

Fresh Bucks 2021 Impact



Fresh Bucks is a SNAP matching nutrition incentive program that provides a \$1 for \$1 match on fruit and vegetable purchases at farmers markets and participating retailers in Marion County. The goal of Fresh Bucks is to increase fruit and vegetable consumption, improve food and nutrition security, and address inequities in access and affordability of fruits and vegetables. Fresh Bucks matches up to \$20 per day at farmers markets and \$10 per day at participating retailers and farm stands.

Why Fresh Bucks?

Food insecurity and lack of access to healthy food are problems that many low-income households in Marion County experience. Cost is the most significant barrier low-income families face when wanting to buy more fruits and veggies. Fresh Bucks addresses this by doubling the purchasing power of SNAP users at farmers markets so families have greater access to fresh fruits and vegetables.

Fresh Bucks creates a triple win:



Increased access to fruits and vegetables for SNAP users



Supporting local farmers



Strengthening the local food economy.

How does it work?

All you need to participate in Fresh Bucks is a Hoosier Works card.

Farmers Markets:

1. Go to the market information booth.
2. Swipe your EBT/Hoosier Works card.
3. Receive SNAP tokens for that amount.
4. Double that on your Fresh Bucks card.
5. Shop the market.

Retail:

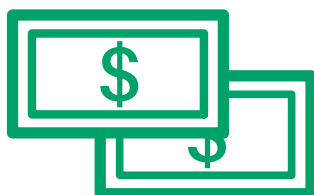
1. Shop like you normally would.
2. Pay for groceries with your Hoosier Works card.
3. Double what you spent on fresh fruits and veggies on your Fresh Bucks card or with a discount, up to \$10 per day.
4. If you earned Fresh Bucks on a card, use it to pay for fresh fruits and veggies the next time you shop.

Fresh Bucks Reach: 2018-2021



1267

Unique Participants



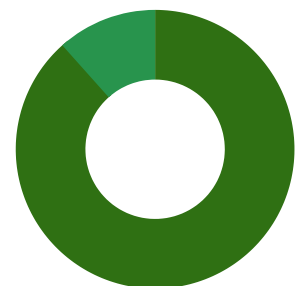
\$69,161.64

Fresh Bucks Distributed



\$61,401.64

Fresh Bucks Redeemed



88.4%

Redemption Rate

2021 Program Impact

7 Farmers markets

\$38,526 Fresh Bucks distributed

3 Farm Stands and Mobile Markets

122% Increase in distribution between 2020 and 2021

35 Produce growers

\$59,729 Estimated economic impact of Fresh Bucks

Participant Experience

- **78%** of participants reported buying more fruits and vegetables because of Fresh Bucks.
- **89%** of participants reported eating fruits and vegetables more often because of Fresh Bucks.
- **56%** reported the COVID-19 pandemic has made it hard to get fresh fruits and vegetables.
- *"I am able to stretch my shopping dollar further."*
- *"I love it because it stretches my SNAP and allows me to get healthy food."*
- *"They are a backstop that allows me to be less concerned about having to choose between food and something else."*



Vendor Experience

- *"Sold more vegetables"*
- *"More \$ - people used them that wouldn't have bought otherwise"*
- *"Extra sales and chance to teach customers about produce they aren't familiar with"*
- *"It gives more people the opportunity to get fresh food for their families"*

What's next?



Fresh Bucks is scaling up to provide healthier foods to more households on SNAP. In spring 2022, Fresh Bucks was upgraded from being delivered through checks to being delivered through a reloadable card. This innovative approach allows Fresh Bucks to expand into small and mid-size retail stores focusing on areas with high rates of SNAP use and no farmers markets. This creates a more equitable approach to increase access to Fresh Bucks and continues to invest in the Marion County food system.

Simple

Scalable

Increase reach

Improve health

For more information, head to FreshBucksIndy.org.

Follow along @FreshBucksIndy

