distributes food directly to families in need through over 2,400 local charitable agencies, providing a healthy, adequate, and consistent food supply to every community, every day.

FeedingFlorida.org

Fresh Access Bucks

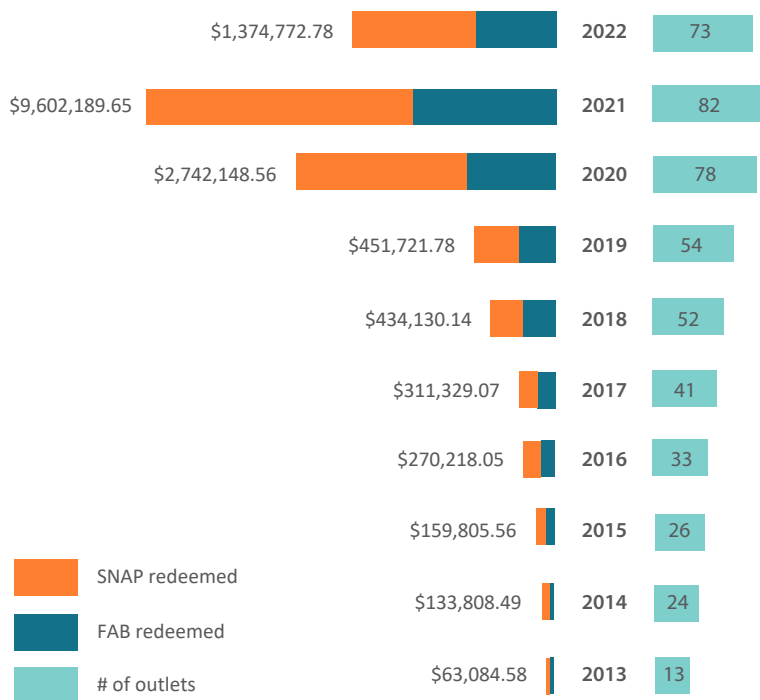


“Access to and the consumption of fresh fruits and vegetables is critical for good health. We know that individuals who are food insecure have a higher incident of chronic health issues, such as diabetes and cardiovascular disease. We’ve seen the results with the Fresh Access Bucks program and we know that healthier choices are made when there is access and affordability to nutritious produce. It’s a sound investment with lasting results for the health of our communities.”

Robin Safley, Feeding Florida

SNAP & FAB Sales in Florida

Totals since program launch.



2022 Nutrition Impact



\$554,543

Fresh fruits and vegetables purchased with Fresh Access Bucks (FAB)



\$1.3M+

Food purchased locally with SNAP & FAB



\$500,000+

Florida-grown produce purchased with FAB



202,620

Daily recommended servings of fruits and vegetables



363,695

Meals through SNAP & FAB

Fresh Access Bucks participants don't just eat more produce than the average SNAP recipient. They eat more produce than the average American.

Source: GusNIP NTAE Year 2 Evaluation



“We have a growing number of mothers of small children using FAB to provide healthier foods for their children. It's so heartwarming to see the moms with strollers participating and starting their kids on the path to good dietary habits. If they start that way, they'll likely continue on that path throughout their lifetime.”

Brooksville Farmers Market, Hernando County Growers Association

Contact Info:

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