



## FOR IMMEDIATE RELEASE

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### GrowNYC Announces Launch of “Oh SNAP!” Education Campaign: Aims to Increase Awareness of SNAP Acceptance at City Greenmarkets

July 12, 2016, New York, NY: GrowNYC announced the launch of the “Oh SNAP!” (#ohsnapnyc) educational campaign yesterday with a live mural painting ([photos](#)) by artist, [Queen Andrea](#), at the Union Square Greenmarket. The “Oh SNAP!” campaign was designed to draw attention to the fact that GrowNYC’s network of Greenmarket farmers’ markets accepts electronic benefits cards (EBT) and shoppers can use their SNAP benefits at these markets to purchase farm-fresh produce from the region’s mid-sized family farmers.

“While SNAP sales at Greenmarket are impressive, reaching almost \$1 million in 2015, they represent only a tiny fraction of the \$3 billion dollars spent in SNAP benefits in New York City each year,” says Marcel Van Ooyen, President & CEO of GrowNYC. “We want all New Yorkers to know they can use their SNAP benefits at their neighborhood farmers market to purchase fresh and healthy local produce to feed their families and the “Oh SNAP!” campaign will help get the word out in a fun and engaging way. We are thankful to the USDA for funding this educational campaign and the team at Edelman for their hard work in creating and executing the campaign.”

“Greenmarkets are one of our best sources for fresh, healthy, locally grown food,” said Manhattan Borough President, Gale A. Brewer. “It’s critical that we make Greenmarkets more accessible to all New Yorkers by expanding them to more neighborhoods and ensuring they accept EBT cards, but once we do that, it’s just as important to get the word out. I’m glad to support this campaign, which will do just that.”

“One of our top priorities is making fresh, healthy, good food available to everyone – no matter where you live, what neighborhood you’re shopping in, if you’re spending cash or SNAP,” says Barbara Turk, Director of Food Policy for New York City. “The City works hand in hand with GrowNYC, which for over ten years has pioneered successful models of accepting and promoting SNAP and farmers markets, which benefits farmers, our local economy, and all New Yorkers.”

“SNAP benefits provide some 1.7 million New Yorkers in need, including families with children, seniors and people with disabilities, with the ability to purchase food”, said Department of Social Services Commissioner Steven Banks. “We applaud GrowNYC’s ongoing efforts to promote healthy eating among SNAP recipients by giving them the opportunity to buy locally grown and nutritious food in more than 50 farmers’ markets across the City.”

The “Oh SNAP!” campaign was conceived pro bono by global marketing firm Edelman, designed by artist Queen Andrea and is based on the colorful and lively street art characteristic of New York City. The campaign engages viewers while promoting a positive message of healthy eating with SNAP benefits. The education campaign can be found starting today on city subways, buses, in local newspapers and on public painted murals by local artists throughout the five boroughs. The campaign was made possible through a grant from the USDA Food & Nutrition Service.

Greenmarket pioneered the acceptance of EBT cards at farmers markets in 2005 and became the model for farmers’ markets across the country. Every Greenmarket accepts EBT and last

year over [\\$918,000](#) in SNAP benefits were processed. This figure represents approximately .03% of the roughly \$2.9 billion of SNAP benefits used in New York City each year thus demonstrating a large potential growth opportunity for SNAP dollars to be spent on healthy fruits and vegetables with local family farmers at Greenmarkets.

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**GrowNYC** is a 501c(3) nonprofit organization that helps residents make ours the most sustainable city in the world. Reaching millions every year, GrowNYC operates Greenmarket farmers markets, educates New Yorkers about recycling, builds and maintains green spaces and engages young people in hands-on education. Learn more at [www.grownyc.org](http://www.grownyc.org).