

# From Fresh Bucks to the Power of Produce: Are Incentive Programs Right for your Market?

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# Goals of today's workshop.

- We want you to leave here with:
  - A better understanding of what incentive programs are,
  - The benefits and challenges of setting up and running a program,
  - and what resources you need to start a program.

# Incentive Programs: What are they?

- Targeted programs to increase shoppers at your market.
  - Can be for everyone.
- Programs to address food access / food justice.
  - These programs work to level the playing field for low-income shoppers by increasing their purchasing power for fresh produce



**Apple-a-Day Program**  
**Inspiring Lifelong Healthy Eaters**  
**Tacoma Farmers Market**