



ADVOCACY TOOLKIT



**THE GOOD FOOD BUCKS PROGRAM
IS A PROJECT OF CITY GREEN**

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INTRODUCTION

Lend your voice in support of Good Food Bucks and SNAP Nutrition Incentives in New Jersey! In this toolkit you will find simple ways to lend your voice in support of funding for SNAP nutrition incentives and the Gus Schumacher Nutrition Incentive Program (GusNIP).

Together we can let our elected officials know that support is critical to ensuring every resident can find Good Food Bucks in their community.

This toolkit will provide you with

- Talking points about the Good Food Bucks program, GusNIP, and SNAP nutrition incentives
- Templates to craft and deliver your message to lawmakers
- How to Find and Contact your NJ Legislators
- Additional Resources

TABLE OF CONTENTS

Why Good Food Bucks?	Page 2
Talking Points	Page 3
Email / Letter Template	Page 4
Find your NJ Legislator	Page 5
Additional Resources and Contacts	Page 6

WHY 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 NJ's largest statewide SNAP Nutrition Incentive Program, operating at fresh food retailers in 20 counties and 60 cities. **Good Food Bucks DOUBLES customers' purchasing power for fresh fruits and vegetables and generates increased incomes for local farms and businesses.** Good Food Bucks is a triple win because it positively impacts health, community, and economic development!

Good For Public Health
Good for the Economy
Good for Farmers
Good for New Jersey

\$620,000

Good Food Bucks redeemed across our network since 2021

24,000

NJ Households with SNAP have used Good Food Bucks since 2021

60

NJ Municipalities have participating farm markets and grocery stores

92

Farmers benefited from SNAP & Good Food Bucks programs in 2024

TALKING POINTS

The benefits of the Good Food Bucks Program are captured below in four simple points! Share all about the program to your network, both online and through word-of-mouth.

GOOD FOOD BUCKS ARE GOOD FOR NEW JERSEY!

The Good Food Bucks program is a TRIPLE WIN because it positively impacts health, community, and economic development simultaneously by encouraging shoppers who use SNAP to reinvest their fresh produce dollars back into the local economy.

Ask your legislators to SUPPORT SNAP Nutrition Incentives because they are:

GOOD FOR PUBLIC HEALTH

- Doubling the purchasing power of shoppers with SNAP makes healthy foods more affordable.
- Customers who use SNAP Nutrition Incentives like Good Food Bucks increase their fruit and vegetable consumption by $\frac{1}{4}$ cup per person.
- Customers who use SNAP Nutrition Incentives like Good Food Bucks consume more fruits and vegetables than the average adult.

GOOD FOR THE ECONOMY

- For every dollar invested into SNAP in NJ, \$1.70 is generated into the local economy. Good Food Bucks increase the value of SNAP benefits, at the point of sale (participating food retail sites), when spent on fruits and vegetables
- Good Food Bucks increases traffic and sales for participating markets and grocers, stimulating local economies

GOOD FOR FARMERS

- The Good Food Bucks Program supports New Jersey's farmers by expanding their customer base, increasing their produce sales, and strengthening connections to the communities they serve.
- Good Food Bucks increase incomes for farmers and supports New Jersey's agricultural communities

EMAIL/LETTER TEMPLATE

Emailing, calling, or mailing a letter to elected officials about a topic that is important to you gives them more information about what matters to the public they are serving. They want to hear from their constituents about their priorities. You can use this template below and personalize it to share with your legislators why you think they should support Good Food Bucks and Fruit and Vegetable Incentives.

Subject: Support GusNIP and SNAP Nutrition Incentives in the Farm Bill

Dear **[Name of Elected Official]**,

My name is **[Your Name]** from **[Your Address / Municipality]**, New Jersey. I am writing to ask you to ensure the GusNIP (Gus Schumacher Nutrition Incentive Program) is strongly supported in the next Farm Bill. As an advocate for nutrition security, I fully support the GusNIP program because it improves affordability of nutritious, fresh produce for families and individuals who use SNAP, while also increasing revenues for New Jersey's farmers and fresh food retailers.

I am a concerned citizen deeply invested in supporting local farmers and affordable access to nutritious food in my community. Our **[farm/market]** relies on federal support for vital programs that sustain our farm and market operation and help connect people using SNAP, WIC, and FMNP to healthy local food through nutrition incentive programs. A reduction or pause of federal GusNIP aid would have a devastating impact on New Jersey's farmers and citizens, and on our food system as a whole.

In New Jersey, GusNIP supports programs like Good Food Bucks SNAP Nutrition Incentives, so that they reach more families and individuals. Since 2021, more than \$620,000 Good Food Bucks Nutrition Incentives have been redeemed by SNAP-using customers for fresh produce. Fruit and Vegetable Incentive Programs have been shown to positively impact health, community, and economic development by encouraging SNAP shoppers to reinvest their benefit dollars into the local economy. Good Food Bucks and programs like it are good for public health, local economies, and agricultural communities - a triple win!

[Insert reason why this matters to you personally]

GusNIP is the only federal program dedicated to helping SNAP families eat healthier by improving access to fruits and vegetables, while also benefitting American farmers and food retailers. Improvements in the Farm Bill will help ensure that more farmers markets and grocery stores across the country are able to offer nutrition incentives so that more families can use their SNAP dollars to eat healthier.

Support for GusNIP and the Good Food Bucks program ensures that all of our neighbors can take enjoy the bounty of the Garden State.

Thank you!

Sincerely,

[Your Name]

FIND YOUR NJ LEGISLATOR

New Jersey Legislative Districts | NJ Legislature

Directory of districts of the New Jersey Senate and General Assembly. Includes legislators' names, party and house designation, and county composition of each district

 New Jersey Legislature

[District List](#)

[District Map](#)

VISIT WWW.GOODFOODBUCKS.COM TO

[Find Good Food Bucks near you](#)

[Read the Good Food Bucks Impact Report](#)

[Find resources for farmers and markets](#)

[Read Good Food Bucks news & updates](#)

[Get involved with Good Food Bucks](#)

ADDITIONAL RESOURCES



Alliance for National Nutrition Incentives (ANNI)



NJ Food and Hunger Legislative Priorities



Nutrition Incentive Hub



What is the Farm Bill?

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