We are GrowNYC

We protect the environment, create green spaces, help people stay healthy, and give them opportunity to make a positive impact.
Our Work

We make it easy for you to have a positive impact.

Conservation

We are providing outreach and education to increase participation in the city’s zero waste programs and help conserve natural resources.

Green Space

We are bringing more green space to our city by building and rejuvenating community and school gardens.

Education

We are fostering future environmental stewards by providing thousands of children and adults with opportunities for meaningful interactions with the natural environment.

Food Access and Agriculture

We are transforming our regional food system and ensuring that all New Yorkers have access to the freshest, healthiest local food.
GrowNYC Food Access Sites

- **Greenmarket** – Our network of over 60 farmers markets provide direct retail opportunities for farmers and the bounty of regional products to New Yorkers.

- **Farmstand** – Our Farmstand sites sell local, seasonal produce sourced from GrowNYC Wholesale in underserved and low resourced neighborhoods
Food Access Initiatives

- GrowNYC Food Access Initiatives (FAI) makes regionally-produced food accessible to all New Yorkers through the promotion and acceptance of nutrition benefits and strategic partnerships with City and community-based organizations.

- Our goal is to get fruits and vegetables where they are most needed: everywhere. At the core of GrowNYC's mission is the belief that healthy food access is a fundamental human right, driving our commitment to creating equitable access for all.
How We Do It

- **Accept Nutrition Benefit Programs at Retail Food Sites.** All GrowNYC Greenmarket and Farmstand locations accept SNAP/EBT, Summer EBT, WIC, Farmers Market Nutrition Program (FMNP) coupons, Health Bucks, Fresh Connect, and over-the-counter (OTC) benefits with select health plans.

- **Health Bucks Matching Program.** Health Bucks provides a 1:1 match on any SNAP purchases up to $10, increasing the purchasing power of shoppers and stretching SNAP budgets.

- **Enhance Revenue for Farmers.** GrowNYC increases farmers' revenue by processing nutrition benefits in exchange for wooden tokens and market currencies, which customers can spend directly with farmers.

- **Nutrition Education.** GrowNYC partners with the NYC Department of Health and Mental Hygiene (DOHMH) and community partners to provide free, multilingual nutrition education at our food access sites.

- **Greenmarket Bucks.** GrowNYC's internal currency, Greenmarket Bucks, available for purchase by external organizations, are $2 coupons designed to introduce new customers to local food and bolster revenue for farmers. Healthcare partners can also purchase these coupons to distribute to their patients enrolled in their healthy food prescription programs.

- **Accept Nutrition Benefits at GrowNYC Wholesale.** Partners sourcing from GrowNYC Wholesale for community food programs can accept Health Bucks, FMNP coupons, and FreshConnect coupons as payment towards their invoices.
Food Access Currencies Accepted

**Supplemental Nutrition Assistance Program (SNAP)** benefits are accepted at all Greenmarkets, Farmstands, and Fresh Food Box sites.

**Health Bucks** are $2 coupons that can be used to purchase fresh fruits and vegetables at all NYC farmers markets. Customers using SNAP benefits receive a 100% match in Health Bucks, up to $10.

**Greenmarket Bucks** are $2 coupons that can be used to purchase items at any GrowNYC food retail site. They are bought by businesses or organizations as incentives or rewards to clients, employees or specific community groups. GrowNYC also uses Greenmarket Bucks for internal food access programs.

**Farmers Market Nutrition Program (FMNP)** provides WIC participants and low-income seniors with packets of $5 coupons that can be redeemed for fresh fruits and vegetables at all Greenmarkets and Farmstands.

**FreshConnect Coupons** are $2 coupons that can be used to purchase fresh fruits and vegetables at farmers markets in NY state. They are distributed as a SNAP incentive at farmers markets outside of NYC and are also distributed to NYC military veterans and their families.

**Healthfirst OTC Plus** and **Humana Healthy Options** insurance members enrolled in select plans can use their over-the-counter (OTC) dollars to purchase items at GrowNYC Greenmarkets, Farmstands, and Fresh Food Box sites.
In 2023, over $4.3 million in nutrition benefits* were redeemed at GrowNYC food access sites enhancing access to fresh foods and supporting regional farmers.

* * This includes SNAP, OTC, Greenmarket Bucks, Health Bucks, FMNP, and Fresh Connect Checks at Greenmarket, Farmstand, Fresh Food Box and GrowNYC Wholesale.
57% of Farmstand sales came from Nutrition Benefit Programs (SNAP, FMNP, Health Bucks, OTC, Fresh Connect, Greenmarket Bucks)
SNAP and Debit/Credit Sales

- GrowNYC SNAP sales totaled $2.8 million, a 5% increase from 2022

- GrowNYC Debit/Credit sales totaled over $756,000
## SNAP Sales: Top 10 Greenmarkets

<table>
<thead>
<tr>
<th>Greenmarket</th>
<th>Borough</th>
<th>Total EBT Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union Square (Mon, Wed, Fri, Sat)</td>
<td>Manhattan</td>
<td>$752,403</td>
</tr>
<tr>
<td>Grand Army Pl Sat</td>
<td>Brooklyn</td>
<td>$155,287</td>
</tr>
<tr>
<td>Jackson Heights Sun</td>
<td>Queens</td>
<td>$142,023</td>
</tr>
<tr>
<td>Inwood Sat</td>
<td>Manhattan</td>
<td>$134,635</td>
</tr>
<tr>
<td>Poe Park Tue*</td>
<td>Bronx</td>
<td>$131,988</td>
</tr>
<tr>
<td>175th Street Thu*</td>
<td>Manhattan</td>
<td>$111,008</td>
</tr>
<tr>
<td>Forest Hills Sun</td>
<td>Queens</td>
<td>$95,562</td>
</tr>
<tr>
<td>Parkchester Fri*</td>
<td>Bronx</td>
<td>$83,230</td>
</tr>
<tr>
<td>79St/Nat.History</td>
<td>Manhattan</td>
<td>$77,322</td>
</tr>
<tr>
<td>Corona Fri*</td>
<td>Queens</td>
<td>$74,053</td>
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</tbody>
</table>

*Seasonal Market
How Customers Spent Tokens at Greenmarket

SNAP/EBT Token Redemptions By Producer Type

- Fruit, Veg, Mushrooms: 11%
- Dairy: 7%
- Baked Goods: 2%
- Eggs: 2%
- Fish: 3%
- Meat & Poultry: 1%
- Preserves: 1%
- Honey & Syrup: 4%
- Flowers & Plants: 13%
- Multiple: 1%
- Wine: 0%

Debit/Credit Redemptions by Producer Type

- Fruit, Veg, Mushrooms: 11%
- Dairy: 7%
- Baked Goods: 2%
- Eggs: 2%
- Fish: 3%
- Meat & Poultry: 1%
- Preserves: 1%
- Honey & Syrup: 4%
- Flowers & Plants: 13%
- Multiple: 1%
- Wine: 0%
Where did customers spend their 2023 Greenmarket Bucks?

NOTE: Not limited to OTC Greenmarket Bucks. Includes the redemption of ALL Greenmarket Bucks used for OTC sales, as well as Greenmarket Bucks sold to external partners.
2023 Health Bucks

The NYC Department of Health and Mental Hygiene administers the Health Bucks incentive program which provides SNAP customers with $2 in Health Bucks for every $2 spent in SNAP, up to $10 per day.

GrowNYC Food Access Sites distributed over $1.4 million in Health Bucks in 2023, a 20% increase from 2022.
GrowNYC launched a new partnership with Healthfirst to be able to accept OTC benefits for members of select Medicare plans at all GrowNYC food access sites.

GrowNYC partnered with Humana to accept select Medicare plans at all food access sites.
Over the Counter Benefits

- Healthfirst OTC Plus and Humana Healthy Options insurance members enrolled in select Medicare plans were able to use their OTC benefits to purchase items at GrowNYC Food Access Sites.

- In 2023, OTC sales totaled $561,000, a 47% increase from 2022
## Top 10 OTC Greenmarkets in 2023

<table>
<thead>
<tr>
<th>Market</th>
<th>Borough</th>
<th>OTC Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattan</td>
<td>Union Square</td>
<td>$185,261</td>
</tr>
<tr>
<td>Jackson Heights Sun</td>
<td>Queens</td>
<td>$55,630</td>
</tr>
<tr>
<td>97th Street Fri</td>
<td>Manhattan</td>
<td>$24,474</td>
</tr>
<tr>
<td>Forest Hills Sun</td>
<td>Queens</td>
<td>$22,624</td>
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<tr>
<td>Grand Army Pl Sat</td>
<td>Brooklyn</td>
<td>$21,346</td>
</tr>
<tr>
<td>Inwood Sat</td>
<td>Manhattan</td>
<td>$19,943</td>
</tr>
<tr>
<td>79St/Nat.History/Roosevelt Pk Sun</td>
<td>Manhattan</td>
<td>$19,339</td>
</tr>
<tr>
<td>McCarren Pk / Greenpoint Sat</td>
<td>Brooklyn</td>
<td>$14,876</td>
</tr>
<tr>
<td>Columbia Thu</td>
<td>Manhattan</td>
<td>$12,346</td>
</tr>
<tr>
<td>175th Street Thu*</td>
<td>Manhattan</td>
<td>$12,134</td>
</tr>
<tr>
<td>Tompkins Square Sun</td>
<td>Manhattan</td>
<td>$11,866</td>
</tr>
</tbody>
</table>

*Seasonal Market
History of OTC Sales at GrowNYC

GrowNYC OTC Sales 2021-2023

Year

Sales

$0

$200,000

$400,000

$600,000

2021
$126,440

2022
$380,132

2023
$560,298
Greenmarket Bucks

- Greenmarket Bucks are GrowNYC’s internal currency available for purchase to businesses, nonprofits, and community-based organizations.

- Over a dozen nonprofit organizations, businesses, and GrowNYC programs sponsored Greenmarket Bucks in 2023, purchasing over $51,000 in Greenmarket Bucks to distribute to NYC communities.
Fruit & Veggie Rx

- The Fruit and Vegetable Prescription program is a collaboration between the New York Presbyterian Choosing Healthy & Active Lifestyles for Kids (CHALK) and GrowNYC.

- Registered dieticians screen patients for food insecurity and provide a prescription good for $20 in Greenmarket Bucks to be used for the purchase of fresh fruits and vegetables at participating Greenmarket locations.

- In 2023, 240 unique patients redeemed 356 prescriptions, totaling over $7,000 in Greenmarket Bucks.
GrowNYC partners with NYC Department of Health and Mental Hygiene along with various other organizations to provide free, multilingual, nutrition education at our markets.
NYC DOHMH Stellar Farmers Markets:
- Operated programming in 6 Greenmarkets in Brooklyn, Manhattan, the Bronx & Queens
- Completed 281 nutrition workshops in English, Spanish, Chinese, and Bengali
- Served 5,951 Greenmarket customers

Cornell Cooperative Extension:
- Operated programming in 9 Greenmarkets across all five boroughs
- Completed 616 cooking demonstrations
- Served 16,109 people
GrowNYC partnered with Hunger Free America (HFA) to provide nutrition benefit screenings to farmers market customers in a safe outdoor setting.
All GrowNYC food access sites be equipped to accept Summer EBT when it rolls out in NYC

Farmstand plans to open a new location in the Hunts Point area of the Bronx

GrowNYC and CHALK are planning to expand the Veggie Rx program to additional market locations
GrowNYC, a 501(c)3 environmental nonprofit organization

GrowNYC serves 3 million New Yorkers annually, providing opportunities to make NYC truly livable, a place where every person can **thrive**

To make a fully tax-deductible contribution, please visit [www.growNYC.org](http://www.growNYC.org) or call (212) 788-7900