

Health Bucks

2021 Application for Free Health Bucks

Health Bucks are \$2 coupons redeemable for fresh fruits and vegetables at all NYC farmers markets. They help make fresh, locally-grown produce more affordable for New Yorkers and support neighborhood farmers markets and regional farmers.

Not-for-profit organizations can apply to get free Health Bucks

Not-for-profit organizations serving New Yorkers with low-incomes can apply for a limited number of Health Bucks free of charge to distribute to community members. For-profit organizations are not eligible to get Health Bucks for free but may purchase them. See below for more information about purchasing Health Bucks.

Best practices in Health Bucks

Health Bucks distribution should follow current public health and safety guidelines to prevent the spread of COVID-19. Due to the quickly changing landscape of the COVID-19 pandemic, organizations are not required to conduct in-person nutrition and health education activities as part of their Health Bucks distribution plan. Organizations may share web-based or other electronic nutrition and health resources, if preferred. However, there is a limited quantity of Health Bucks and they should be distributed to individuals who will use them and as close to a farmers market as possible.

Application process for not-for-profit organizations

1. Develop a plan for distributing Health Bucks. Think about:
 - **Who** you will give Health Bucks to
 - **Where** you will distribute Health Bucks
 - **How** will you promote coupon usage
 - **When** you will distribute Health Bucks
 - **How many** Health Bucks you will give to each person. We recommend providing at least 5 Health Bucks per person at one time to encourage coupon redemption and reduce the need for multiple distributions to the same individual.
2. Complete and sign the 2021 Application for Free Health Bucks.
3. Submit completed application by email to farmersmarket@health.nyc.gov.

I submitted an application – now what?

Applications will be reviewed on a first-come, first-served basis. The Health Bucks Team will confirm receipt of your application and follow up if there are any questions.

- Beginning in June, the Health Bucks Team will contact you to let you know if your application has been approved.
- Starting in July, the Health Bucks Team will schedule times for Health Bucks pick-up. Organizations will be provided farmers market maps to distribute with the Health Bucks. Recipes and nutrition education materials will be available on the Health Bucks webpage. Health Bucks pick-up will be conducted in a way that follows current public health recommendations. Details will be provided at the time of scheduling.
- In the summer, the Health Bucks Team will schedule a meeting with organizations receiving Health Bucks to discuss best practices for distribution of Health Bucks and to provide technical assistance. The Health Bucks Team is also available by email and phone to answer questions and support your organization's Health Bucks distribution.

Other ways community members can get Health Bucks

- Shop at NYC farmers markets using SNAP benefits. New this year, for every **\$2 spent using SNAP** on an EBT card, **shoppers get \$2 in Health Bucks** up to \$10 a day!

Visit the **Health Bucks [webpage](#)** for a list of NYC farmers markets and more information on Health Bucks.

