



The Food Trust's Nutrition Incentive Programs: Food Bucks & Food Bucks Rx

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The Food Trust's
mission:

**Delicious, Nutritious
Food for All**

Core Programming Elements



Access



Affordability



Education



Advocacy

Nutrition Incentives

Food Bucks

SNAP incentives

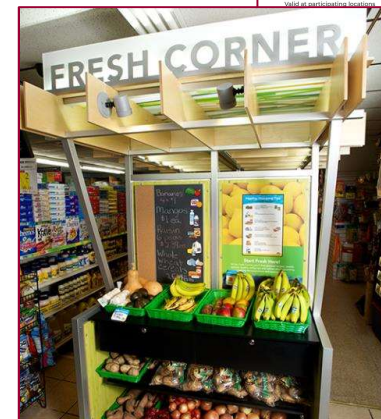
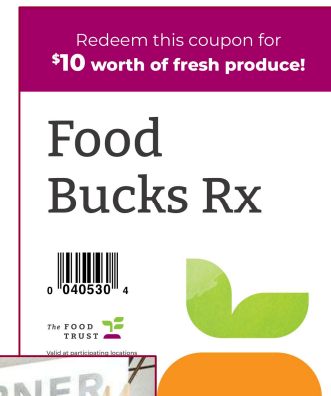
Earned in retail settings

- Make fresh F&V more affordable
- Improve nutrition security
- Introduce participants to nearby fresh food access points
- Increase revenue for farmers and local businesses
- Support participation in other programming

Food Bucks Rx

Produce prescriptions

Distributed in clinical settings



Food Bucks

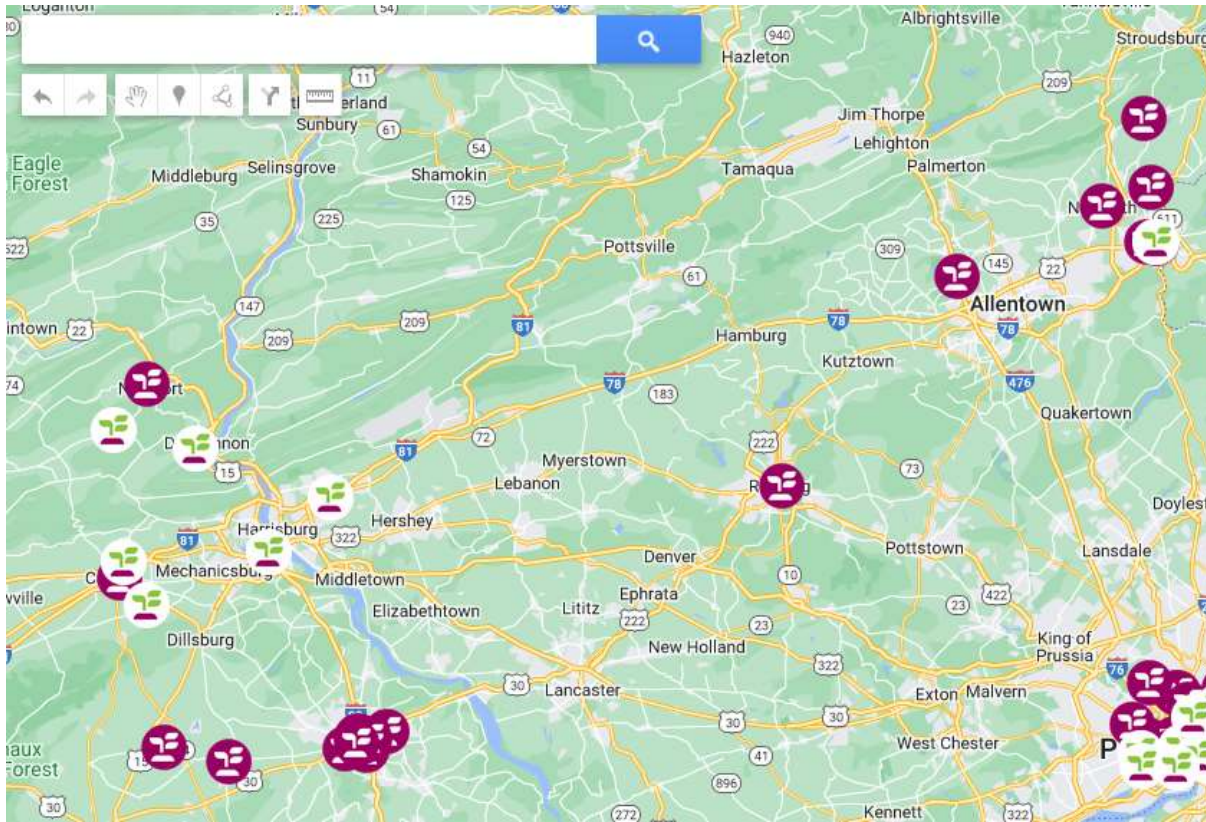
- Earned at point of purchase through an eligible SNAP transaction
- Redeemable for fresh fruits & vegetables
- Help stretch SNAP benefits
- Paper coupons distributed at farmers markets and low-tech small retail locations
- Automated point-of-sale solutions used at supermarkets
- Funding: competitive grants through USDA Gus Schumacher Nutrition Incentive Program (GusNIP) & local match funding



Fresh Rewards	
Amount Earned:	68
New Balance:	161
FoodBucks	
Amount Earned:	2.67
New Balance:	12.39

Food Bucks Map

thefoodtrust.org/foodbucks



Penn Street Market

Thursdays 10am-2pm
June 1 thru September 28
www.pennstmarket.org

Earn a \$2 Berks Food Buck coupon for every \$5 you spend using SNAP

Details from Google Maps Remove

638 Penn St, Reading, PA 19602
[View in Google Maps](#)

40.33524, -75.92467



Community Food Bucks

- Distributed by community and healthcare partners
- Outreach for SNAP-based Food Bucks program & farmers markets
- Possible incentive for participation in other programming
- Extra funds for fresh F&V
- No SNAP purchase required
- Funding: distributing CBOs & healthcare partners, private philanthropy



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“I would have been content with just getting a senior box. This was more than I could ask. I don't think I would have ate this much fruit and veggies had I not had Food Bucks.”

“I ate my watermelon for a week. It was big and delicious. Fruit makes me smile. So tell whoever helped make this happen, thank you!”

Food Bucks Rx

- Produce prescription – fresh F&V
- Distributed by healthcare partners
- Funds to follow through on dietary guidance
- Increase household food budget
- Patients choose where to redeem and what to purchase
- Funding: competitive grants through USDA Gus Schumacher Nutrition Incentive Program (GusNIP), private philanthropy, community benefit dollars

Redeem this coupon for
\$10 worth of fresh produce!

Food Bucks Rx



The FOOD TRUST

Valid at participating locations
(see information sheet for details). No change given.
Expires 12/31/2023.



The FOOD
TRUST





GusNIP SNAP Incentive and Produce Prescription participants nationally report **higher FV intake than the average US adult**

82%

of patients reported an **increase in consumption of fruits and vegetables** since receiving **FBRx**

Providers offering FBRx report **improved patient engagement** and **staff wellbeing**

“

“It has been SO helpful! My blood pressure is down, and I've been eating healthier because of this program!”

“God bless y'all for this service! It helps a lot because I'm a senior citizen on fixed income. Food is expensive now.”



Thank you!

Ideas for partnership? Please reach out!

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