



ADVOCACY TOOLKIT



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

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Lend your voice in support of Good Food Bucks and SNAP Nutrition Incentives. The New Jersey state legislature is considering passing a law to formally establish and fund a state SNAP Nutrition Incentive program. In this toolkit you will find simple ways to lend your voice in support of this legislation. Together we can let our elected officials know that we are ready for New Jersey to take this critical step to ensure every resident can find Good Food Bucks in their community.

This toolkit will provide you with

- Facts about the Good Food Bucks program and the legislation under consideration
- Contact information for New Jersey legislators
- Templates to craft and deliver your message to lawmakers

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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 the only statewide SNAP Nutrition Incentive Program, operating at fresh food retailers in 12 counties and nearly 23 municipalities in New Jersey. Good Food Bucks provides financial incentives to individuals and families when they spend SNAP dollars on fresh, healthy produce. Good Food Bucks INCREASES 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!

\$388K

Good Food Bucks redeemed across our network since 2016

23

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

37,500

Transactions used Good Food Bucks to buy more local produce in 2022

61

Farmers benefited from SNAP & Good Food Bucks programs in 2022

FROM THE GOOD FOOD BUCKS IMPACT REPORT 2022

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 vote YES for 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 ¼ 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

NJ SNAP NUTRITION INCENTIVES LEGISLATION

Nationally, twenty-two states have passed legislation to establish their own SNAP Nutrition Incentive programs. New Jersey is on the verge of joining this growing group of states that are investing public dollars and agency support into nutrition incentives.

A BILL INTO A LAW

In the state of New Jersey, to become law, a bill must pass both Houses, the State Assembly and State Senate, by a majority vote and be approved by the Governor.

ASSEMBLY BILL A5409

Sponsored by Assemblywoman Sumter and recently introduced into committee, Assembly bill A5409 will establish a NJ Fruit and Vegetable Incentive grant program within the New Jersey Department of Human Services. City Green and the Good Food Bucks program will utilize the funding in the grant program to grow Good Food Bucks into more communities, ensuring residents across the Garden State can enjoy access to affordable, fresh produce.

SENATE BILL S3799

Sponsored by Senate Majority Leader Teresa Ruiz, Senator Renee Burgess, and Co-Sponsored by Senator Jean Stanfield. Senate bill S3799 will establish a NJ Fruit and Vegetable Incentive grant program within the New Jersey Department of Human Services. City Green and the Good Food Bucks program will utilize the funding in the grant program to grow Good Food Bucks into more communities, ensuring residents across the Garden State can enjoy access to affordable, fresh produce.

USE THE TEMPLATES PROVIDED ON PAGES 5-7 TO CONTACT YOUR LEGISLATORS AND LET THEM KNOW YOU SUPPORT GOOD FOOD BUCKS AND SNAP NUTRITION INCENTIVES!



FIND YOUR NJ LEGISLATOR

EMAIL TEMPLATE

Emailing 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: Good Food Bucks for All! Fruit and Vegetable Incentives

Subject: Vote YES! A5409 **OR** S3799 Fruit and Vegetable Incentives

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

My name is **[Your Name]** from **[Your Address Municipality]**, New Jersey. I am writing to ask you to vote yes on **[Assembly Bill A5409 the **or** Senate Bill S3799]** Fruit and Vegetable Nutrition Incentives Bill. As an advocate for nutrition security, I fully support the Fruit and Vegetable Incentives bill because it will improve affordability of fresh produce for families and individuals who use SNAP, while increasing revenues for New Jersey's fresh food retailers.

[Insert reason why this matters to you personally]

The NJ Fruit and Vegetables Incentives Bill will support programs like Good Food Bucks SNAP Nutrition Incentives, so that they reach more families and individuals. Since the program's start, more than \$388,000 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!

Public investment in Fruit and Vegetable Incentives and the Good Food Bucks program ensures that all of our neighbors can take enjoy the bounty of the Garden State.

Please vote yes on **[A5409 **or** S3799]** Thank you!

Sincerely,

[Your Name]

SOCIAL MEDIA

Use these social media prompts to advocate for Good Food Bucks legislation! Don't forget to @YourLegislator



I Support Good Food Bucks
@ISupportGoodFoodBucks

Please vote yes for NJ Fruit and Vegetable Incentives! Bill S3799/A5409 creates affordable access to fresh fruit and vegetables for NJ SNAP shoppers:



[CLICK TO TWEET](#)



I Support Good Food Bucks
@ISupportGoodFoodBucks

I support Good Food For All and the Good Food Buck Program! Please vote YES on Bill S3799/A5409 for SNAP Nutrition Incentives today and in the future!



[CLICK TO TWEET](#)



[DOWNLOAD PHOTO](#)

Copy the caption below to post on your Instagram or Facebook accounts alongside the photo!

I want to see every farmers market in NJ accepting AND doubling SNAP. The Good Food Bucks network can connect shoppers with SNAP and NJ farmers! Vote yes on S3799/A5409 to ensure Good Food For All!

POSTCARDS

1. DOWNLOAD 2. PRINT 3. SIGN 4. MAIL

ASSEMBLY

DOWNLOAD



SENATE

DOWNLOAD



VISIT WWW.GOODFOODBUCKS.COM TO

- Find Good Food Bucks near you
- Read the 2022 Good Food Bucks Impact Report
- Find resources for farmers and markets
- Get involved with Good Food Bucks
- Read Good Food Bucks news & updates

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