

EXPANDING AFFORDABLE ACCESS TO FRESH FRUITS & VEGETABLES FOR LOW-INCOME/LOW-ACCESS RECIPIENTS IN CHAMPAIGN-URBANA

PROJECT PARTNERS



THE LAND CONNECTION



URBANA BUSINESS ASSOCIATION

In addition to the primary partners in our proposal, Common Ground Food Co-op will be accepting incentive coupons during the winter months to ensure shoppers have access to a variety of fresh fruits and vegetables when our local farms are less able to produce the needed variety and supply.

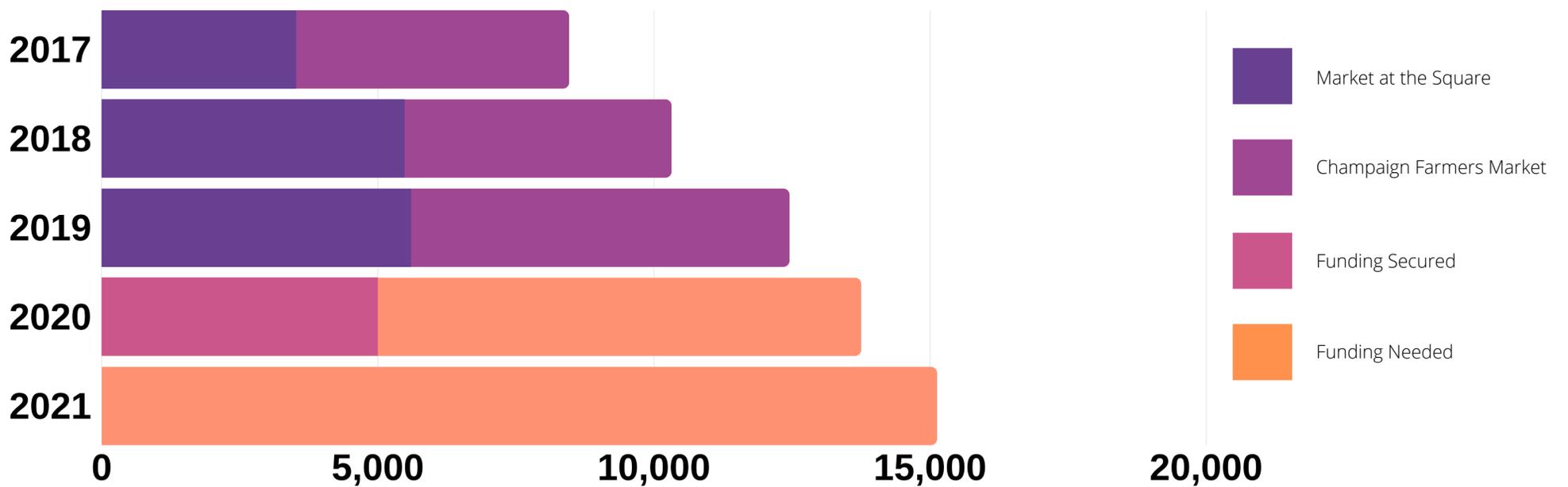
67%

In 2019, the Champaign Farmers Market saw 67% of SNAP incentive program participants return to the Market for additional visits. This is up from 40% in 2018, which is likely due to education & environment at the Market.

30%

In 2019, Champaign Farmers Market vendors reported an average of 30% of their sales coming from low-income/low-access benefits and incentives. These sales are critical to the growth of our local economy.

POUNDS OF FRUITS & VEGETABLES CONSUMED



Year after year, Champaign-Urbana farmer's markets continue to see growth in the number of incentive dollars distributed and pounds of fresh fruits and vegetables consumed. Without funding for incentives in 2020, farmer's markets in our community have under \$10,000 to distribute, or less than half of the incentives distributed in 2019.

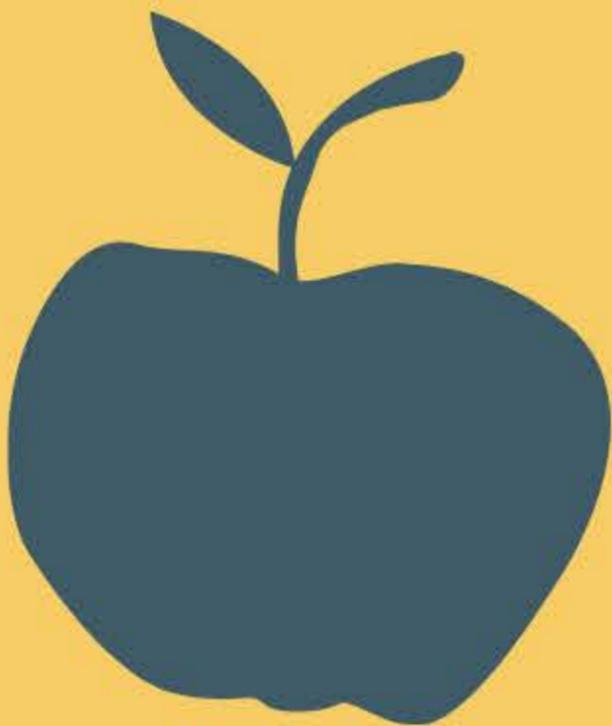


What lies ahead...

For many years, farmer's markets in Illinois have relied upon federal funds for SNAP incentive programming. However, there is no federal funding available for Illinois farmer's markets in 2020, and perhaps for years to come.

When they are available, federal dollars come with restrictions. They can only fund SNAP incentives and exclude programs like WIC and Senior FMNP. They also fail to assist the many food insecure households in our community that do not qualify for assistance programs.

Funding from United Way provides our community farmer's markets with the freedom to create incentive programs that meet the needs of food insecure households, rather than restricting our work to align with federal priorities.



Nearly 1 in 6 people in Champaign County lack adequate, consistent access to nutritious food.*

\$38M

The estimated additional healthcare costs associated with food insecurity in Champaign County.*

*Data from Feeding America

Universal low-income/low-access benefits and incentives for food insecure households make fresh fruits and vegetables more...

ACCESSIBLE & AFFORDABLE

"The food at the market is a little bit more expensive, but the coupons help me get a fair price."

"This encouraged me to buy foods I always wanted to, but could never afford."

"They want SNAP recipients to eat healthy, but eating healthy is expensive. It's wonderful that this option existed."

"[The incentives] really make a difference in my quality of life"

"If it wasn't for the access and affordability of produce in this community, the healthcare providers would still be supporting my healthcare costs."

Quotations from Champaign Farmers Market incentive program participants.

COMMUNITY IMPACT

Stimulate local economies

Preserve farmland

Support a healthier community