



# Fresh Bucks 2022 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, farm stands, and participating grocery stores in Marion County.

Fresh Bucks stretches SNAP dollars so families can purchase and eat more fresh fruits and vegetables, growers gain new customers and additional income, and the local food economy becomes stronger.



## 2022 Highlights



**\$43,274 in SNAP sales** at Fresh Bucks farmers markets, farm stands, and grocery stores.



**\$31,253.40 Fresh Bucks distributed**

at farmers markets, farm stands, and grocery stores.



**Over 1,000 SNAP households reached.**



**40 Indiana growers benefitted.**



**17 Fresh Bucks sites** across Marion County.

## Why Fresh Bucks?

In 2020, 13.4% of Marion County residents were food insecure, equating to 128,270 people. Cost is the most significant barrier low-income households face in buying more fruits and vegetables. Fresh Bucks closes this gap for SNAP users by increasing purchasing power and access to fruits and vegetables.

- **13.4%** of Marion County households were food insecure in 2020.
- Only **13%** of adults in Indiana eat the recommended amount of fruit each day.
- Only **10.5%** of adults in Indiana eat the recommended amount of vegetables each day.
- SNAP participants eat **fewer fruits and vegetables** than higher-income households.
- Participation in SNAP matching programs is associated with **higher fruit and vegetable intake** than the average American adult.



## Families Win

**85%** of participants report that Fresh Bucks helps their households afford to eat more balanced meals.

**68%** of participants report buying more fruits and vegetables because of Fresh Bucks.

**40%** of participants report being able to better afford rent/mortgage and utilities because of Fresh Bucks.

## Farmers Win

**50%** of vendors report they sell more fruits and vegetables because of Fresh Bucks.

"Fresh Bucks attracted new customers and got us more sales." - Fresh Bucks vendor

"Fresh Bucks makes our food more accessible to people using SNAP benefits." - Fresh Bucks vendor

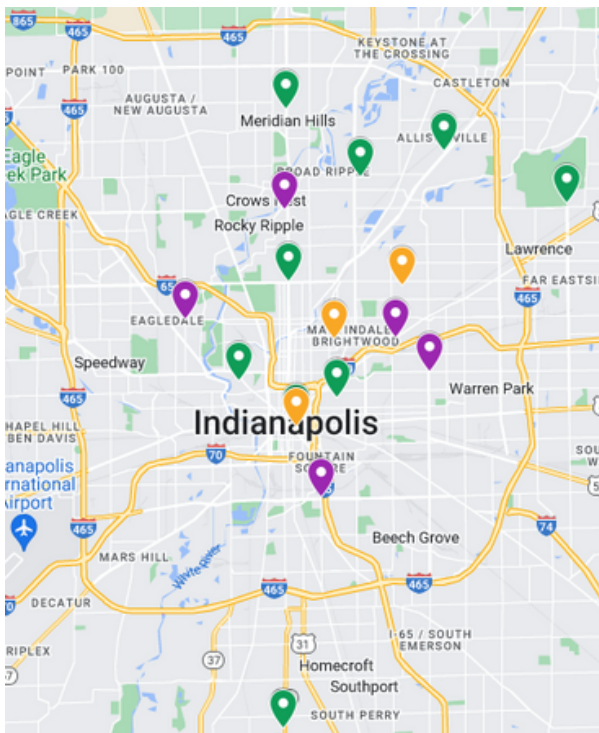
## Indiana Thrives

Every SNAP dollar spent at farmers markets can generate \$1.79 in local economic activity.

Using this multiplier, Fresh Bucks supported more than \$133,403 of local economic activity in Marion County in 2022.



## Fresh Bucks Locations



## How Fresh Bucks Works

### Farmers Markets

1. Go to the market information booth.
2. Get SNAP tokens for any amount you choose.
3. **DOUBLE** that on your Fresh Bucks card, up to \$20 per day.
4. Shop the market with your tokens and Fresh Bucks card.

### Grocery Stores

1. Shop like you normally would.
2. **DOUBLE** up to \$10 on your Fresh Bucks card when you buy fresh fruits and vegetables with your SNAP card.
3. Spend your Fresh Bucks on fresh fruits and vegetables next time you shop.

