



Fresh Bucks 2023 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.



2023 Highlights



\$60,063 in SNAP sales at Fresh Bucks farmers markets, farm stands, and grocery stores.



\$42,114 Fresh Bucks distributed at farmers markets, farm stands, and grocery stores.



Over 2,250 households reached.



40 Indiana growers benefitted.

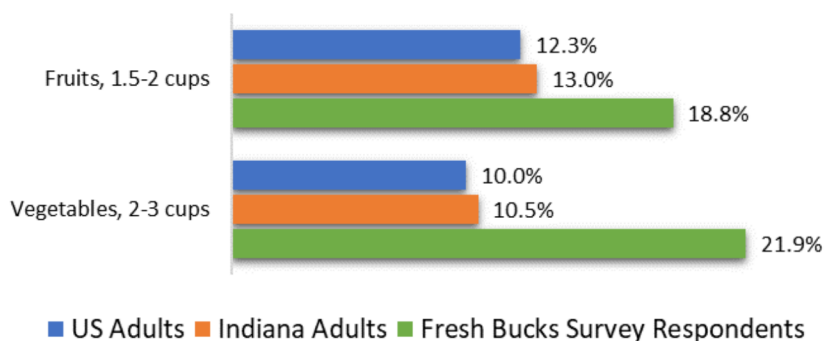


17 Fresh Bucks sites across Marion County.

Why Fresh Bucks?

In 2021, 11.3% of Marion County residents were food insecure, or 109,100 people that didn't have reliable or enough access to food¹. Cost is the most significant barrier low-income households face in buying more fruits and vegetables.

Percentage of Adults Meeting the Recommended Fruit and Vegetable Intake^{2,3}



Although SNAP participants eat **fewer fruits and vegetables** than higher income households, participation in SNAP-matching programs, including Fresh Bucks, is associated with **higher fruit and vegetable intake** than the average American adult, as seen above.



Families Win

93% of participants surveyed report that Fresh Bucks helps their households afford to eat more balanced meals.

83% of participants surveyed report buying more fruits and vegetables because of Fresh Bucks.

50% of participants surveyed report being able to better afford rent/mortgage or utilities because of Fresh Bucks.

Farmers Prosper

40 local growers accepted Fresh Bucks through farmers markets, farm stands, and CSA programs.

\$17,844

Fresh Bucks redeemed with local growers.

\$446 on average of additional income earned by local growers through Fresh Bucks.

Indiana Thrives

\$41,996

Total Economic Impact

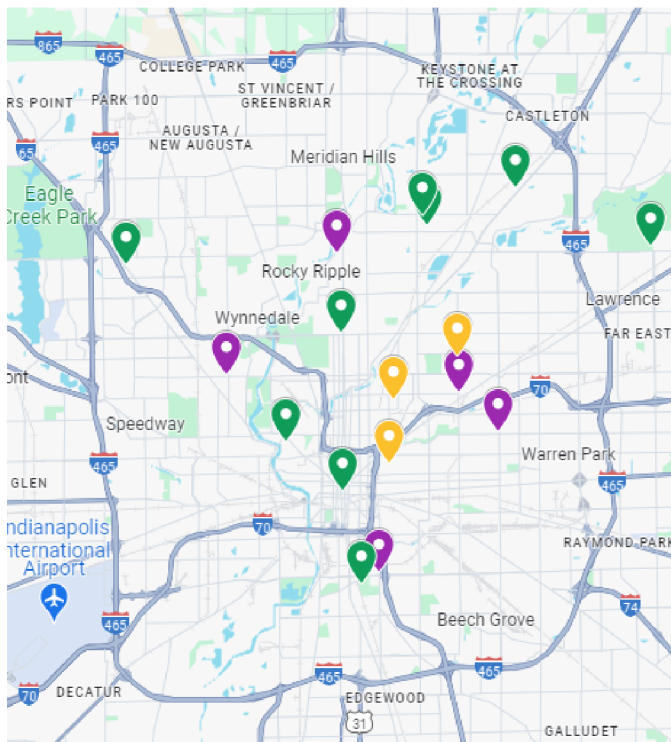
\$13,446 **\$28,550**

At Brick and
Mortar Sites

At Farm
Direct Sites

The **economic impact** represents the amount of money generated in Indiana from the increased household purchases of fruits and vegetables, and the re-spending of those incentive dollars along the supply chain⁴.

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.

Sources:

1. Feeding America. (n.d.). Overall (all ages) hunger & poverty in Marion County, Indiana: Map the meal gap. Overall (all ages) Hunger & Poverty in the United States. <https://map.feedingamerica.org/county/2021/overall/indiana/county/marion>
2. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available at [DietaryGuidelines.gov](https://www.dietaryguidelines.gov).
3. Lee SH, Moore LV, Park S, Harris DM, Blanck HM. Adults Meeting Fruit and Vegetable Intake Recommendations – United States, 2019. MMWR Morb Mortal Wkly Rep 2022;71:1-9. DOI: <http://dx.doi.org/10.15585/mmwr.mm7101a1external> icon
4. GusNIP NTAE Nutrition Incentive Economic Impact Calculator. Nutrition Incentive Hub. (n.d.). <https://www.nutritionincentivehub.org/resources/economic-impact-calculator>
 - Based on incentives redeemed at Brick and Mortar Sites (\$10,343) and Farm Direct Sites (\$17,844).