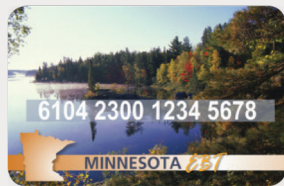


Market Bucks is a farmers market incentive program designed to help SNAP customers increase their purchasing power at farmers markets. SNAP customers can use their EBT card at 87 participating market locations and receive a dollar-for-dollar match on all SNAP spending at the market, up to \$10. Market 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 a record \$410,646 in SNAP/EBT and \$208,346 in Market Bucks during the summer season, creating \$1,230,743 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.



## 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 17,299 customers purchased food from farmers markets.

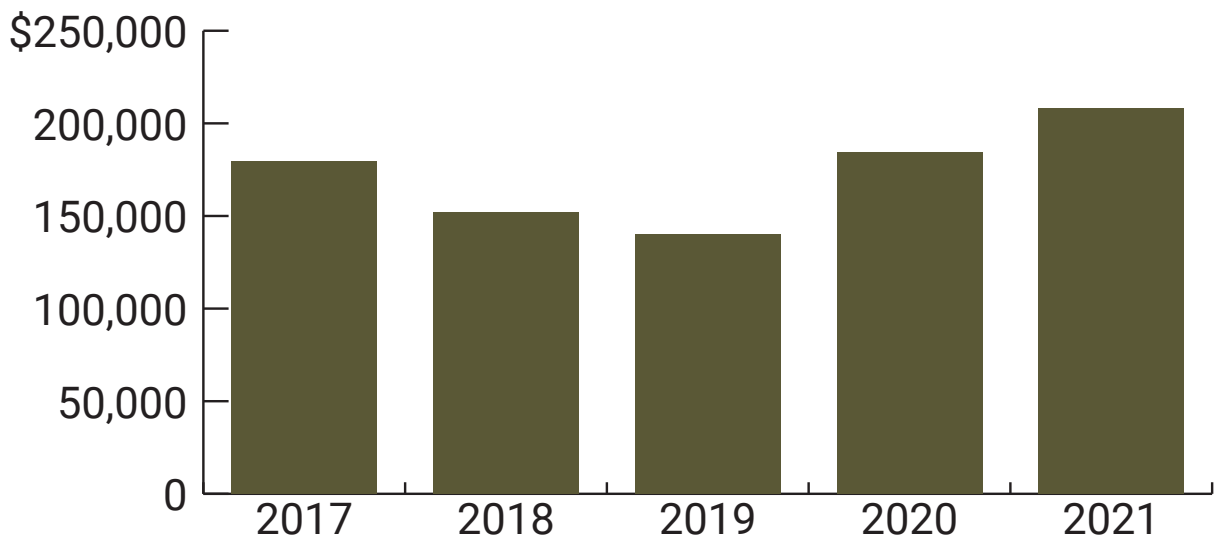
**Communities win** with increased local economic activity, a stronger sense of community, and healthier people.

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 Transactions

87 participating farmers market locations reported \$687,566 in Market Bucks & SNAP were spent by customers and redeemed by the vendors. For 2017-2020 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, we did not issue any regular incentive gift certificates for the 2021 season.

### Market Bucks Redeemed, 2017-2020



Source: Hunger Solutions Minnesota as reported by participating markets.

## Winter Markets

Despite Minnesota's cold climate and short growing season, some farmers markets remain open during the winter months. Markets range from one-time markets—typically at Thanksgiving or Christmas holidays—to weekly markets much like the summer schedule.

**13**  
participating markets

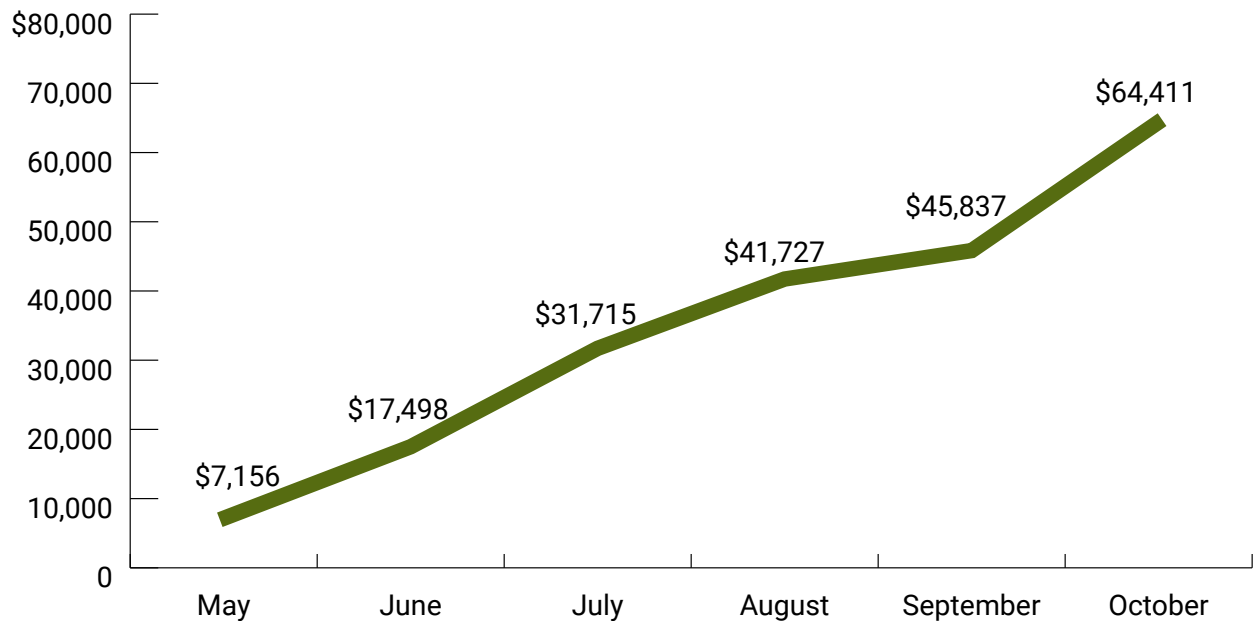
**\$3,898**  
in Market Bucks spent

**62%**  
of markets outside the Metro

## Market Bucks By Month

Market Bucks redemptions grew steadily throughout the season, primarily due to growing awareness of the program and increased availability of produce through the summer months. Market Bucks redemptions were generally higher in 2021 than 2020 because of the increased amount of SNAP available to households due to the pandemic.

**Market Bucks Redeemed By Month, 2021**



Source: Hunger Solutions Minnesota as reported by participating farmers markets.

## Market Bucks and COVID

2021 marked the second farmers market season affected by the COVID-19 pandemic. Market customers continued to report that they felt safe shopping at the farmers market due to the outdoor location and COVID precautions taken by the markets.

SNAP customers had more SNAP dollars to spend at the farmers market due to emergency SNAP benefits issued due to the pandemic. On average, SNAP households saw an additional \$212 in monthly benefits, almost twice the monthly average benefits pre-COVID. This meant households had more SNAP dollars to spend at their farmers market.

## Why are Market Bucks important to customers?

This summer we surveyed farmers market customers to learn more about how and why they use Market Bucks. Here is some of what they've told us:

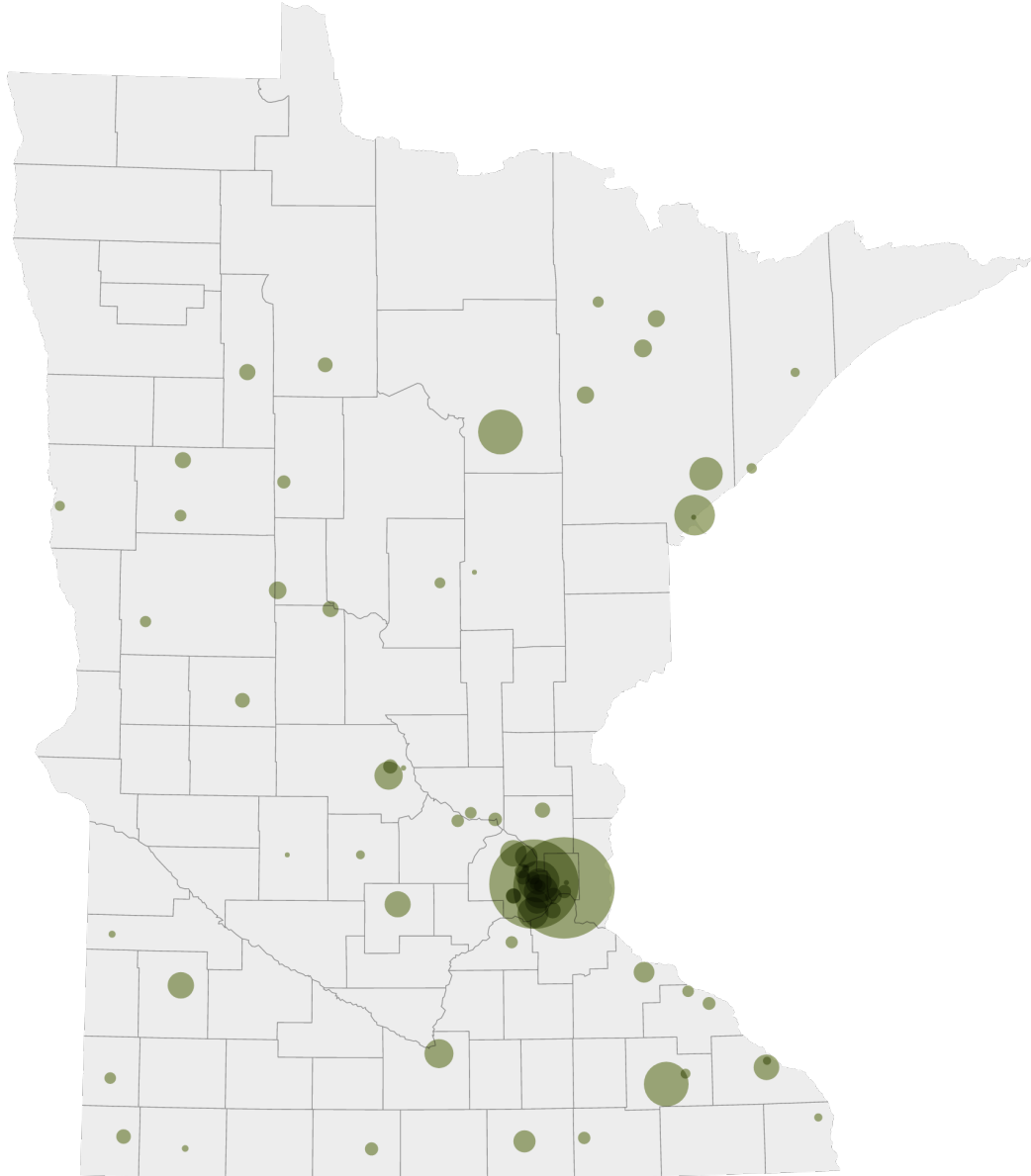
"Maximizes my SNAP value and helps me buy more farmers market goods."

"It helps our family buy the healthy food we need. It also feels really good to spend our money directly with the farmers, bakers, makers."

"It adds about \$40 to my food budget each month and makes fresh fruits and veggies more affordable. I also love to support local organic agriculture."

## Market Bucks Redemptions by Market

Participating farmers markets are located throughout Minnesota. Market Bucks redemptions range from \$10 to just over \$56,600 per market. The average was \$2,934 in Market Bucks.



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