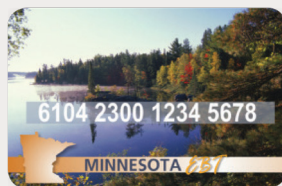


Market Bucks is a farmers market incentive program designed to help SNAP customers increase their purchasing power at farmers markets. SNAP customers can use their EBT card at 99 participating market locations and receive a dollar-for-dollar match on all SNAP spending at the market, up to \$10. Market Bucks increase the amount of fresh, local food SNAP customers can purchase and helps bring new customers to farmers markets throughout the state.



**\$1  
SNAP**

+



**\$1  
Market Bucks**

=

**\$2  
to spend on  
fresh, local food  
and  
\$3.58  
in local economic  
activity**

SNAP customers spent \$194,301 in SNAP/EBT and \$151,774 in Market Bucks during the summer season, creating \$619,474 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 2018

### 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 6,950 first-time customers purchased food from farmers markets.

**Communities win** with increased local economic activity, a stronger sense of community, and healthier people.

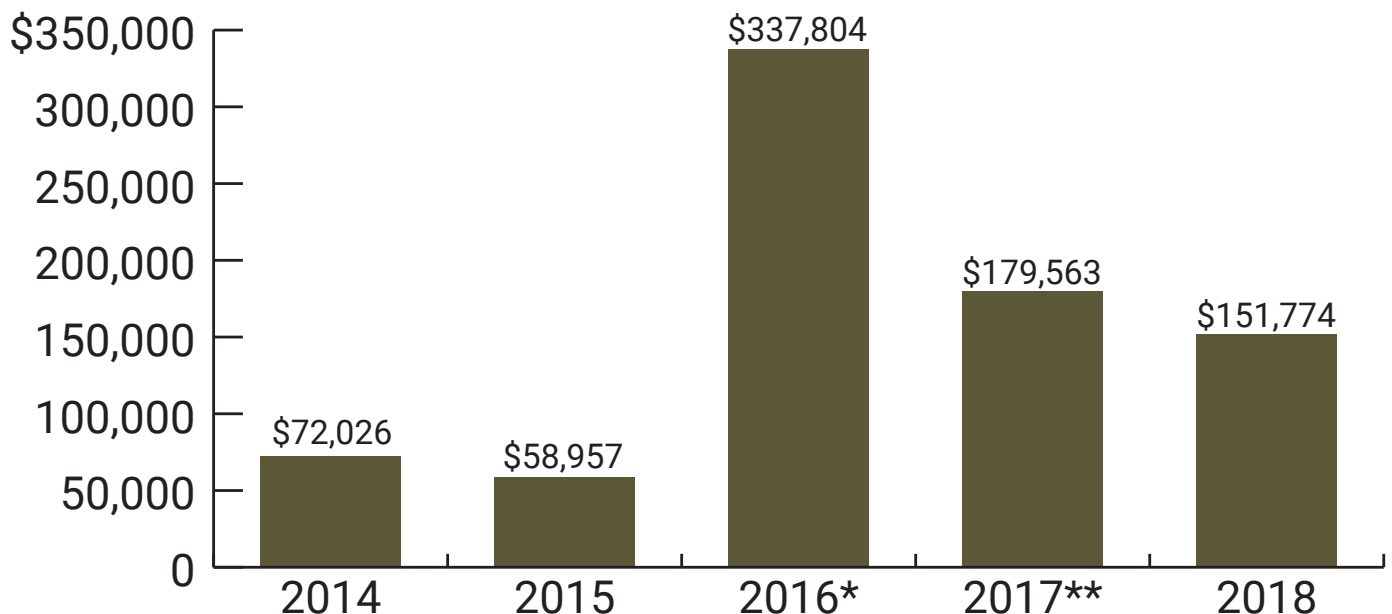
Individuals using Market Bucks have come to count on the program to help them afford the fresh, healthy food they want to eat to improve the health of their families.

Market Bucks help SNAP customers increase their spending power at farmers markets two ways: with a dollar-for-dollar match of their own EBT-SNAP spending and with \$5 incentive gift certificates to encourage SNAP customers to visit their local farmers market.

### Market Bucks Transactions

99 participating farmers market locations reported \$346,075 in Market Bucks & SNAP were spent by customers and redeemed by the vendors. This includes Market Bucks distributed as part of the dollar-for-dollar match and through the additional incentive gift certificates. Due to the popularity of the program in 2016, we limited the number of gift certificates in 2017 & 2018, which is reflected in the decrease in Market Bucks spent.

### Market Bucks Redeemed, 2014-2018



Source: 2014-2015 data from BCBS. 2016-2018 data from Hunger Solutions.

\*2016 data for May 1, 2016 to October 31, 2016 as reported by participating markets. Data reflect the increased match (from \$5 to \$10 in 2016) and incentive gift certificates.

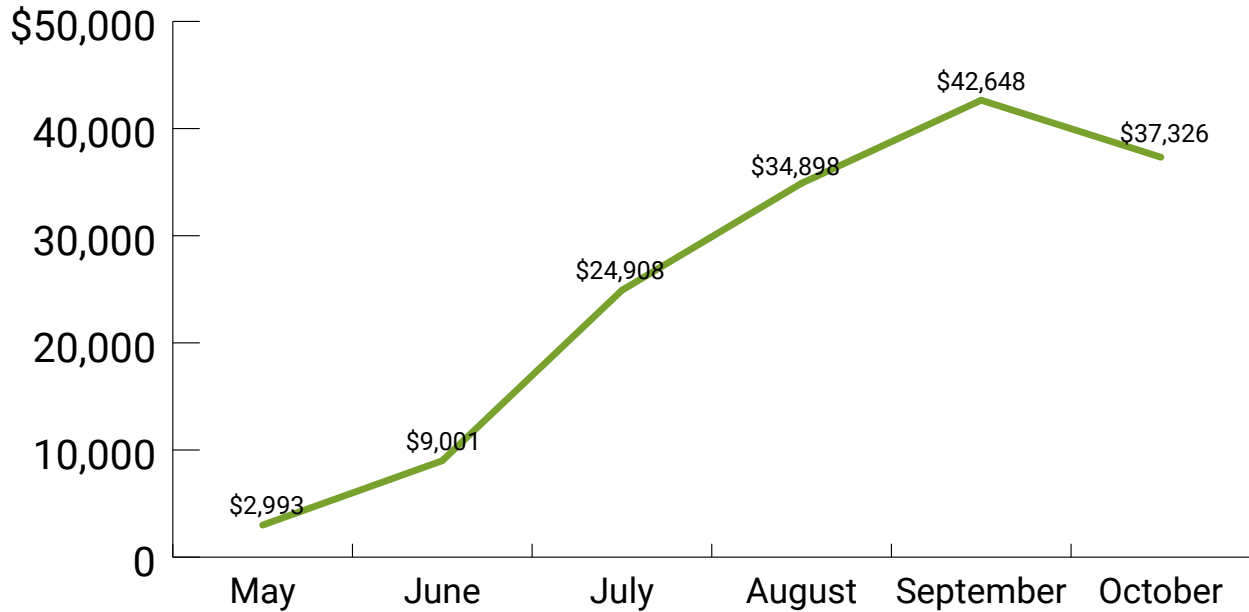
\*\* 2017 data for May 1, 2017 to October 31, 2017 as reported by participating markets. Data reflect a decrease in number and amount of incentive gift certificates issued.

## Market Bucks By Month

Market Bucks redemptions grew steadily throughout the season, primarily due to:

- 1.) Growing awareness of the program,
- 2.) Increased availability of produce through the summer months, and
- 3.) Incentive gift certificates expiring in August and September.

**Market Bucks Redeemed By Month, 2018**



Source: Report by participating farmers markets.

## Winter Markets

Despite Minnesota’s cold climate and short growing season, some farmers markets remain open during the winter months (November-April). November 2017-April 2018 marked the second full winter market season for the Market Bucks program.

Markets range from one-time markets—typically at Thanksgiving or Christmas holidays—to weekly markets much like the summer schedule.

### Winter 2017-18 By the Numbers

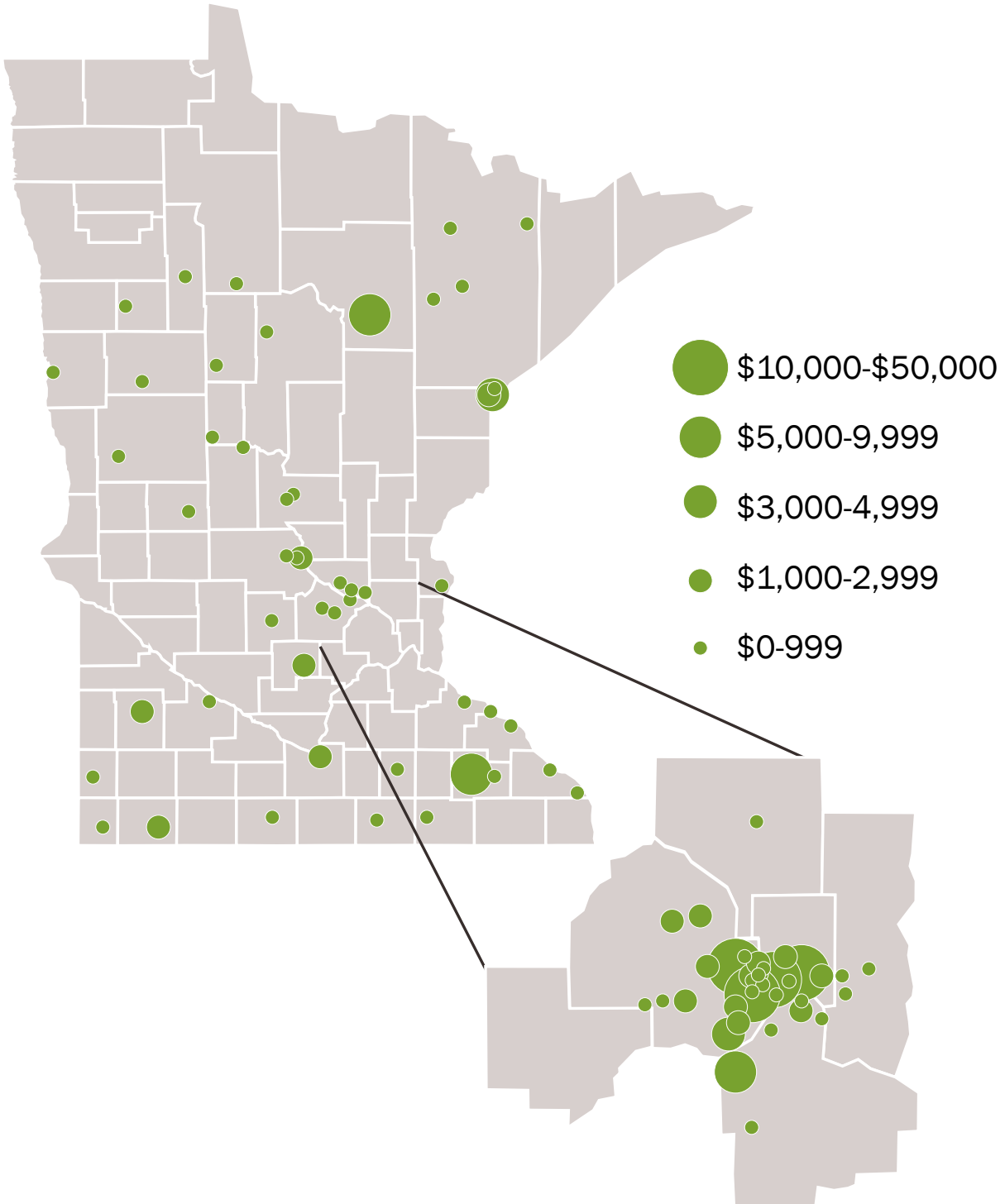
**23**  
participating markets

**\$14,941**  
in Market Bucks spent

**52%**  
of markets outside the Metro

## Market Bucks Redemptions by Market

Participating farmers markets are located throughout Minnesota. Market Bucks redemptions range from \$6 to just over \$35,000 per market. The average was \$1,932 in Market Bucks.



Source: Data from Hunger Solutions, as self-reported by participating markets.