



CITY GREEN'S

GOOD FOOD BUCKS PROGRAM

COMMUNICATIONS TOOLKIT



A CITY GREEN PROGRAM

NEW JERSEY'S ONLY STATEWIDE NUTRITION INCENTIVE
PROGRAM FOR FRESH PRODUCE RETAILERS

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A CITY GREEN PROGRAM
2022

WHAT IS GOOD FOOD BUCKS?



City Green's Good Food Bucks Program is a SNAP Nutrition Incentive Program for New Jerseyans. The mission of the Good Food Bucks program is to support New Jersey fresh food retailers in their efforts to increase the affordability of healthy, Jersey-fresh produce for low-income families at their markets, while also creating greater economic opportunities for farmers and local businesses. All participating fresh food retailers receive funding, training, and technical assistance to facilitate a successful program that ensures that all of our neighbors can double the amount of fresh fruits and vegetables on their tables while simultaneously supporting the people who grow our food.

The Good Food Bucks Program is New Jersey's only statewide SNAP doubling Nutrition Incentive Program, operating at fresh food retailers in 10 counties and nearly 23 municipalities. Every time a customer spends \$1 in SNAP benefits at participating fresh food retailers, they receive \$1 in Good Food Bucks! Good Food Bucks DOUBLES customers' purchasing power for fresh fruits and vegetables and generates increased incomes for local farms and businesses.

\$206K Good Food Bucks redeemed across our network since 2016

23+ Municipalities with participating farmers markets, farm stands, CSAs, and mobile markets

60+ Farmers benefited from SNAP & Good Food Bucks programs in 2021

2,000 Shoppers used Good Food Bucks to buy more local produce for their families in 2021

PROGRAM GLOSSARY

Community Partners: Community agencies or members that help advance the mission of the Good Food Buck Program and participating retailers (such as local non-profits, SNAP-Ed, food pantry partners, community advocates, etc.)

Federal Nutrition Assistance Programs:

- **SNAP:** Supplemental Nutrition Assistance Program
- **EBT:** Electronic Benefits Transfer (refers to the electronic debit card system to which SNAP benefits are loaded. In New Jersey, these cards are called “Families First” cards)
- **WIC:** Women, Infants, and Children
- **FMNP:** Farmers Market Nutrition Program
- **Senior FMNP:** Senior Farmers Market Nutrition Program

Good Food Bucks Program: City Green’s statewide SNAP Nutrition Incentive Program

Good Food Bucks: Incentive dollars distributed through the Good Food Bucks program, solely for the redemption of fresh fruits, vegetables, and herbs from participating retailers.

GusNIP: USDA grant that provides funding for projects that provide incentives to increase the purchase of fruits and vegetables by low-income consumers. By bringing together stakeholders from various parts of the food and healthcare systems, GusNIP grants help foster an understanding to improve the health and nutrition status of participating households.

NIP: Nutrition Incentive Program; a program that provides extra food dollars to help low-income shoppers include more healthy fruits and vegetables in their diet. These programs are provided by retailers who are then reimbursed by their partner grant agency

Program Participants: Individuals who participate in the Good Food Bucks program by receiving and using Good Food Bucks incentives. May also be referred to as: shoppers, customers, consumers, people who use SNAP, people who receive SNAP

PROGRAM GLOSSARY

Firms / Retailers / Fresh Food Retailers / Participating or Partner Retailers:

Grocery stores, farmers, farmers' markets, farm stands, or CSAs that operate the Good Food Bucks Nutrition Incentive Program.

Scrip / Alternative Currency: Refers to any item representing SNAP dollars or incentive matching dollars and typically comes in the form of wooden tokens or printed paper currency like Good Food Bucks.

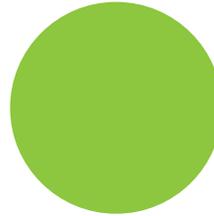
USDA FNS: United States Department of Agriculture Food and Nutrition Service. This is the federal governmental agency that is responsible for administering the nation's domestic nutrition assistance programs like SNAP. The service helps to address the issue of hunger in the United States.

BRANDING KIT

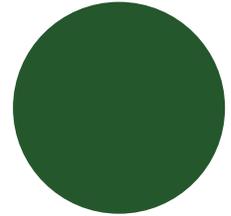
GFB LOGO



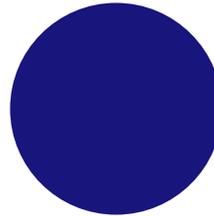
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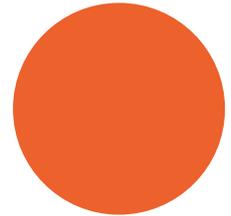
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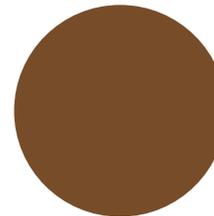
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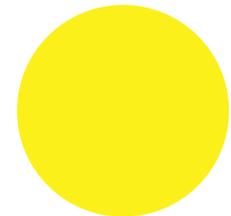
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#EC612C



#774D29



#FCF01B

CITY GREEN LOGO



FONTS

TITLES: ARCHER BOLD

**HEADER: MONTSERRAT
CLASSIC**

BODY: MONTSERRAT LIGHT

TALKING POINTS

Highlight the benefits of the Good Food Bucks Program using these talking points! This language can be altered to be more specific to your market and can be shared on social media, graphics and flyers, press releases, promotional materials, and more!

THE GOOD FOOD BUCKS PROGRAM

- City Green's Good Food Bucks Program is New Jersey's only statewide SNAP Nutrition Incentive Program!
- The Good Food Bucks Program is a Nutrition Incentive Program that helps families and individuals across New Jersey increase their ability to purchase fresh and local fruits and vegetables from local farmers' markets and grocers.
- Good Food Bucks are available at over 28 participating farmers' markets, farm stands, and grocery stores across New Jersey all season long!
- The Good Food Bucks Program supports New Jersey's farmers by expanding their customer base and increasing their produce sales, all while increasing access to fresh, nutritious food in their community!
- Through the Good Food Bucks Program, every time a customer spends \$1 of their SNAP benefits at any participating market, they receive an additional \$1 in Good Food Bucks for more locally-grown fruits and vegetables!

Additional talking points on the benefits of SNAP at farmers' markets can be found [**here**](#)!

PRESS RELEASE TEMPLATE

We encourage markets and retailers to share exciting announcements regarding their participation in the Good Food Bucks Program with members of their local press. The press release template provided below ensures all essential information will be communicated with members of the community.

For Immediate Release
Contact: **[NAME]**
[EMAIL]
[PHONE NUMBER]

Press Release: Attention grabbing headline.

Paragraph 1:

[City, State] - **[Organization name]** is joining over **28 partners** across New Jersey in City Green's Good Food Bucks Program, New Jersey's only statewide SNAP Nutrition Incentive Program, operating at fresh food retailers in **12 counties** and over **30 municipalities**.

Paragraph 2:

Insert a quote from the organization's executive director, or market manager. The quote should include information about how this award will support the project and the community served, and how it will impact the work of the organization.

Paragraph 3:

City Green's Good Food Bucks program is a SNAP Nutrition Incentive Program that provides families across New Jersey with affordable access to the healthy, farm-fresh produce they deserve. Thanks to support from a three-year USDA NIFA GusNIP award, City Green's Good Food Bucks program is being offered at market locations all across New Jersey. At all Good Food Bucks partner locations, including **[name of market]**, people who use SNAP receive a dollar-for-dollar match for fresh produce, essentially doubling the amount of fresh fruits and vegetables they can bring home to their families. By participating in this program, consumers are increasing the amount of fresh produce they receive while supporting the local New Jersey farmers that grow it.

-- MORE --

Use this to indicate a page break.

PRESS RELEASE TEMPLATE

Paragraph 4:

"The Good Food Bucks program is a win for everybody. Nutrition incentives increase the healthy food purchasing power of people in New Jersey who use SNAP, bring additional revenue to the Garden State's farmers and growers, and benefit the community and local economy. City Green is excited to be partnering with **[name of market]** and nearly 30 other farmers' market, farm stand, and grocery store locations throughout the state to make fresh produce more affordable and accessible to everyone," said Lisa Martin, Director of Food Access at City Green.

Paragraph 5:

The **[name of market]** began in **[first year]**, and currently hosts **[number of farmers]** and **[number of vendors]** selling a wide variety of products, including **[describe the vendors and products that make your market unique]**.

Paragraph 6:

[Insert boilerplate information about the organization and its mission as well as a point of contact and link to website].

###

Use this to indicate the end of the press release.

Now that you've drafted a press release, you can submit it to your local press! Follow the steps below to ensure your press release will be read by members of your community.

1. Build a Media List

Compile a media list containing the contact information of press contacts in your area. To do this, create a spreadsheet with columns for the media outlet, press contact name, their contact information, and submission guidelines. A New Jersey press contact list is available [here](#) and at goodfoodbucks.com. Only you know the right people to talk to in your community, so compile your list as your best see fit!

PRESS RELEASE TEMPLATE

2. Write a Submission Email

Once you have your media list ready now you can submit your press release! Email each press contact individually. Indicate who you are, what organization you're associated with, and what your press release is about. Attach relevant photos from your market. Examples can be found on page 10.

Email template:

Hello!

I hope you are well. I wanted to connect and introduce myself as **[title at name of organization]**! I'm looking forward to building a relationship with **[media organization name]** to have a greater impact in the **[name of town]** community.

I'm writing to share the news that **[name of farmers market]** recently became a partner of the Good Food Bucks Program, New Jersey's only statewide SNAP doubling Nutrition Incentive Program, operating at fresh food retailers in **[number of counties]** and nearly **[number of municipalities]**.

As a member of the Good Food Bucks Program, the **[name of market]** now offers Good Food Bucks nutrition incentives that provide SNAP customers with double the amount of fresh, nutritious, Jersey-grown produce to bring home to their families. As food insecurity is on the rise due to recent economic challenges, this program will help ensure that all of our neighbors can access nutritious and affordable produce all season long.

Please see the press release below and the attached photos. Let me know if you have any questions about it!

Best wishes,

[Name]

3. Promote your Press Release on Social Media

Once your press release has been published, share the link to your press release on your social media accounts and/or website. An example post can be found in the **[social media post template guide](#)**.

HOW TO USE CANVA

Canva is a free and easy design tool that can be used to create collateral to promote and share information about your market and the Good Food Bucks Program. From creating flyers to social media posts, Canva has all the tools you'll need to create beautiful promotional materials all season long!

Below is a helpful list of resources to get you started using Canva!

- [A Step-By-Step Guide to Designing From Scratch](#)
- [Canva for Beginners](#)
- [Getting Started with Canva](#)
- [Designing with Canva](#)
- [Creating Videos with Canva](#)
- [Social Media Mastery](#)

CUSTOMIZING GFB FLYERS

Through Canva, you'll be able to create and customize your own flyers to promote your Good Food Bucks partnership!

FLYERS SHOULD INCLUDE:

- **Your market and/or organization's name, logo, and partner logos/names**
- **A brief, clear explanation of the incentive program**, including:
 - Federal benefits matched (SNAP, WIC)
 - The matching scheme (\$1:\$1 or 50% off)
 - The incentive cap (ex. \$10 per day)
 - The dates and duration of your program
 - Which products at the market the incentives can be use on
- **When and where the incentives are offered**
 - Date and time of markets
 - Address / location
 - A short sentence to help shoppers locate the market (Ex. "At the corner of Grove St. and Van Houten" or "opposite the Main St. bus stop")
- **Other forms of payments accepted** at the market (credit, debit, WIC, etc.)
- **Contact information**, including phone number and/or website where shoppers (and potential donors!) can find more information

This flyer created by the Blairstown Farmers Market is a perfect example of how you can highlight the Good Food Buck program in your own market collateral!



DOUBLE YOUR SNAP EBT AT

Blairstown Farmers' Market

Bring Home More Fruits and Vegetables!

Blairstown Farmers' Market
Saturdays, 10 a.m. to 2 p.m.
June to October
5 Stillwater Road, Blairstown
across from Blairstown Elementary School

How SNAP/Good Food Bucks work at the market:

1. Visit the Foodshed Alliance Tent, swipe your SNAP EBT card to get tokens to spend on SNAP-eligible market foods
2. We'll match your tokens with GOOD FOOD BUCKS, up to \$10 each week, which you can use to purchase fruits and vegetables.

BlairstownFarmersMarket.com/SNAPEBT
908-362-7967



SOCIAL MEDIA CHEAT SHEET

Use these social media prompts and approved hashtags to promote Good Food Bucks at your market or retailer!

SOCIAL MEDIA PROMPTS

- Look for the #GoodFoodBucks logo at more than 28 participating markets this season, including ours!
- The #GoodFoodBucks Program is New Jersey's only statewide Nutrition Incentive Program that provides incentives for SNAP customers to DOUBLE their amount of fresh fruits and vegetables at more than 28 markets, including ours, all season long! Learn more at: goodfoodbucks.com
- Here at **[name of the market]**, we're excited to offer #GoodFoodBucks to ensure that everyone in our community can access fresh, affordable produce all season long. At all of our markets, SNAP customers can DOUBLE the amount of Jersey fresh produce on their tables while supporting the people who grow our food. Check out the link in our bio to learn more!
- #GoodFoodBucks gives NJ SNAP customers extra funds to use on fresh and local fruits and veggies all season long! Perfect for a delicious salad, stir fry, and trying that new recipe you've been eyeing!

APPROVED HASHTAGS

#GoodFoodBucks #GFB #goodfoodforall #foodaccess #foodequity #nourish
#findjerseyfresh #supportlocal #localfarmers #farmstand #farmersmarket
#locallygrown #eatseasonally #knowyourfarmer #jerseyfresh #jerseygrown

EXAMPLE PHOTOS

Looking for the perfect photo to submit with your press release or share on social media? Below are examples of appropriate photos that can be used in communications and marketing materials.



MARKETING COLLATERAL

Marketing the Good Food Bucks Program at your market or retailer is key to having a successful season. Both printed collateral and graphic artwork is available free of charge, with the option to purchase additional collateral [here](#).

PRINTED COLLATERAL

Good Food Bucks partners will be provided with a starter kit of collateral materials, including a vinyl banner or plastic sandwich board, posters, flyers, buttons, and a retractable tabletop display. Materials are available in both English and Spanish.



MARKETING COLLATERAL

DIGITAL COLLATERAL

Free digital collateral including graphics, flyers, logo files, and other digital collateral are available at goodfoodbucks.com!

Logo Guidelines



Good Food Bucks Logo

REQUIRED to use:

- When describing the program
- When describing organizations that help to fund, support, or provide technical assistance to your organization
- Somewhere prominent at the market
- On Good Food Bucks currency

DO NOT use GSGFN logo:

- When advertising your programming on other issues (for example a school garden or recycling initiative)
- When engaging in controversies (such as local protests, struggles over land use, etc.)
- On items that you are selling (such as tote bags or t-shirts)

City Green Logo

OPTIONAL to use:

- On your market's SNAP currency
- On materials that do not advertise, promote, or refer to the Good Food Buck program

Please refer to the USDA's guidelines on usage of the SNAP logo:

<https://www.fns.usda.gov/resource/snap-logo-guidance>.

Generally, the is allowed for use by community agencies for noncommercial educational and outreach purposes



CONTACT INFORMATION

Reach out to us with any questions, comments, or concerns!

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