



2018 Impact Report

Produce Perks is Ohio's nutrition incentive program, empowering SNAP 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/EBT to buy healthy produce, Produce Perks increases affordable access to healthy foods for 1.5 million Ohioans.



Food

\$801,573

in healthy food sales



Families

12,921

SNAP Consumers



Farmers

509

farmers impacted

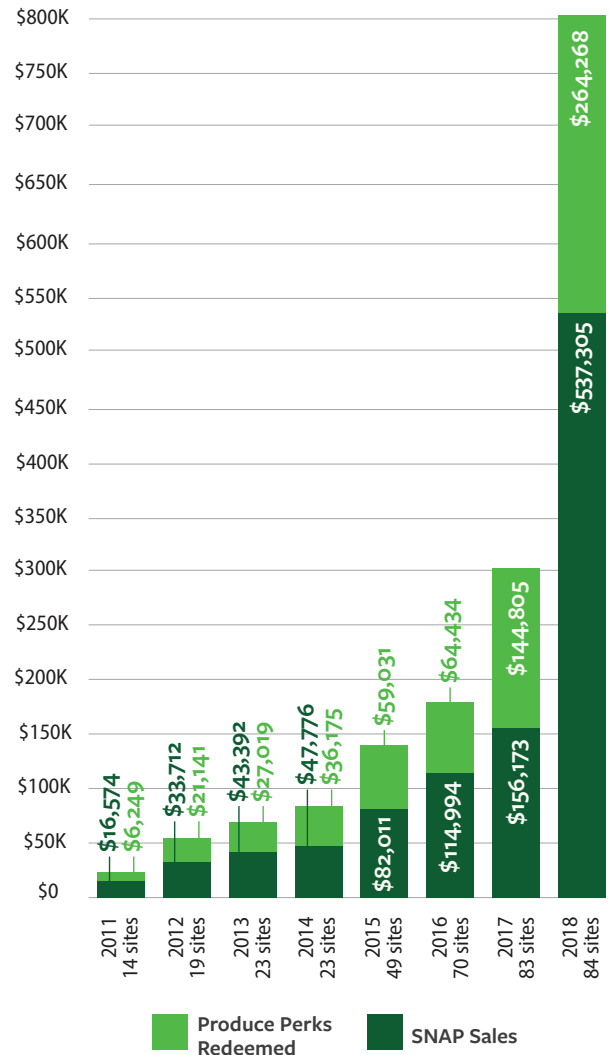
Expanding Statewide: Produce Perks Received a \$2.27 million USDA Grant



100+
Access Points

■ 2017 Counties ■ 2018 Expansion

166% Sales Growth Over 2017



"Good Earth's SNAP and Produce Perks from 2017 to 2018 doubled. Good Earth had so many new customers this year. Very exciting! Looking forward to 2019."

-Jeanette Toms, Good Earth Farm Stand, Cleveland, OH

"I cannot even begin to express my gratitude for this program...Produce Perks [has] often been the only way I have been able to afford fresh vegetables and fruits to go with the staple meats, eggs, dairy products, and grains that I purchases with my SNAP benefits."

-Joseph, Cincinnati, OH

Farmers' Market Highlights

78 Farmers' Markets, Mobile Markets, CSA's, and Farm Stands throughout the state served SNAP shoppers and Ohio's farmers by offering Produce Perks.



35%

increase in fruit & veggie sales



400

zip codes reached



61

markets within 1/2 mile or less of a food desert

Grocery Store Highlights

Produce Perks expanded into 15 independently owned grocery stores, reaching more SNAP consumers and supporting Ohio business owners.



\$176,000

Produce Perks-generated fruit & veggie sales



2.5X

more spent on fruits & veggies when using the program



4,000+

customers used the program at 15 stores

GET INVOLVED



produceperks.org

Produce Perks is made possible by the Ohio Nutrition Incentive Network.

Convened by Produce Perks Midwest, the Ohio Nutrition Incentive Network is a partnership of Ohio healthy food retailers, producers, state agencies, and local partners working toward a shared vision of affordable access to healthy, local foods.

ACENet
Case Western Reserve University
Countryside
Farmers Market Association of Toledo
Local Matters
OH Dept. of Aging
OH Dept. of Health
OH Grocers Association

OH Farmers Market Network
OSU Extension - SNAP-Ed
OSU Extension Cuyahoga Co.
Produce Perks Midwest
Summit Food Coalition
Wholesome Wave
Youngstown Neighborhood Development Corp.

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