



For Immediate Release  
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***More SNAP Benefits to be Redeemed at Greenmarkets  
Supporting Local Farmers and Hungry New Yorkers:  
USDA Grant Awarded to GrowNYC for SNAP  
Branding & Advertising Campaign***

New York, NY - GrowNYC's Greenmarket program announced today that it has received a Farmers Market SNAP Support Grant from the United States Department of Agriculture. Money from the grant will go toward implementing an at-market branding campaign and citywide advertising campaign that will take place in newspapers, city buses and the New York City subway system. The goal will be to reach New York City's 1.75 million SNAP recipients and educate them on the benefits of using their SNAP dollars at one of GrowNYC's 50+ Greenmarkets throughout the city. GrowNYC is seeking a pro bono branding/advertising firm to work on this.

"Thanks to support from the New York City Council, GrowNYC's Greenmarkets pioneered the promotion and use of EBT cards at farmers markets in 2005, quickly becoming a national model," says GrowNYC Executive Director Marcel Van Ooyen. "But every day our market managers encounter SNAP recipients who do not know they can use their benefits at the farmers market. We are very thankful to the USDA for this funding so we can make all New Yorkers aware of the benefits of using their SNAP dollars on healthy, fresh, local food at a Greenmarket."

"The SNAP Farmers Market Support Grants will help expand access to the wonderful array of fresh produce and other farm fresh products available at America's farmers markets that are so important to a healthy diet," says USDA Under Secretary for Food, Nutrition, and Consumer Services. Kevin Concannon.

In 2014, nearly 19,000 individual New Yorkers used their EBT cards at 49 Greenmarkets, totaling \$894,000 in sales. In addition, in partnership with the NYC Department of Health and Mental Hygiene, GrowNYC distributes Health Bucks, \$2 coupons good for vegetables and fruits, which are provided for every \$5 a customer spends with SNAP. In 2014, we distributed \$260,000 in Health Bucks.

For more information on SNAP at Greenmarkets, visit <http://www.grownyc.org/greenmarket/ebt>.

For a list of Greenmarkets, visit [www.grownyc.org/greenmarket/ourmarkets](http://www.grownyc.org/greenmarket/ourmarkets).

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GrowNYC is a 501c(3) nonprofit organization that works to make New York City more sustainable and improve the lives of all New Yorkers. Reaching two million New Yorkers every year, GrowNYC operates Greenmarket farmers markets, engages New Yorkers in recycling education and provides resources, builds and maintains green spaces and engages young people in hands-on education. Learn more at [www.grownyc.org](http://www.grownyc.org).

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