

# FRESH BUCKS REPORT (2019 - 2020)

*Fresh Bucks is a program that provides affordable access to fruits and vegetables for SNAP\* participants. For every \$2 spent with a Hoosier Works card transaction at a participating farmers market, a match of **\$2 FREE** is provided to buy more fruits and vegetables at the market (up to a \$20 match per day).*

*At farm stands and mobile markets a 50% off discount is provided for all SNAP transactions (up to \$10 off).*

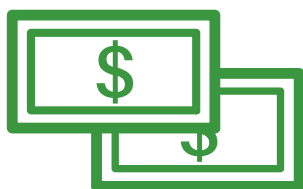


\*Supplemental Nutrition Assistance Program (SNAP) provides nutrition benefits to supplement the food budget for families in need so they can purchase healthy food and move towards self-sufficiency. The goal of SNAP is to help end hunger and ensure access to nutritious food while helping to pave a pathway to long-term success (USDA).

## NOVEMBER 2019 - DECEMBER 2020 (FARMERS MARKETS ONLY)



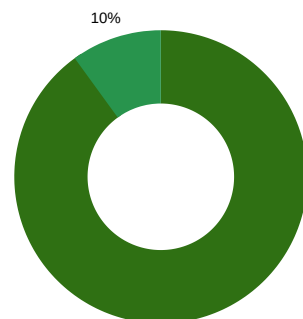
**400**  
**Participants**



**\$16,966**  
**Fresh Bucks**  
**Distributed**



**\$15,228**  
**Fresh Bucks**  
**Redeemed**



**Redemption Rate 90%**

## FRESH BUCKS PARTICIPATING SITES

### ***Farmers Markets (8)***

Binford Farmers Market  
Broad Ripple Summer Farmers Market  
Broad Ripple Winter Farmers Market  
Fort Ben Farmers Market  
Garfield Park Farmers Market  
Indy Winter Farmers Market  
North Church Farmers Market  
Original Farmers Market

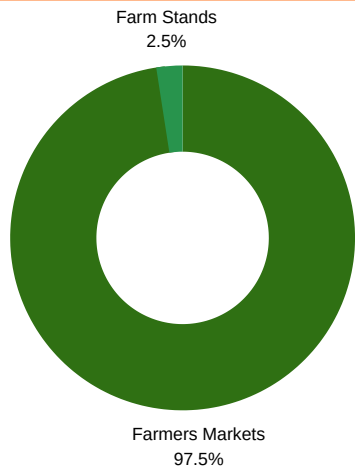
### ***Farm Stands (3)***

Growing Places Indy\*  
Julia M. Carson Transit Center\*  
The Elephant Garden\*

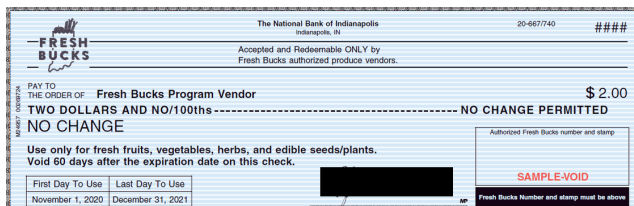
\*provided a total of \$395.50 in discounts for SNAP transactions (Summer 2020)



## USAGE OF FUNDS



- \$15,228 redeemed from Farmers Markets
- \$395.50 in discounts for SNAP transactions at Farm Stands
- 34 produce vendors redeemed and benefitted
- Highest produce vendor profit: \$1,722.00



## PARTICIPANTS - 2020 SURVEYS

*Compared to before using Fresh Bucks, participants reported increasing how often they:*



**78%**  
CONSUME  
fruits and vegetables



**84%**  
BUY  
fruits and vegetables

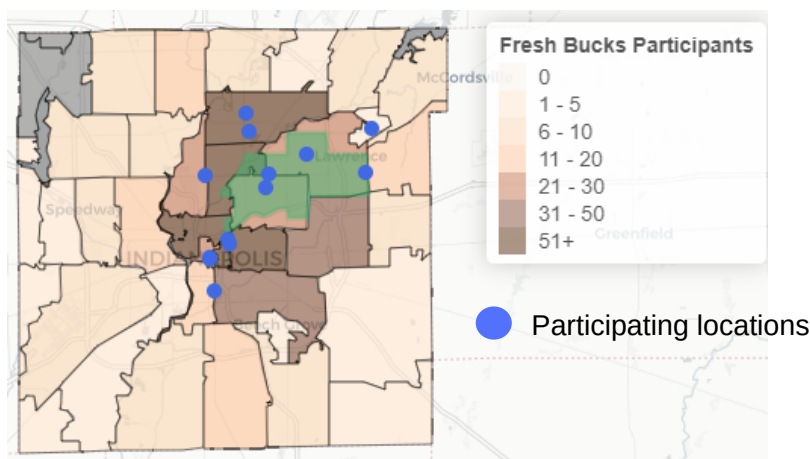
Participant Quotes:

- *"This program is very great"*
- *"When I am able to make it to the farmers market my family eats more vegetables than when I shop at the supermarket because the produce becomes so much more affordable with the match"*
- *"I appreciate this benefit tremendously!"*

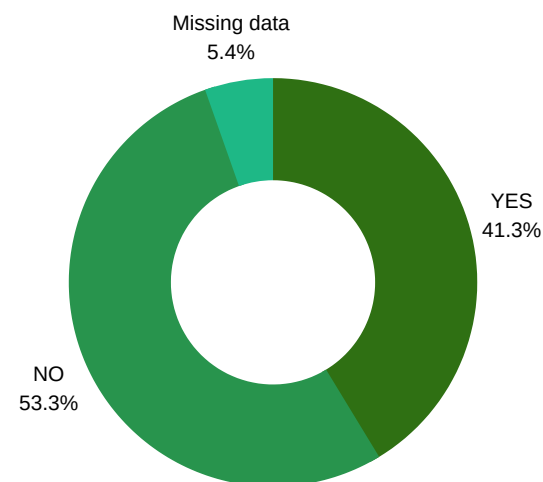
## OUR REACH OVERALL

- 400 participants reported their residential zip codes
- 321 (80%) participants resided in Marion County
- 107 (27%) participants reside within REACH priority area (green area)

The REACH priority area - parts of zip codes: 46218, 46226, 46205, 46202, and 46201



### First time at the market?



FARMERS MARKETS



FARM STANDS

