

Health Bucks

Summer/Fall 2025

Dear Health Bucks program partner,

Welcome to the 2025 Health Bucks season and thank you for participating in the program. Last year, more than \$220,000 worth of Health Bucks were distributed across New York City (NYC) as part of nutrition and health programming conducted by partners like you.

Health Bucks are \$2 coupons that can be used to purchase fresh fruits and vegetables at NYC farmers markets from January 1 to December 31. Health Bucks provide New Yorkers with additional resources for purchasing locally grown, fresh produce and help New Yorkers stretch limited food budgets.

The Health Bucks toolkit is designed to assist your organization in effectively promoting, distributing, and tracking Health Bucks. The toolkit includes:

- Program requirements for organizations distributing Health Bucks
- Best practices for organizations to encourage Health Bucks usage
- Health Bucks monthly distribution log
- Information for shopping at farmers markets and tips for leading a farmers market tour
- Comment card (English and Spanish)
- Farmers market tour activities (English and Spanish)

New Yorkers who participate in the Supplemental Nutrition Assistance Program (SNAP, also known as food stamps) can get more Health Bucks when they use their SNAP benefits at NYC farmers markets. For every \$2 spent using SNAP benefits on an Electronic Benefits Transfer (EBT) card, shoppers get \$2 in Health Bucks, up to \$10 in Health Bucks per day. **Remember, spend \$2 in SNAP, get \$2 in Health Bucks, up to \$10 in Health Bucks per day!**

We look forward to working with you this season to expand access to fresh fruits and vegetables for New Yorkers with limited food budgets. For any questions or concerns, please contact us at farmersmarkets@health.nyc.gov.

Sincerely,

The Health Bucks Team

Health Bucks

Program Requirements for Organizations

- ☐ **Designate one person from your organization to be in charge of Health Bucks for the entire season.** Ensure that person is trained to monitor and track Health Bucks distribution.
- ☐ **Treat Health Bucks like cash.** Keep your Health Bucks out of sight in a locked drawer or cabinet. Store your Health Bucks distribution log with the coupons.
- ☐ **Distribute Health Bucks directly to participants.** Health Bucks may not be used to purchase food for your organization's food distributions, nutrition programming or cooking demonstrations. Health Bucks should be distributed to participants as part of nutrition and health programming.
- ☐ **Complete the Health Bucks distribution log every time you distribute coupons.** If you distribute Health Bucks more than one time on a particular day, record each event on a separate line. Do not include any recipient personal identifiers, like names or signatures, on distribution logs.
- ☐ **Submit the Health Bucks distribution log on the last day of each month you distributed Health Bucks.** Email Health Bucks distribution logs to farmersmarkets@health.nyc.gov with "Organization Name – Monthly Distribution Log" in the subject line.
- ☐ **Return all Health Bucks that were not distributed to the Health Department by January 15, 2026.** Email farmersmarkets@health.nyc.gov to coordinate coupon return. The sooner unused Health Bucks are received, the sooner 2025 redemption rates can be calculated.

Health Bucks

Best Practices for Organizations

1. Tell your community about Health Bucks.

- ❑ Explain that Health Bucks are \$2 coupons that can be used to purchase fruits and vegetables at all farmers markets in New York City (NYC).
- ❑ Let community members know that they can get more Health Bucks when shopping at NYC farmers markets using Supplemental Nutrition Assistance Program (SNAP) benefits. For every \$2 spent using SNAP benefits on an EBT card, shoppers get \$2 in Health Bucks, up to \$10 in Health Bucks per day. Health Bucks are available year-round at over 130 farmers markets. You can find the full list of markets at nyc.gov/healthbucks. **Remember: Spend \$2 in SNAP, get \$2 in Health Bucks up to \$10 in Health Bucks per day!**
- ❑ Encourage participants to use their Health Bucks right away. Unlike wooden tokens, Health Bucks expire on **December 31, 2025**.

2. Encourage community members to spend their Health Bucks.

- ❑ Distribute farmers market maps and help participants find markets most convenient to them.
- ❑ Consider leading a group walk to the farmers market (see “Tips for Leading a Farmers Market Tour”).

3. Distribute Health Bucks to community members and share nutrition resources.

- ❑ Share links to electronic nutrition education resources such as the Health Department’s [nutrition tips webpage](#), [cooking at home webpage](#) and [farmers market recipes](#).
- ❑ Encourage community members to visit in-person Stellar Farmers Markets workshops, offered at twelve farmers markets this season. Look for the carrot icon next to the farmers market name on our [2025 NYC Farmers Market Map](#). Schedule a group visit to a Stellar Farmers Markets site by emailing nutritioneducation@health.nyc.gov.
- ❑ Encourage participants to make their own healthy choices using foods that can be purchased at farmers markets.
- ❑ Gather stories from participants about how Health Bucks impacted their family and community using the Comment Card.

Health Bucks Monthly Distribution Log

Organization Name: _____

Program Name: _____

Address: _____

Contact Person: _____

Email: _____

Phone #: _____

Track your Health Bucks distribution in the table below. Complete one row for each event where Health Bucks are distributed. Please do not include Health Bucks recipients personal information, like names or signatures. Follow these steps:

1. Record the name of the staff member who distributed the Health Bucks in the first column. Do not include the name or any information belonging to the individuals who received Health Bucks.
2. Enter the date Health Bucks were distributed in the second column. Only record multiple entries for a single date if Health Bucks were distributed out of order.
3. Check the activity through which Health Bucks were distributed in the third column. If more than one activity was conducted, check all that apply.
4. Under Serial #s Distributed, record the last 7 digits (numbers after "HB2025") of the Health Bucks serial number for the **first** and **last** Health Bucks distributed that day.
5. Staff members should sign the log. Do not include the signatures of the individuals who received Health Bucks.

Staff Member Name (Who distributed Health Bucks?)	Date (When?)	Activity (What activity was offered?)	Serial #s Distributed (enter last 7 digits after "HB2025" only)		Staff Member Signature (Person completing the log)
			First	Last	
Example: Dr. Carol B. Owens	7/14/25	☒ Market visit ☒ Walking group ☐ Doctor/clinic visit ☐ Other _____	2025 <u>0123401</u>	2025 <u>0123405</u>	Dr. Carol B. Owen
		☐ Market visit ☐ Walking group ☐ Doctor/clinic visit ☐ Other _____			
		☐ Market visit ☐ Walking group ☐ Doctor/clinic visit ☐ Other _____			
		☐ Market visit ☐ Walking group ☐ Doctor/clinic visit ☐ Other _____			
		☐ Market visit ☐ Walking group ☐ Doctor/clinic visit ☐ Other _____			

Submit this log on the last day of each month you distribute Health Bucks. Email log to farmersmarkets@health.nyc.gov.

Note that all documents associated with Health Bucks are subject to audit at any time.

Health Bucks

Information for Shopping at Farmers Markets and Tips for Leading a Farmers Market Tour

Farmers Markets and Health Bucks

Farmers markets allow New Yorkers to shop outdoors for fresh, regionally grown produce. Health Bucks are \$2 coupons that can be used to buy fresh fruits and vegetables at all New York City farmers markets.

All farmers markets accept cash and Health Bucks, and most accept Supplemental Nutrition Assistance Program (SNAP) benefits/EBT, WIC, debit and credit. To use SNAP/EBT, at the market, customers should visit the market manager at the information tent. There, they will swipe their SNAP/EBT card and get wooden tokens and Health Bucks to spend at the market.

People receiving SNAP benefits, also known as food stamps, can get Health Bucks through the SNAP incentive at farmers markets. For every \$2 spent in SNAP benefits on an EBT card, participants get \$2 in Health Bucks up to \$10 in Health Bucks per day. **Remember, spend \$2 in SNAP benefits, get \$2 in Health Bucks up to \$10 in Health Bucks per day!**

Health Bucks expire on December 31, 2025. Please remind community members to use their Health Bucks before they expire.

Why Lead a Farmers Market Tour?

Farmers market tours are a great way to introduce community members to the benefits of farmers markets. Tours are also an opportunity to show people how to get more Health Bucks through the SNAP incentive at farmers markets. Organizations that include farmers market tours in their Health Bucks distribution plans often have high rates of Health Bucks use.

Tips for a Successful Farmers Market Tour

Before the Tour

- Visit the farmers market in advance to see what types of products vendors are selling. Introduce yourself to the market manager and let them know when you plan to bring your group.
- Make sure you have enough materials for everyone who will be attending the tour including:
 - Health Bucks (*please distribute Health Bucks to tour participants before you arrive at the market to avoid confusion for other market shoppers*)
 - [Farmers market maps](#)
 - [Farmers market tour activities](#)
 - [Healthy eating tips](#) and [farmers market seasonal recipes](#)
 - Palm cards explaining how shoppers can get more Health Bucks at the market using their SNAP benefits.

During the Tour

- Be aware of other shoppers and make sure your group does not get in the way while touring the market. It's best to speak with your group away from crowds and then have your group explore the market using one of the farmers market tour activities.
- If the market manager is available, ask them to talk to the group and explain how participants can use their EBT card at the farmers market and get more Health Bucks.
- Farmers are working hard to sell their items, so wait until they are finished with other customers before speaking with them.

Talking Points When Discussing Health Bucks and Farmers Markets with Program Participants

General Farmers Market Information

- Farmers markets are different than grocery stores and bodegas because you can talk to the person who grows your food. Shopping at farmers markets also supports the local economy.
- Farmers markets only sell items grown or produced in our region, such as upstate New York, New Jersey or Pennsylvania, and sometimes as far as Vermont. Since fruits and vegetables are grown locally, you will never see produce that grows in warmer regions, like oranges, bananas and avocados.
- Fruits and vegetables at the market are fresh from the farm and are picked at their peak ripeness, which is why you will see strawberries in June and corn in late August.
- Farmers markets also offer a variety of specialty products, including bread, honey, jam, dairy and pickles. (Please note, these items cannot be purchased with Health Bucks.)

Healthy Eating Tips

- Buy fruits and vegetables when they are in season to save money and improve their taste. Enjoy your produce all year long by freezing or canning it.
- Snack on grab-and-go fruits and vegetables like apples, peaches, grapes, carrots, celery and cucumbers.
- Before you go to the market, plan your meals for the upcoming week. Buy items that will make more than one meal or that you can freeze and save for later.

Please share a story with us about how Health Bucks have impacted your family or your community.



Mail to New York City Department of Health, 42-09 28th St., 11th Fl., CN 46, Queens, NY 11101, or email to farmersmarkets@health.nyc.gov



**Cuéntenos una historia sobre el impacto de los cupones
Health Bucks en su familia o comunidad.**



Envíela por correo postal a New York City Department of Health, 42-09 28th St., 11th Fl., CN 46, Queens, NY 11101,
por correo electrónico a farmersmarkets@health.nyc.gov

Spanish



Farmers Market Tour Activity

Market Exploration



Directions: Walk around the farmers market and look at the variety of fresh produce. Answer the questions below as you explore the market.

Challenge	Answer	
1. List three fruits and three vegetables available at the market today.	<u>Fruits</u> 	<u>Vegetables</u>
2. What is your favorite fruit or vegetable at the market today?		
3. Name one fruit or vegetable at the market that you have never seen before.		
4. Name one fruit or vegetable you usually see at the grocery store but do not see at the market today.		
5. Why do you think those fruits or vegetables are not available at the market?		
6. If you had to make a healthy recipe from produce available at the market today, what would you make?		

Actividad para la visita al mercado de agricultores

Exploración del mercado



Instrucciones: Recorra el mercado de agricultores y observe la variedad de productos agrícolas frescos. Responda las siguientes preguntas mientras explora el mercado.

Desafío	Respuesta	
1. Anote tres frutas y tres verduras disponibles hoy en el mercado.	<u>Frutas</u> _____ _____ _____	<u>Verduras</u> _____ _____ _____
2. De las frutas o verduras que ha visto aquí, ¿cuál es su favorita?		
3. Escriba el nombre de una fruta o verdura del mercado que nunca había visto antes.		
4. Escriba el nombre de una fruta o verdura que ve con frecuencia en el supermercado pero que no ve hoy en el mercado.		
5. ¿Por qué cree que no hay esas frutas o verduras en el mercado?		
6. Si tuviera que preparar una receta saludable con productos agrícolas disponibles hoy en el mercado, ¿cuál sería?		

Farmers Market Tour Activity

Interview a Farmer



Directions:

Interview a farmer at the market using the questions below.

Feel free to add your own questions to the list.

Question	Answer
1. Where is your farm?	
2. What fruits and vegetables do you grow on your farm?	
3. When did you know you wanted to be a farmer?	
4. How long have you been farming?	
5. What are your favorite and least favorite parts of farming?	

Actividad para la visita al mercado de agricultores

Entrevistar a un agricultor

Instrucciones:

Use las siguientes preguntas para entrevistar a un agricultor.

Puede agregar sus propias preguntas a la lista.



Pregunta	Respuesta
1. ¿Dónde queda su granja?	
2. ¿Qué frutas y verduras cultiva en su granja?	
3. ¿Cuándo supo que quería ser agricultor?	
4. ¿Cuánto tiempo lleva en el campo de la agricultura?	
5. ¿Qué es lo que más le gusta de ser agricultor? ¿Qué es lo que menos le gusta?	

Farmers Market Tour Activity

Recipe Challenge

Directions: Imagine you are a chef and need to create a healthy recipe for your new cookbook. Develop a recipe inspired by produce at the farmers market. Use the questions below as a guide:

- What are your favorite fruits and vegetables at the market today?
- How would you prepare your favorite fruit or vegetable in a healthy way?
- How would you add flavor without adding a lot of sugar, fat and salt?



Recipe Name: _____

Ingredients:

[illegible]

Steps:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

El desafío de la receta

Instrucciones: Imagine que es un chef y necesita crear una receta saludable para su nuevo libro de cocina. Escriba una receta inspirada en los productos del mercado de agricultores. Use las siguientes preguntas a modo de guía:

- ¿Cuáles son sus frutas y verduras favoritas en el mercado el día de hoy?
- ¿Cómo prepararía su fruta o verdura favorita de manera saludable?
- ¿Cómo le agregaría sabor sin agregar mucha azúcar, sal o grasa?



Nombre de la receta: _____

Ingredientes:

[illegible]

Pasos:

[illegible]