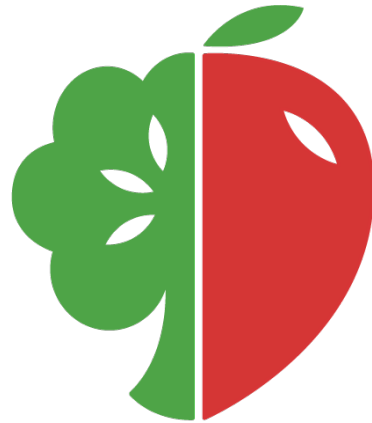


Closing the Gap on Food & Nutrition Security

Program models and partnerships that support
families in need and local agriculture



ProducePERKS

What?

TANF Fruit and Vegetable Coupon Program

TANF Stand For:

Temporary **A**ssistance For **N**eedy **F**amilies. A federal block grant with purpose of supporting families so they children may be cared for in their own home.

Who Is Eligible For The Fruit & Vegetable Program?

Anyone who meets **all three** of the following criteria:

- 1 has annual income at or below 200% of the Federal Poverty Level
- 2 has a minor child in the household and/or is pregnant
- 3 is a U.S. citizen OR meet of of the citizenship exceptions under Ohio Administrative Code 5101:1-2-30

Why?

Many families earn just enough income to be ineligible for SNAP benefits, but still struggle to afford healthy foods.

How?

- Fruit and Vegetable Coupon Program
- Produce Box Delivery Program

Fruit & Vegetable Coupon Program



Eligible families may receive a Fruit and Vegetable Coupon Booklet worth \$40, redeemable at participating locations for fruits and vegetables.

How Do Families Receive Coupons?

Individuals must complete an enrollment form prior to receiving Fruit & Vegetable Coupons. This form may be completed through one of the following:

- 1 At Farmers Market Events
- 2 Through Partner Organizations
- 3 Online Registration

Farmers' Market Events

- 23 coupon distribution events in 2020
- 2021 events scheduled for May and June

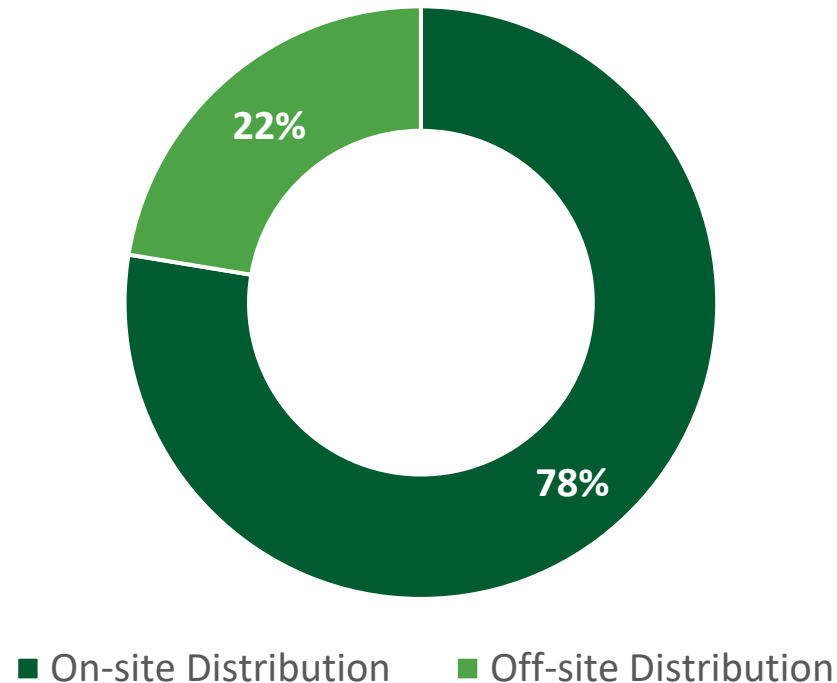


Coupon Distribution Partners

- Akron Children's
- Alta Care Group
- CareSource
- Cincinnati Youth Collaborative
- Columbus Metropolitan Housing Authority
- Community Food Initiatives
- Expanded Food and Nutrition Education Program (Ohio State University)
- Food Depot To Health
- Hopewell Health Center
- Moms2B (Ohio State University Medical Center)
- Moms Hope Inc
- Neighborhood Family Practice
- United Way of Summit County
- University Hospitals

On-Site coupon distribution resulted in highest redemption rates

Percentage of Coupon Redemptions By Distribution Type



2020 Fruit & Vegetable Coupon Program Highlights

2,472

Individuals Signed Up

1,467

Individuals Redeemed

\$57,822

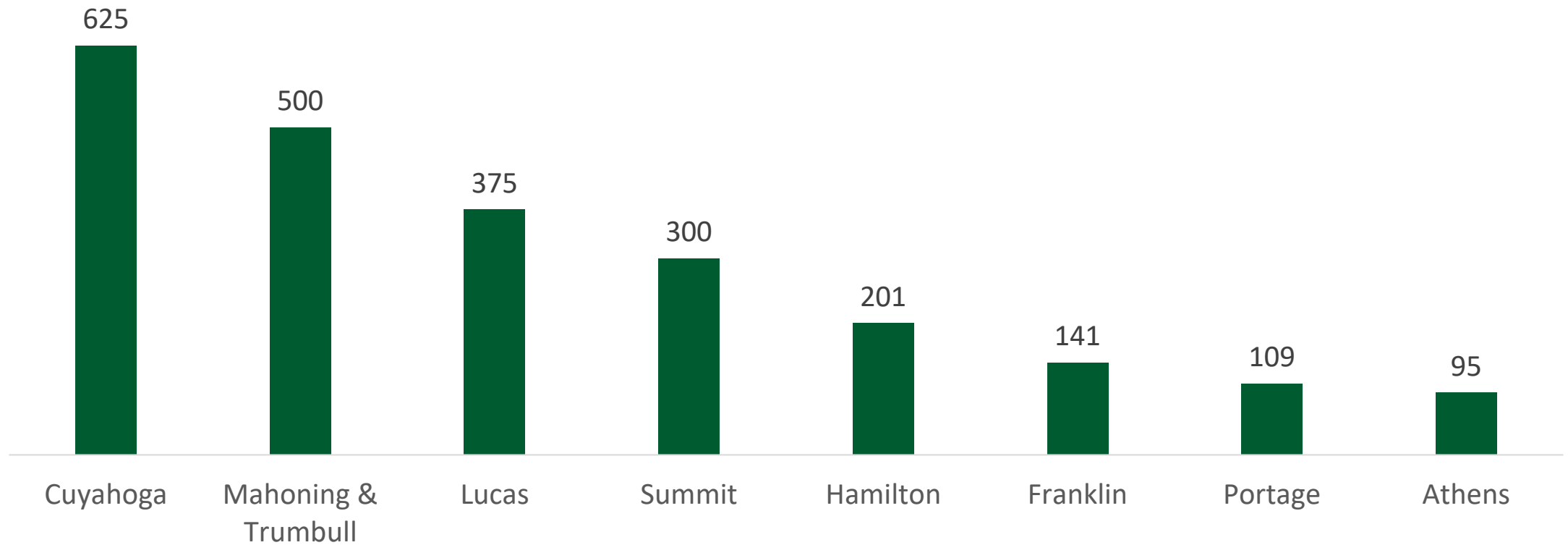
In Coupons Spent

53%

Redemption Rate

2,445 Customers Signed Up to Receive Coupon Booklets

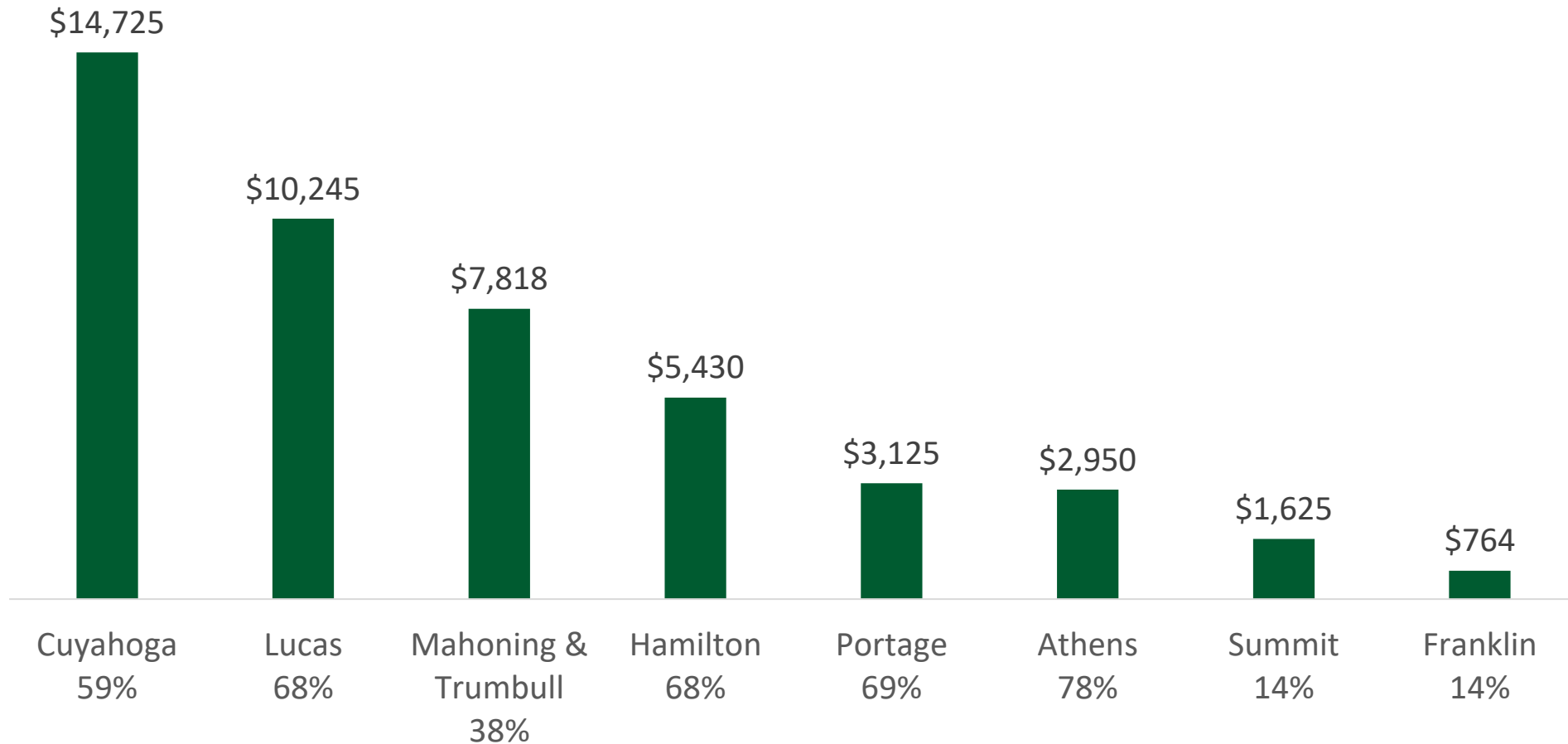
Customers Signed Up By County



1,467 individuals redeemed **\$46,682**
in fruit and & vegetable coupons

60% of individuals redeemed
53% redemption rate

TANF Coupon Redemption By County With Redemption Rate



Who Signed Up?

Individuals	Unique Zip Codes	SNAP Beneficiary	Non-SNAP Beneficiary
2,445	335	51%*	21%*

Who Redeemed?

Individuals	Unique Zip Codes	SNAP Beneficiary	Non-SNAP Beneficiary
1,342	258	46%*	26%*

Zip Codes of 2020 Redeeming Customers

