



Feeding Florida
1489 Market Street Tallahassee, FL 32312
1-855-FLA-FOOD (1-855-352-3663)
info@freshaccessbucks.com
www.FreshAccessBucks.com

Are you a Farmers Market, CSA, Farm Stand, or Mobile Market (collectively known as an 'Outlet') looking to reach a new customer base at your Outlet? Are you interested in accepting SNAP (formerly known as food stamps) and other federal benefit programs at your Outlet? Does your Outlet currently accept SNAP, and are you are looking to expand participation?

Feeding Florida (FF) received a Food Insecurity Nutrition Incentive Program (FINIP) Grant from the USDA to increase sales of Florida grown fruits and vegetables to Florida consumers through July 2021. This grant increases access to and consumption of healthy, locally produced fruits and vegetables for low-income Florida residents through a nutrition incentive program called **Fresh Access Bucks (FAB)** at Farmers Markets, CSAs (Community Supported Agriculture Shares), Farm Stands, and Mobile Markets for Supplemental Nutrition Assistance Program (SNAP) recipients (formerly known as food stamps).

The FAB program builds a highly visible network of Florida direct-to-consumer food outlets implementing innovative programs that incentivize the use of SNAP benefits to purchase fresh fruits and vegetables directly from Florida farmers. To increase the demand for locally grown fruits and vegetables in underserved communities, FAB works with Wholesome Wave (WW), a national leader in the implementation of nutrition incentive programs.

FAB provides training and technical assistance (TA) to facilitate each Outlet's ability to efficiently redeem federal nutrition assistance benefits, such as SNAP. Assistance includes trainings on the use of Electronic Benefits Transfer (EBT) machines (needed to redeem SNAP benefits) as necessary. As part of this TA, we assist Florida direct-to-consumer food outlets' and farmers' to access USDA funding that covers the cost of the EBT machine and wireless access for up to three years.

In partnership with WW, FAB also provides training and technical assistance, materials and initial incentive funding to implement **Fresh Access Bucks (FAB)**. Through the FINIP Grant, the FAB program will expand to 60 Outlet partners statewide by July 2021. The incentive program doubles the value of SNAP benefits redeemed at Florida direct-to-consumer food outlets by providing a one-to-one match for Florida grown fruits and vegetables up to \$40. For example, a SNAP cardholder who spends \$10 of their benefits receives an additional \$10 to purchase more fresh, local produce -- doubling revenues for Florida farmers and making healthy, fresh fruits and vegetables more affordable for low-income Florida residents.

To promote long-term sustainability, FAB works closely with local Outlets that have the capacity to provide staffing to support SNAP/EBT and incentive programs, assist in outreach, provide nutrition education supplies for SNAP recipients, collect and enter data, and administer the additional accounting required to participate in this program.

For more information, contact the FAB team at info@FreshAccessBucks.com.

Fresh Access BUCKS
DOUBLE YOUR SNAP BENEFITS. TAKE HOME TWICE AS MUCH WITH FRESH ACCESS BUCKS!

EBT/SNAP → FRESH ACCESS BUCKS

View a current list of FAB Markets at freshaccessbucks.com



Feeding Florida
1489 Market Street Tallahassee, FL 32312
1-855-FLA-FOOD (1-855-352-3663)
info@freshaccessbucks.com
www.FreshAccessBucks.com

Please email completed FAB application to info@freshaccessbucks.com

What type of Outlet do you represent?

- _____ **Farmers Market:** Two or more farmer-producers that sell their own agricultural products directly to the general public at a fixed location, which includes fruits and vegetables, meat, fish, poultry, dairy products, and grains.
- _____ **CSA:** A method utilized by farmer-producers to sell their own agricultural products directly to the general public. A "share" of the farmer-producer's produce is typically made available or delivered during regular intervals during the harvest season.
- _____ **Mobile Farmers Market or Mobile Produce Market:** A mobile retail strategy that prioritizes the sale of local & regional food. They are able to move to various locations easily to sell the food they have collected from producers.
- _____ **Farm Stand:** Retail stands that sell Florida agricultural products grown or produced by the producer or other area farmers and also sell or offer for sale non-potentially hazardous packaged food products from an approved source. Farm stands may be located on-farm but are not required to be.

FAB Applicant Name(s): _____

Name of Outlet (one entity per application only):

Legal Business Name of Organization/Entity applying for FAB (i.e. LLC, corporation, 501c3, 501c4, 501c5, for-profit entity, etc.):

Does this Outlet have a SNAP/EBT terminal? Yes No

 If not, have you started the FNS application? Yes No

 Do you need assistance? Yes No

Note: If you do not have an FNS Number, or are in the process of submitting an FNS application and need assistance, contact info@freshaccessbucks.com before completing FAB application.

FNS Number: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Outlet Address: _____

County: _____

What year was the Outlet established and opened? _____

Is the Outlet open year round? Yes No

If no, what is the Outlet start date: _____ and end date: _____

What is/are the Outlet day(s) and time(s)?



Feeding Florida
1489 Market Street Tallahassee, FL 32312
1-855-FLA-FOOD (1-855-352-3663)
info@freshaccessbucks.com
www.FreshAccessBucks.com

Number of Vendors: _____ Number of SNAP Eligible Vendors: _____

Number of Vendors Re-Selling Produce: _____ Number of Farmers selling Florida grown produce: _____

Does this Outlet accept credit/debit cards? Yes No

Does this Outlet have a centralized system for SNAP/EBT transactions? Yes No

If yes, how long has this Outlet administered SNAP/EBT? _____

If yes, who administers SNAP/EBT (a market manager, a volunteer, student/intern, vendor)? _____

Has this Outlet accepted other state or federal benefits or implemented an incentive program before (Ex. WIC FMNP)? Yes
No

If yes, please provide grant name(s), and date(s): _____

Does this Outlet offer nutrition education to visitors and customers? Yes No

If yes, please provide examples _____

What is the mission of this Outlet? _____

Please provide examples of how this Outlet supports low income families: _____

Is the Outlet producer only? Yes No

Please describe the community that this Outlet serves: _____

Have you talked with consumers & farmers about the potential of accepting SNAP/EBT and/or FAB? What is their feedback?

Has this Outlet ever fundraised? Yes No



Feeding Florida
1489 Market Street Tallahassee, FL 32312
1-855-FLA-FOOD (1-855-352-3663)
info@freshaccessbucks.com
www.FreshAccessBucks.com

If yes, please provide

examples _____

Fresh Access Bucks partners are required to engage in community fundraising in order to match a small portion of the funds that they are granted through the Fresh Access Bucks program. Does this Outlet have the ability to provide matching funds?

Please describe: _____

Does this Outlet have the ability to provide in kind support to FAB (including staffing needs, promotion, data collection, and some materials such as a tent, table, etc.)?

Please describe: _____

Please describe this Outlet's community partnerships (i.e. nonprofits, county Health Department, government, community groups, local schools, libraries etc.)

Please describe this Outlet's outreach efforts. How does the Outlet advertise itself and its vendors in the community?

Why is this Outlet interested in offering SNAP and FAB?

Please describe how the Outlet will successfully manage SNAP and FAB (consider staff time and capacities, community resources, and changes the Outlet may need to make to its operations to offer SNAP and FAB successfully).



Feeding Florida
1489 Market Street Tallahassee, FL 32312
1-855-FLA-FOOD (1-855-352-3663)
info@freshaccessbucks.com
www.FreshAccessBucks.com

What opportunities and challenges do you foresee in implementing SNAP/EBT and FAB at this Outlet or within this community? _____

Please provide any additional comments: _____

Please email completed FAB application to info@freshaccessbucks.com

Signature: _____ Date: _____