

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).

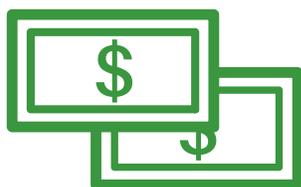


*Supplemental Nutrition Assistance Program (SNAP) provides nutrition benefits to supplement the food budget for families in need so they can purchase healthy food and move towards self-sufficiency. The goal of SNAP is to help end hunger and ensure access to nutritious food while helping to pave a pathway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

NOVEMBER 2019 - DECEMBER 2020 (FARMERS MARKETS ONLY)



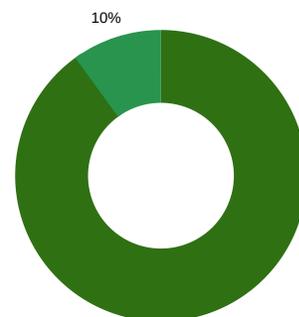
400
Participants



\$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

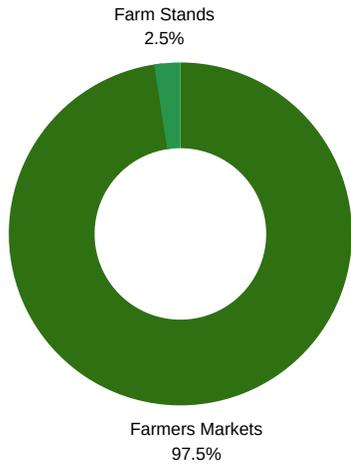
Farm Stands (3)

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

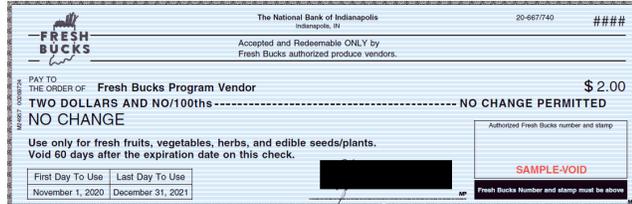
*provided a total of \$395.50 in discounts for SNAP transactions (Summer 2020)



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

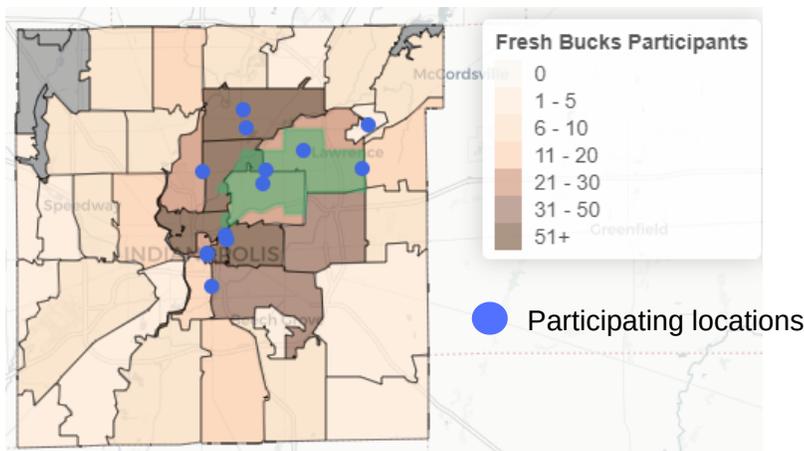
Participant Quotes:

- **"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!"**

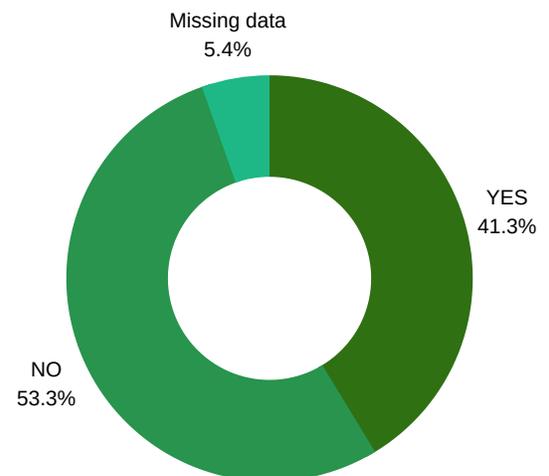
OUR REACH OVERALL

- 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

