

Health Bucks

Summer/Fall 2020

Dear Health Bucks program partner,

Welcome to the 2020 Health Bucks season and thank you for participating in the program. Last year, over \$188,000 worth of Health Bucks were distributed across New York City (NYC) as part of nutrition and health programming conducted by partners like you.

Health Bucks are \$2 coupons that can be used to purchase fruits and vegetables at NYC farmers markets from January 1 to December 31. Health Bucks make locally-sourced, fresh produce more affordable and help New Yorkers stretch limited food budgets.

The Health Bucks toolkit is designed to assist your organization in effectively promoting, distributing and tracking Health Bucks. The toolkit includes:

- Health Bucks program participation requirements
- Best practices for distributing Health Bucks
- Monthly distribution log
- Comment card (English and Spanish)
- Farmers market and nutrition education materials (English and Spanish)

New Yorkers who participate in the Supplemental Nutrition Assistance Program (SNAP, also known as food stamps) can get more Health Bucks when they use their SNAP benefits at NYC farmers markets. For every \$5 spent using SNAP on an Electronic Benefits Transfer (EBT) card, shoppers get \$2 in Health Bucks – representing a 40 percent increase in purchasing power. **Remember: spend \$5, get \$2!**

We look forward to working with you this season to expand access to fresh fruits and vegetables for New Yorkers with limited food budgets. Please contact us with any questions or concerns at farmersmarkets@health.nyc.gov.

Sincerely,

The Health Bucks Team