

Produce Perks

Ohio's Nutrition Incentive Program



ProducePERKS

Produce Perks empowers SNAP and Pandemic-EBT recipients to purchase fresh, healthy fruits and vegetables from Ohio farmers and grocery-retailers across the state. Providing a \$1-for-\$1 match for shoppers using SNAP/P-EBT to buy healthy produce, the program increases affordable access to healthy foods for over 2 million Ohio households.

2020 | Growth & Resilience

	2019	2020	% Change
SNAP + P-EBT Sales	\$633,473	\$1,347,611	+113%
Produce Perks Purchases	\$437,196	\$855,515	+96%
Households Served	16,126	22,619	+40%
Servings of Fruits + Veggies	590,805	1,156,102	+96%

Produce Perks generated **\$2,407,377** in sales for **969** farmers and Ohio-owned businesses in 2020.

100+ Farmers' Markets & Grocery Store Sites



On March 17th, 2020, in response to the pandemic, Produce Perks provided an Unlimited Match for fruits and vegetables at participating locations, providing critical food dollars to Ohioans using their SNAP and Pandemic-EBT dollars during a time of crisis.

Throughout the course of the year, as economic hardship and food insecurity grew, utilization of Produce Perks grew by over 100%.

Produce Perks continues to match SNAP and P-EBT dollars up to \$25 per day.

Produce Perks is a Program of the Ohio Nutrition Incentive Network.

[LEARN MORE](#)

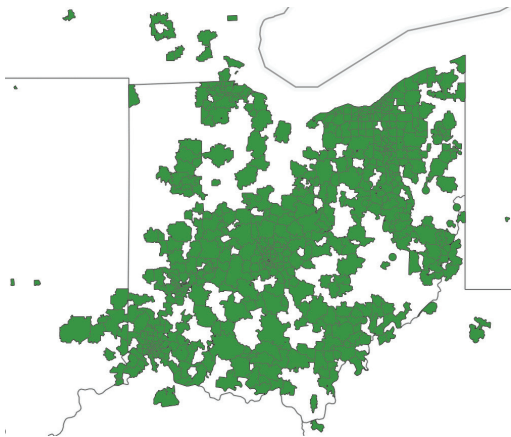


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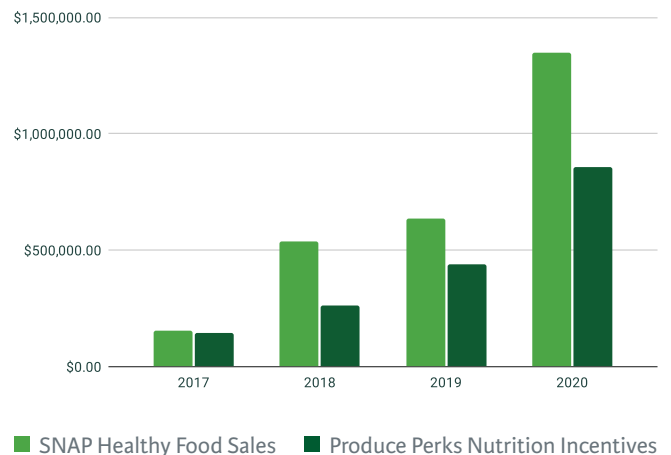
Building an Equitable, Resilient & Healthy Ohio Food Safety Net

Our programs increase equitable access to healthy foods and provide the dignity of choice for struggling individuals and families. Produce Perks has generated over \$4 million in healthy food purchases since 2017 – these dollars are going directly back into local Ohio economies.

Impacting Customers, Farmers, & Small Businesses Across Ohio



632% Program Growth Since 2017



Expanding Programming to Serve More Households

Many families earn just enough income to be ineligible for SNAP benefits, but still struggle to afford healthy foods. Our new Fruit and Vegetable Coupon Program provided **\$57,822** in food dollars to Ohio families with children.

Social service, healthcare, and community organization partners in 9 counties provided families eligible for Temporary Assistance for Needy Families state funds \$40.00 coupon booklets for healthy fruits and vegetables.

In the first 6 months of the pilot, 1,467 food insecure families used their coupons to purchase fresh produce from Produce Perks sites. These dollars supported our local farmers and small businesses – a win/win for Ohioans.

Thank You to Our Funders

Akron Community Foundation
Board of Commissioners, Franklin County
Board of Commissioners, Hamilton County
Buckeye Health Plan
The Haile Foundation
Cleveland Foundation
Charles Moerlein Foundation, Fifth Third Bank
Community Foundation of the Mahoning Valley
Ohio Regional Convergence Partnership
Hamilton Community Foundation

The Health Path Foundation of Ohio
Lucas County Commissioners Office
Lucas County Jobs & Family Services
Bon Secours Mercy Health
Mercy Health Foundation Mahoning Valley
Ohio Grocers Association
ProMedica
Public Health–Dayton & Montgomery County
Tuscora Parth Health & Wellness Foundation
Nutrition Incentive Hub

