

How does it work?

Market Bucks is a farmers market nutrition incentive program designed to help SNAP customers increase their purchasing power at farmers markets and mobile markets across Minnesota. SNAP customers can use their EBT card at the market and receive a dollar-for-dollar match on all SNAP spending at the market, up to \$10 per market visit.

New in 2022, SNAP customers could also receive an extra Produce Market Bucks match for fruits and vegetables at the market, up to an additional \$10 per market visit. Market Bucks increase the amount of fresh, local food SNAP customers can purchase and helps bring new customers to farmers markets throughout the state.



Swipe EBT card and spend \$10.



Get \$10 of Market Bucks AND \$10 in Produce Market Bucks match.



Spend up to \$30 at the farmers market.

Why are Market Bucks important?

- **Customers win** by being able to stretch their buying power at farmers markets, making fresh, local food more affordable for low-income residents.
- **Farmers win** by bringing in new customers. This year 5,850 unique customers completed 34,844 SNAP transactions and purchased food from farmers and mobile markets.
- **Communities win** with increased local economic activity, a stronger sense of community, and healthier people.

SNAP customers spent **\$473,641 in SNAP/EBT** and **\$292,431 in Market Bucks** and **\$273,348 in Produce Market Bucks** during the summer season, creating over \$1.5 million in additional economic activity in communities throughout the state.

Market Bucks is funded by the Minnesota Legislature and administered by the Minnesota Humanities Center in partnership with Hunger Solutions Minnesota. Market Bucks are available at 105 farmers market locations statewide.

More Funding is Needed

As the program continues to grow and expand, we need to increase funding to make sure that low-income Minnesotans across the state have access to healthy, local foods during a time of unprecedented levels of food insecurity.