# Support Health Bucks!

Help low-income New Yorkers access fresh fruits and vegetables directly from our region's farmers



## What are Health Bucks?

Health Bucks are coupons redeemable for $2 worth of fresh produce at NYC farmers' markets. The program is coordinated by the NYC Health Department to increase accessibility to and affordability of fresh, locally grown fruits and vegetables for low-income New Yorkers. Health Bucks support farmers' markets in underserved communities and contribute to the regional economy.

## How are Health Bucks distributed?

They are distributed in two ways:

- *SNAP Incentive*: For every $5 spent in SNAP benefits (food stamps) at the market, beneficiaries receive a $2 Health Bucks coupon, representing a 40% increase in purchasing power. Almost all NYC farmers' markets accept SNAP benefits.

- *Community-Based Organizations:* Organizations serving low-income New Yorkers can distribute Health Bucks coupons to complement their nutrition education programming.

## Why support Health Bucks?

Everyone deserves access to healthy food. Household income is highly predictive of fruit and vegetable consumption. With almost 1 in 5 New Yorkers using SNAP and 1.5 million identified as food insecure, Health Bucks make fresh produce more affordable for families that need it most.

## Who can purchase Health Bucks?

Anyone — individuals, foundations, elected officials and hospitals — can purchase Health Bucks, and the NYC Health Department will distribute them to community members. In addition, community-based organizations can apply to receive a small number of Health Bucks or purchase larger numbers.

## What do you need to know?

Visit http://www.fphny.org/whatsnew/healthbucks to learn more about purchasing Health Bucks. The NYC Health Department also provides promotional materials including posters, market maps and recipes as well as ideas for ways to distribute Health Bucks.

For more information about Health Bucks, email farmersmarkets@health.nyc.gov or visit nyc.gov and search *farmers markets*.