

March 4, 2025

St. Paul Farmers' Market
290 5th St. E
Saint Paul, MN 55119

Health and Human Services Committee
Minnesota Senate
95 University Ave W
Saint Paul, MN 55155

Dear Senate Health and Human Services Committee Members,

I am writing on behalf of St. Paul Farmers' Market to express our support for the Fresh Bucks program, which seeks to pilot a discount on produce for SNAP customers at select grocery stores. As the operators of the Market Bucks program, we have seen the transformative effects that nutrition incentive programs can have on our community.

Market Bucks has been instrumental in increasing access to fresh, healthy produce for SNAP customers at our farmers' market. By providing matching funds, Market Bucks has empowered families to purchase more fruits and vegetables, contributing to better health and well-being. Our customers often tell us how Market Bucks has helped them make healthier food choices and manage their food budgets more effectively.

We believe that the Fresh Bucks program will extend these benefits to a wider audience by making fresh produce more affordable and accessible throughout the year. While farmers markets are a vital source of fresh produce during the growing season, grocery stores offer a consistent supply of nutritious food year-round. Fresh Bucks will provide SNAP customers with the flexibility to access healthy foods whenever they need them, regardless of the season.

The Fresh Bucks program aligns with our mission to promote public health, support local agriculture, and create a more equitable food system. By incentivizing the purchase of fresh produce, Fresh Bucks not only supports the health of SNAP customers but also strengthens the market for local farmers and encourages sustainable farming practices.

In conclusion, we fully support the Fresh Bucks program and its goal of improving food access for SNAP customers. We are confident that this initiative will have a positive impact on our community, just as Market Bucks has done at our farmers' market. We look forward to the success of Fresh Bucks and are eager to collaborate in any way that can help achieve its objectives.

Thank you for your consideration and for your dedication to enhancing food security and nutrition for all.

Sincerely,

Lindsay Stauner

Assistant Director

St. Paul Farmers' Market

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