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FOR IMMEDIATE RELEASE

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UNLIMITED SNAP BENEFITS MATCH AT FLORIDA'S FRESH ACCESS BUCKS MARKETS

Initiative increases access to healthy food for SNAP recipients

TALLAHASSEE, FL (March 31, 2020) – In response to the COVID-19 pandemic, Fresh Access Bucks (FAB) is extending unlimited dollar-for-dollar matches for all SNAP purchases on Florida-grown fruits and vegetables at participating markets through April 30, 2020. While the program typically has a \$40 cap on matches, the cap will be removed for April to aid food insecure individuals in this uncertain time. For a complete list of participating markets in Florida, please visit: www.feedingflorida.org/promotional-materials/Covid19

FAB is a statewide incentive program designed to encourage SNAP recipients to redeem their benefits at farmers markets to purchase fresh, healthy foods directly from Florida farmers through farmers markets, as well as in the retail space with a focus on the local corner store to ensure all food insecure individuals have access to affordable, fresh, locally-sourced produce in their community.

At participating farmers markets, FAB matches what a SNAP cardholder spends with FREE Fresh Access Bucks - without limit, every market day. Customers can use them right away or later on to buy Florida grown fruits and vegetables.

For example, a SNAP shopper who spends \$50 of their SNAP benefits at a participating FAB market outlet receives an additional \$50 to purchase fresh, local produce. Currently there are 28 market outlets participating in Fresh Access Bucks throughout the state. Increasing the affordability and accessibility of healthy foods and nutrition education efforts is integral to increasing the purchase and consumption of fresh, local produce.

FAB market outlets are abiding by CDC and Florida Department of Health safety measures and social distancing guidelines to ensure the safety of customers, farmers and market staff. Many FAB market outlets have adapted the customer experience by offering online ordering, home delivery, drive thru markets, and other measures.

For more information on FAB and active markets operating around the state through the COVID-19 pandemic, please visit www.feedingflorida.org/promotional-materials/Covid19

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About Feeding Florida

Feeding Florida is the state's leading organization in the fight to end hunger. Its statewide network unites 12-member food banks to provide a healthy, adequate, and consistent food supply to every community every day. Feeding Florida food banks support more than 2,400 local charitable agencies, which provide food directly to individuals and families in need to ensure a hunger-free Florida. Feeding Florida is a unified voice regarding hunger and focuses on each community's needs.

Feeding Florida's member food banks include: All Faiths Food Bank, America's Second Harvest of the Big Bend, Inc., Bread of the Mighty, Feeding Northeast Florida, Feeding South Florida, Feeding Tampa Bay, Feeding the Gulf Coast, First Step Food Bank, Florida Gateway Food Bank, Harry Chapin Food Bank of Southwest Florida, Second Harvest Food Bank of Central Florida, and Treasure Coast Food Bank.