



FRESH BUCKS

SNAP INCENTIVE PROGRAM

WHAT IS FRESH BUCKS?

- Fresh Bucks helps Hoosier families eat healthy, affordable food.
- Incentive program for SNAP users at Indiana farmers' markets and grocery stores.
- Allows Hoosier Works SNAP card participants' benefits go further by doubling their purchasing power for fresh fruits and vegetables.



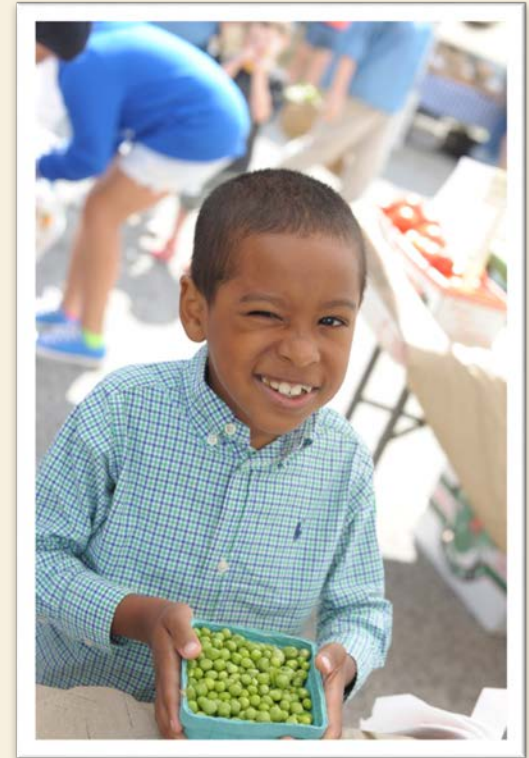
PROGRAM TYPES

- Farmers' Markets
 - 1:1 match with tokens
- Fresh Stop or CSA
 - Discount when purchasing
- Kroger
 - Coupon
- Pogue's Run Grocer
 - Discount at register



HISTORY OF FRESH BUCKS

- **2013**
 - Pilot at one farmers' market
 - Funding received
 - Indiana State Department of Health
 - Indiana State Department of Agriculture
 - Family and Social Services Administration
- **2014**
 - 4 farmers' markets and a farm stand
- **2015**
 - Applied for FINI grant with Gleaners
 - 7 farmers' markets
- **2016**
 - Received FINI grant
 - 10 farmers' markets and 1 CSA
- **2017**
 - Grocery store program starts at two locations
 - 13 markets and 2 CSAs



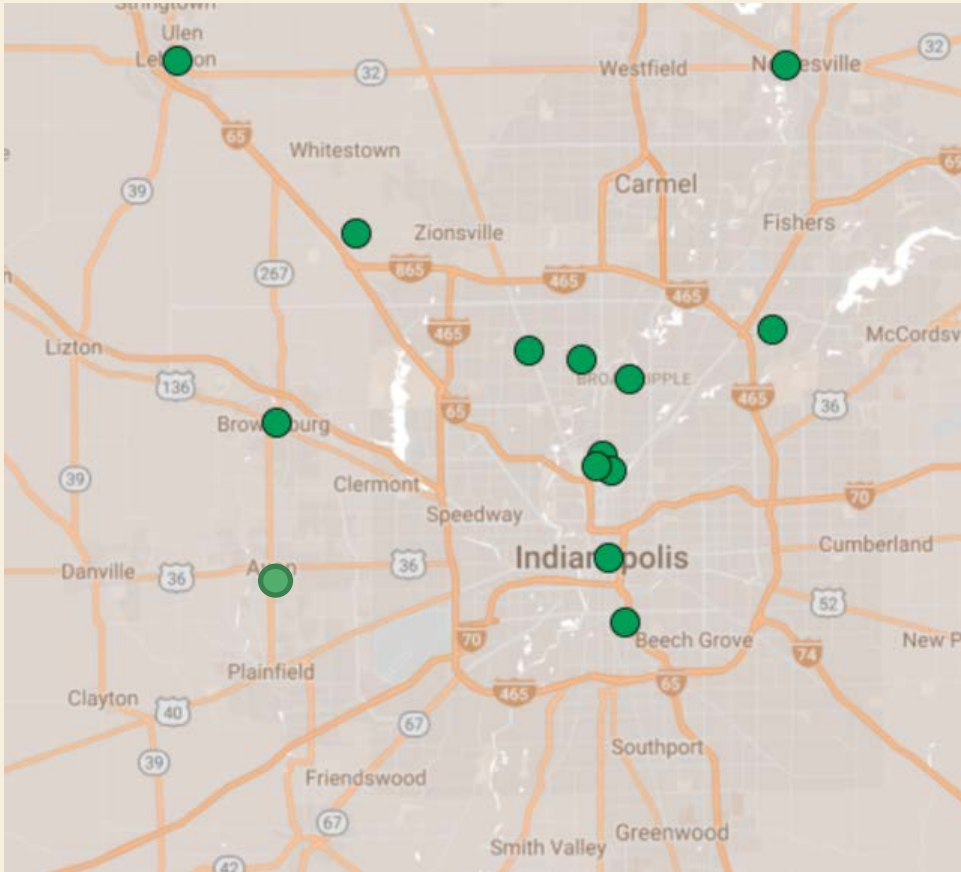
2017 FARMERS' MARKET LOCATIONS

15 Operating Markets

3 Winter Markets

2 Fresh Stops

17% of SNAP authorized
markets in Indiana



FRESH BUCKS 2017 DATA

\$11,181 Fresh Bucks redeemed

\$13,864 SNAP distributed

\$25,000 total spent at vendors

400 individual users

865 Fresh Bucks transactions

202 first time market goers



INCENTIVES RANGE PER MARKET

- Small \$0-\$500
- Medium \$500-\$1500
- Large \$1500-\$4000



FUNDS ENDING

- FINI grant ends May 2018
- ISDH/ICDC funding ends June 2018



CHANGES AHEAD

- Developing market run incentive programs
- Partnering with Purdue Extension

The logo for Purdue Extension, featuring the word "PURDUE" in a large, bold, gold serif font, and the word "EXTENSION" in a smaller, bold, black sans-serif font directly below it.

PURDUE
EXTENSION

MARKET RUN PROGRAMS

- Allows for more flexibility and community engagement
- Successful at markets throughout the state
- Funding sources
 - private donors
 - local banks
 - YMCA
 - hospitals
- Best practices and toolkit





**FRESH
BUCKS**