



Healthy Bucks Program

Norvell Gibson

Healthy Buck Program Coordinator

SC Department of Social Services

Norvell.Gibson@dss.sc.gov

Topics for Discussion

- What is the Healthy Bucks Program?
- How does the program work?
- What type of vendors can participate?
- What is the application process for Healthy Bucks?
- What are the benefits for Farmers and SNAP recipients?
- Why the Healthy Bucks Program is important?

What is the Healthy Bucks Program

- Healthy Bucks is an incentive program for Supplemental Nutrition Assistance Program (SNAP) recipients to help double the amount of produce purchased, up to \$10.
- Increases SNAP recipients buying power by allowing access to more fresh fruits and vegetables.
- Increases business for South Carolina farmers and farmers markets.
- Promotes health and wellness.

How the Healthy Bucks Program Works

- All Vendors must be SNAP authorized before they can participate in the Healthy Bucks Program.
- SNAP client must make a minimum \$5.00 EBT card machine transaction at a participating Healthy Bucks Farmer or Farmers Market.



How the Healthy Bucks Program Works

- Vendor must verify that the \$5.00 transaction was approved.
- Vendor must log the transaction by documenting the date and the last eight-digit EBT card number on Healthy Bucks log sheet.
- **SNAP recipient must sign the Healthy Bucks log sheet.**
- Once \$5.00 purchase is approved, \$10.00 in Healthy Bucks tokens will be issued to the SNAP client.

How the Healthy Bucks Program Works

- Client can redeem the Healthy Bucks tokens the same day or return at a later date.
- When the Healthy Bucks transaction is made, the Vendor collects the Healthy Bucks tokens in exchange for additional produce.
- Once purchasing information has been submitted and verified by SC DSS, the Vendor will be reimbursed accordingly.

How the Healthy Bucks Program Works

- SC Department of Social Services reimburses for one Healthy Bucks transaction, per client, per market day.
- Multiple rapid and repetitive swipes will not be reimbursed.
- SC DSS will not initiate a \$10.00 reimbursement, if no SNAP EBT transaction was made and/or if the transaction was not at least a \$5.00 minimum.

Healthy Bucks Tokens

- \$10.00 in Healthy Bucks tokens can only be used to purchase additional fresh fruits and vegetables.
- Two tokens for one transaction, per client, per market day.



Types of Vendors/Farmers

- Farmers Markets
- Direct Marketing Farmers
- Specialty Fruit and Vegetable Growers
- Delivery Routes
- Non- Profit Food Buying Co-op



Application Process for Healthy Bucks



- Create a USDA/FNS account.
- Apply online to become an authorized SNAP retailer at your Farmers' Market. <https://www.fns.usda.gov/snap/apply-to-accept>.
- Mail USDA your supporting documentation to complete your file.
- For help with applying call: 1-877-823-4369.

Application Process for Healthy Bucks

- Once the application process has started, vendor has 30 days to complete and submit application online.
- USDA/ FNS has up to 45 days to approve your application.
- Supporting documentation for an online application, completed paper SNAP retailer application, and supporting documentation should be sent to:

**SNAP Retailer Service Center
USDA Food and Nutrition Service
P O Box 14500
Washington DC 20044.**

Benefits for Farmers/Vendors

- Increased business for farmers and farmers markets.
- Local farmers can sell directly to the public.
- Help preserve farmland due to increased business and sales.
- Work in partnership with State organizations and the community to help promote health and wellness to SC citizens.
- Increased access of fresh locally grown fruits and vegetables due to the program being in surrounding areas.

Benefits for SNAP Recipients

- Double their SNAP dollar.
- Boost energy, improve mood, maintain a healthier and nutritious lifestyle through healthier eating choices.
- To increase access to healthy and fresh, locally grown fruits and vegetables.



Why Healthy Bucks Program is Important

- Provides more access to healthy and fresh locally grown fruits and vegetables due to the program being in their surrounding area.
- Increases revenue for SC Farmers and Farmers Markets.
- Lowers food insecurities and encourages health and wellness for citizens of South Carolina.





Questions ?



Contact Information

Norvell Gibson

Ph: (803) 898-7626

Fax: (803) 898-7141

Norvell.Gibson@dss.sc.gov

Healthy Bucks Email and Website information:

Healthy-Bucks@dss.sc.gov

www.schealthybucks.com