

Veggie SNAPS is an incentive program held at 12 farmers' markets and other retail locations in central Ohio. We provide SNAP customers with a **\$1 for \$1 match when they spend \$10 on healthy fruits and vegetables**. This doubles their purchasing power for healthy fruits and vegetables. In 2016, we **aim to distribute \$30,000 in incentives to SNAP customers** in central Ohio.



Central Ohio's Farmers' Market
Incentive Program

Our Goal.

The dual purpose of Veggie SNAPS is to **improve healthy food access** while also **increasing local farmers' sales**.

Our results benefit Columbus' overall health, food security, & economy.

More outlets. More customers.

In order to reach more customers this year, Veggie SNAPS is offering a new **Prescription Produce (PRx)** program at all of our markets in partnership with Columbus Public Health and OSU Extension. We are also expanding to new farmers markets in Fayette and Licking County. Additionally, we are piloting the following models this season:

- A **"Veggie SNAPS-Retail"** pilot at a United Way Fresh Foods Here corner store
- Two **mini mobile markets** at partner food pantries located in the Near East side and in North Columbus, and
- Investments in **discounted CSA shares** for residents in Franklinton

Community Partners.

Many market managers, volunteers, farmers, shoppers, and community partners collaborate to make Veggie SNAPS a success. We are also grateful to **Columbus Public Health**, the **Franklin County Commissioners**, the **Puffin Foundation West** and **Wholesome Wave** whose investments make this work possible.

Learn More.

Peak season is here and our markets are rich with activity. With upcoming promotions like Columbus Local Foods Week (July 30-August 6) and National Farmers' Markets Week (August 7-13), we invite you to come visit **one of our Veggie SNAPS farmers' markets firsthand**. See the program in action, and hear directly from the customers and farmers who benefit. To schedule a tour, ask a question, or learn more, please contact **Amy Bodiker Baskes**, Program Manager at 614.284.5438 or veggiesnaps@gmail.com.

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www.veggiesnaps.org