

**BACKGROUND**

The Healthy Bucks Program, authorized under a proviso in the 2013-14 Appropriations Act, provides coupons allowing SNAP recipients to obtain additional fresh fruits and vegetables when purchasing fresh produce at grocery stores or farmer’s markets with SNAP benefits through their EBT cards. Each coupon allows the recipient to double the amount of produce purchased, up to \$20.

The proviso directs the Department of Social Services (DSS) to *utilize all funds received in the prior and current fiscal years from the U.S. Department of Agriculture as a bonus for reducing the error rate in processing SNAP applications to fund the [Healthy Bucks] program.* Food stamp bonuses received for FFY 2011 had already been spent when the proviso was established. DSS received \$1,892,369 in high performance bonuses for FFY 2012. Notice of this award arrived in June 2013 and was set aside for the Healthy Bucks program. Federal law passed in 2014 requires bonus payments to be used only for investments in technology or other activities that improve the administration of the SNAP program, or actions to prevent fraud, waste, and abuse. Thus, only the FFY 2012 bonus funds were appropriated for Healthy Bucks.

**CURRENT STATUS OF THE HEALTHY BUCKS PROGRAM**

Healthy Bucks began in June 2014 with six farmer’s markets in six counties. Currently 59 markets/vendors are active in 36 counties (see page 3 and 4 for list of vendors/markets by county).

While expansion efforts have resulted in significant increases in participation from 2015 to 2021, the percentage of SNAP recipients choosing to participate in Healthy Bucks remains relatively low. **12,170** clients participated in 2019, **21,730** clients participated in 2020, **43,031** clients participated in 2021, **35,444** clients participated in 2022, **39,977** clients participated in 2023, **44,556** clients participated in 2024, **41,788** clients participated in 2025 and **207** clients participated in 2026 so far. A total of **261,483** incentives have been given to SNAP recipients since June 2014.

Year to year comparison of Healthy Bucks incentives (reimbursements for tokens used by participants):

2014:	\$3,432
2015:	\$31,089
2016:	\$47,262
2017:	\$62,160
2018:	\$81,860
2019:	\$121,700
2020:	\$264,985
2021:	\$500,750
2022:	\$390,965
2023:	\$599,655
2024:	\$668,344
2025:	\$626,815
2026:	\$3,105
<b>Total:</b>	<b>\$3,402,122</b>

Total Healthy Bucks program expenditures to date (June 2014 – December 2025): **\$3,405,317** (includes \$3,195 in supplies).

**SERVING SOUTH CAROLINA FARMERS AND HEALTHY BUCKS PARTICIPANTS: ACTIVITIES RELATED TO COVID-19**

The COVID-19 pandemic presented many challenges for farmers markets, independent farmers and some of South Carolina’s most vulnerable residents. In response to these challenges, DSS increased the maximum

Healthy Bucks SNAP incentive amount to \$15 for the primary produce season (June – September) in 2020 and 2021. The purpose of this temporary adjustment was to further fight food insecurity among SNAP recipients and to promote economic stability for Healthy Bucks vendors whose businesses were negatively impacted by the COVID-19 pandemic.

#### **ONGOING IMPROVEMENT EFFORTS AND ADDRESSING BARRIERS TO PARTICIPATION**

DSS has made procedural improvements and efficiencies where possible to simplify program participation for both farmer’s markets and SNAP recipients, while maintaining controls over expenditures. In addition, the Department continues to work on addressing potential barriers to participation, such as:

- *Transportation.* Many SNAP recipients experience difficulties securing regular, reliable transportation, particularly in rural areas. DSS continues to work with Healthy Bucks vendors to offer additional opportunities for recipients to purchase fresh fruits and vegetables, such as incentivizing farmers to bring their produce to DSS county offices, community centers, and other locations.
- *Meal planning and storage of fresh produce.* DSS is working with community partners and SNAP Education & Outreach contractors to provide opportunities for SNAP recipients to learn more about the benefits of cooking with fresh fruits and vegetables (e.g., providing cooking demonstrations, recipes, and other outreach materials at farmer’s markets and other locations). The department is also working with community partners on options to provide low-income families with cooking and food storage materials to assist with meal planning.
- *Marketing/public awareness.* In 2018, 2,000 Healthy Bucks postcards were mailed to SNAP recipients in Charleston, Chester, Greenville, Richland, and Sumter counties in order to make clients aware of the Healthy Bucks program, identify where markets are located within these counties, and encourage usage of the incentive program to purchase more fruits and vegetables. Eight of the 11 vendors showed an increase in number of Healthy Bucks incentives given to clients.

In March 2020, DSS launched a strategic outreach agenda that includes conducting outreach directly to potential vendors as well as community organizations serving those most likely to qualify for SNAP benefits.

- *Technology (SNAP Only EBT Machine Grant).* In 2019, DSS was awarded \$150,000 from the U.S. Department of Agriculture to purchase SNAP-Only EBT Machines. This was previously identified as a barrier to participation for some farmer’s markets and direct market farmers. DSS will continue to reach out to farmers in need of this support to further increase the number of vendors participating in the Healthy Bucks SNAP incentive program.

**HEALTHY BUCKS VENDORS BY COUNTY: DECEMBER 2025**

Aiken County		Anderson County		Bamberg County	Barnwell County
<b>Aiken County Farmers Market (FM)</b> 115 Williamsburg Street Aiken, SC 29801 Phone: (803) 644-1902	<b>McCurley Farms (RS)</b> 949 Dougherty Rd. Aiken, SC 29803 Phone: (843) 773-0181	<b>Anderson County Farmers Market (FM)</b> 402 N. Murray Ave. Anderson, SC 29621 Phone: (864) 231-1924	<b>Anderson Interfaith Ministries/Food Share Anderson (O)</b> 1206 South Murray Avenue Anderson, SC 29622 Phone: (864) 965-9089	<b>Southeastern Housing &amp; C.D./FoodShare Bamberg (O)</b> 2477 Main Hwy Bamberg, SC 29003 Phone: (803) 571-5516	<b>Axis1/Barnwell Farmers Market (FM)</b> 9987 Dunbarton Blvd Barnwell, SC 29812 Phone: (803) 868-0236
Beaufort County		Berkeley County	Calhoun County	Charleston County	Cherokee County
<b>O Freeman Farm (RS)</b> 3768 Betsy Kerrison Pkwy Johns Island, SC 29455 Phone: (843) 364-6200	<b>Earth People Farms (RS)</b> P.O. Box 131 St. Helena Island, SC Phone: (803) 864-2811	<b>Trident United Way/Food Share Berkeley (O)</b> 500 South Live Oak Moncks Corner, SC 29461 Phone: (843) 761-6033	<b>Alvin Pair Farms (RS)</b> (Multiple Locations) Calhoun & Orangeburg, SC Phone: (803) 201-0397	<b>Lowcountry Street Grocery, LLC (RS)</b> (Multiple Locations) Charleston, SC Phone: (843) 609-8188	<b>Know2/ Food Share Cherokee (O)</b> 508 West Buford St. Gaffney, SC 29341 Phone: (864) 490-0747
Chester County			Chesterfield County	Clarendon County	Colleton County
<b>Fort Lawn Community Center Inc/FoodShare Chester (O)</b> 5554 Main St. Ft. Lawn, SC 29714 Phone: (803) 872-4491	<b>The Chester Market of Cotton Hills (RS)</b> 131 Church St. Chester, SC 29706 Phone: (803) 209-2703	<b>The Market at Cotton Hills Farm (RS)</b> 2575 Lowry's Hwy. Chester, SC 29706 Phone: (803) 209-2703	<b>Chesterfield County Coordinating Council (RS)</b> 203 Commerce Ave Chesterfield, SC 29709 Phone: (843) 623-5265	<b>Lafleur's Farm (RS)</b> (Multiple Locations) Alcolu, SC 29001 Phone: (803) 825-2062	<b>Colleton Museum Farmers Market (FM)</b> 506 E. Washington Street Walterboro, SC 29488 Phone: (843) 549-2303
Darlington County	Dillon County	Dorchester County		Edgefield County	Fairfield County
<b>Stevenson Produce (RS)</b> (Multiple Locations) Darlington, SC 29532 Phone: (843) 621-7641	<b>Williams Produce (RS)</b> 2408 Hwy 9 Dillon, SC 29536 Phone: (843) 506-9487	<b>Ridgeville Okra Co (RS)</b> (Multiple Locations) Ridgeville & Charleston, SC Phone: (843) 901-5603	<b>Saxmore Farms LLC (FM)</b> Multiple Locations Dorchester, SC 29437 Phone: (843) 560-2553	<b>Cooks Roadside Market (RS)</b> 1236 Augusta Road Trenton, SC 29847 Phone: (803) 275-2970	<b>Fairfield Farmers and Artisans Market (FM)</b> 117 East Washington St. Winnsboro, SC 29180 Phone: (803) 917-7894
Fairfield County	Florence County		Georgetown County	Greenville County	
<b>Fairfield Forward/Food Share Fairfield (O)</b> 1136 Kincaid Bridge Rd. Winnsboro, SC 29180 Phone: (803) 635-8471	<b>Ellerbe Vegetable Farm (RS)</b> (Multiple Locations) Florence, SC Phone: (843) 496-7674	<b>Florence City Center Farmers Market (FM)</b> 200 Sanborn St. Florence, SC 29501 Phone: (843) 665-2047	<b>Carolina Human Reinvestment (O)</b> 622 Washington St. Georgetown, SC 29442 Phone: (843) 457-9752	<b>Feed &amp; Seed Co Market (SG)</b> 701 Easley Bridge Rd Suite 6010 Greenville, SC 29611 Phone: (864) 412-4720	<b>Frosty Farmer Winter Market LLC (FM)</b> 225 S. Pleasantburg Dr. Greenville, SC 29607 Phone: (864) 233-0044
		<b>Key: (FM): Similar to Farmers Market (RS): Similar to Roadside Stand (O): Independent Vendor or Box Program</b> <b>(CS): Similar to Convenient Store (SG): Similar to Small Grocery Store</b>			

Greenville County			Hampton County		Kershaw County
<b>Greenville TD Saturday Market (FM)</b> 206 S. Main Street Greenville, SC 29601 Phone: (864) 467-4494	<b>Maranatha Farms and Wellness (RS)</b> (Multiple Locations) Greenville and Travelers Rest, SC 29690 Phone: (864) 430-5375	<b>Mill Com Ministries/Mobile Market, Food Share (O)</b> (Multiple Locations) Greenville, SC 29611 Phone: (888) 366-3485	<b>Travelers Rest Farmers Market (FM)</b> 235 Trailblazer Drive Travelers Rest, SC 29690 Phone: (864) 610-0965	<b>Huspah Missionary FoodShare Hampton (O)</b> 719 Magnolia St. Hampton, SC 29924 Phone: (803) 943-6502	<b>Mobile Nutrition Center United Way/Food Share Kershaw (O)</b> 110 East Dekalb St. Camden, SC 29020 Phone: (803) 432-0951
Lancaster County	Laurens County		Lee County		Marlboro County
<b>Rich Hill Farm, LLC (RS)</b> 3061 Rocky River Rd. Heath Springs, SC 29058 Phone: (803) 283-7233	<b>SC Empowerment Centre/ Food Share Laurens (O)</b> 340 West Mill St. Gray Court, SC 29645 Phone: (864) 705-0005	<b>Lush Acres Farm (RS)</b> 1875 West Maple St. Ext Clinton, SC 29325 Phone: (864) 938-2740	<b>PnC Farms (RS)</b> 117 Wags Dr. Bishopville, SC 29010 Phone: (803) 692-1655	<b>Mt. Calvary Church/Food Share (O)</b> 714 Camden Hwy Bishopville, SC 29010 Phone: (803) 486-1658	<b>Marlboro School CC/Food Share Marlboro (O)</b> 612 King St. Bennettsville, SC 29512 Phone: (843) 773-0181
Oconee County	Orangeburg			Pickens County	
<b>Rebel B Farms (RS)</b> (Multiple Locations) Westminster and Pickens, SC Phone: (864) 614-0744	<b>Everybody Eats Globally Incorporated (O)</b> 2570 St. Matthews Rd. NE Orangeburg, SC 29115 Phone: (803) 830-6463	<b>Right Choice Fresh Start Farmers Market (FM)</b> 3300 Magnolia St. Orangeburg, SC 29118 Phone: (803) 531-6921	<b>Season Seafood Corporation (FM)</b> 12933 Old #6 Highway Eutawville, SC 29048 Phone: (803) 662-0597	<b>Feed and Seed Company/FoodShare Pickens &amp; Oconee (O)</b> P.O. Box 3005 Greenville, SC 29602 Phone: (864) 412-4720 Ext:5	<b>Martin Farms (RS)</b> (Multiple Locations) Orangeburg/Columbia, SC Phone: (803) 308-6481
Richland County			Spartanburg County		
<b>Food Share Columbia (O)</b> 201 Columbia Mall Blvd, Columbia, SC 29223 Phone: (803) 851-4461	<b>Blythewood Farmers Market (FM)</b> 171 Langford Rd. Blythewood, SC 29016 Phone: (803) 402-6864	<b>Toms Creek Family Farms LLC (RS)</b> (Multiple Locations) Columbia/Hopkins, SC Phone: 803-447-3790	<b>Zion Canaan Farmers Market (FM)</b> 7820 Farrow Rd. Columbia, SC 29203 Phone: 803-935-0132	<b>Greer Farmers Market (FM)</b> (Tuesday Market) 301 E Poinsett St. Greer, SC 29651 Phone: 864-334-6886	<b>Hub City Farmers Market (FM)</b> 498 Howard Street Spartanburg, SC 29303 Phone: (864) 585-0905
Spartanburg County	Sumter County	Union County		Williamsburg County	York County
<b>Ruth's Gleanings/Food Share (O)</b> 147 Chapel Street Spartanburg, SC 29303 Phone: (864) 205-1723	<b>Rogers Vegetable Farm (RS)</b> (Multiple Locations) Lee and Sumter, SC Phone: (803)840-1636	<b>Farmers Market Fresh Pak (O)</b> 511 East Main St. Union, SC 29379 Phone: (864) 427-1530	<b>Union County Farmers Market (FM)</b> 511 East Main St. Union, SC 29379 Phone: (864) 427-1530	<b>CMDS Pantry/Food Share Kingstree (O)</b> 2231 Sumter Highway Kingstree, SC 29556 Phone: 843-206-2642	<b>Food Share H.O.P.E. (O)</b> 648 South Jones Ave Rock Hill, SC 29730 Phone: (800) 357-0905
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