



Thank you for submitting your Fresh Access Bucks application!

Our team will review and contact you with next steps.

If you have any questions, please feel free to contact [info@freshaccessbucks.com](mailto:info@freshaccessbucks.com)

Thanks!



**What type of outlet do you represent?\***

- Farmers Market
- CSA (Community Supported Agriculture)
- Mobile Farmers Market or Mobile Produce Market
- Farm Stand
- Other:

**If you selected other, or more than one option applies, please explain here:**

**Name of outlet (one entity per application only): \***

[Delray Beach GreenMarket by Delray Beach Community Redevelopment Agency](#)

**Applicant name:\***

[Alexina Jeannite](#)

**Email:\***

[jeannitea@mydelraybeach.com](mailto:jeannitea@mydelraybeach.com)

**Phone:\***

[561-276-8640](tel:561-276-8640)

**Mailing address:\***

Address Line 1 [20 N Swinton Avenue](#)  
Address Line 2  
City [Delray Beach](#)  
State [FL](#)  
ZIP Code [33444](#)

**Outlet address:\***

Address Line 1: [Old School Square, 50 North Swinton Avenue](#)  
Address Line 2  
City [Delray Beach](#)  
State [FL](#)  
ZIP Code [33444](#)

**County(s) outlet operates in:\***

[Palm Beach](#)

**Legal business name of organization/entity applying for FAB (i.e. LLC, corporation, 501c3, 501c4, 501c5, for-profit entity, etc.):\***

[Government Agency](#)

**Website:**

[www.delraycra.org](http://www.delraycra.org)



**Social media handles:**

<https://www.facebook.com/DelrayBeachCRA>

<https://www.instagram.com/accounts/login/?next=/delraybeachcra/>

**Does this outlet have an FNS number?\***

- Yes
- No
- I would like assistance with applying for my FNS number.

**If your outlet does have an FNS #, please write it here:**

N/A

**Does this outlet have an a SNAP/EBT terminal?\***

- Yes
- No
- I would like assistance with my FNS number or EBT Terminal

**Describe your outlet model:\***

The Delray Beach GreenMarket (GreenMarket) is a program of the Delray Beach Community Redevelopment Agency (Delray Beach CRA). The GreenMarket operates as an outdoor farmer's market with more than 56 vendors featuring fresh produce, fruits, vegetables, herbs, meat, plants, and other unique gourmet food products that are locally grown. Located on the grounds of Historic Old School Square Park, the GreenMarket is a popular weekend destination in Delray Beach that provides the community with a place to gather, connect, and enjoy fresh locally grown foods. The GreenMarket also promotes small business growth and regional agriculture by providing an affordable outlet for local growers to sell their produce directly to the public as well as attract visitors and residents to the market.

**What year was the outlet established and opened?\***

1996

**Is your outlet open year-round? \***

- Yes
- No

**What days and times does your market operate? \***

**Please also specify months of operation if you are not a year-round market.**

Saturdays, 9am – 2pm

Winter Market: October – May (30 Weeks)

Summer Market: June – July (8 to 9 Weeks)

**Is this outlet producer only?\***

- Yes
- No



Other:

Other Value: includes producers and resellers

**Number of vendors:\***

56

**Number of SNAP eligible vendors:\***

41

**Number of vendors reselling produce:\***

3

**Number of farmers selling Florida-grown produce:\***

4

**Does this outlet have a system for accepting?\***

	Yes	No	Not Sure
Credit/Debit	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
SNAP/EBT	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
FMNP	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Any other incentive	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

**If applicable, how long has this outlet accepted SNAP/EBT?**

N/A

**If applicable, who administers SNAP/EBT on behalf of the outlet (a market manager, a volunteer, student/intern, vendor)?**

N/A

**Why is this outlet interested in offering SNAP and FAB?\***

The Delray Beach CRA and the Delray Beach GreenMarket are interested in offering SNAP and FAB because it presents the opportunity to reach an even larger and more diverse customer base; increase market sales for vendors who are local small businesses; and increase resident access to fresh, healthy food options.

Delray Beach's Northwest and Southwest neighborhoods (located north of and south of West Atlantic Avenue, west of Interstate 95, and east of Swinton Avenue) have limited access to affordable, fresh, and healthy food options due to the absence of full-service grocery stores within a convenient distance. While there are convenience stores and smaller specialty markets nearby, the area fits within the definition of a food desert with the nearest full-service grocery store or supermarket more than one (1) mile away (in any direction).



Additionally, while there are a number of farmers markets open during what is considered the “season” in Palm Beach County, there are currently only two (2) farmers markets open during the summer months in Palm Beach County – the Delray Beach GreenMarket is one of them. The GreenMarket's nearly year-round availability helps to ensure more residents have access to fresh, healthy, and affordable food options.

The Delray Beach CRA's mission is to revitalize the physical environment and the economy of the CRA District. To achieve our goals and fulfill our mission, our projects and programs are designed to be mutually supportive. To that end, the GreenMarket supports fifty-six (56) local, small businesses; a large number of which use the GreenMarket as their only in-person location to meet and sell to customers. Some vendors/businesses that got their start with just a single location at the GreenMarket have gone on to open permanent storefronts after gaining a loyal following. Other vendors/businesses have also been able to expand their reach by leveraging the GreenMarket as an additional location. With the additional offering of SNAP and FAB at the Greenmarket, the Delray Beach CRA will have the opportunity to increase the customer base for these local, small businesses. As with all Delray Beach CRA projects and programs being mutually supportive, offering SNAP and FAB at the Greenmarket will not just be a benefit to the businesses. SNAP and FAB will more importantly allow residents, who have had to travel outside of our community to shop for affordable, fresh, and healthy foods, to have the more convenient option of shopping at the GreenMarket. The GreenMarket is located within walking distance to the start of the Northwest and Southwest communities (communities that are considered to be located within a food desert).

Furthermore, the Delray Beach CRA currently offers FreeBee (a free point-to-point transportation program) that allows residents from the Northwest and Southwest communities to get to and from the GreenMarket free of charge. By combining these projects and programs — the GreenMarket, Freebee, SNAP and FAB — SNAP and FAB will become a part of the Delray Beach CRA's mutually supportive activities. The time, money, and energy saved from not having to travel outside of one's community to find fresh, healthy, affordable food; not having to worry about finding transportation to get to those locations; and not having to spend more money than necessary to simply meet a basic need would be of tremendous benefit to residents and the general public. Residents can then channel that time, money, and energy elsewhere – thus improving the economy and thereby aiding in achieving the mission of the Delray Beach CRA.

**Does this outlet offer nutrition education to visitors and customers? Please describe:\***

Nutrition education is provided by way of interactive, chef-led cooking demonstrations using produce and ingredients sold at the GreenMarket. The GreenMarket Chef Showcase promotes cooking using locally grown crops sold at the GreenMarket and brings the community together to cook, eat, learn, and discourse about food, nutrition, and health. The GreenMarket's farmers/vendors are paired with a local chef to present a live cooking demonstration which includes providing the recipe, where to buy the ingredients at the GreenMarket, and samples of the culinary creation are offered to residents/customers. One of the unique aspects of the GreenMarket Chef Showcase is that chefs curate the recipes on the day of, teaching residents and customers the ease



in using seasonal products and ingredients in their cooking. It also ensures that all participants of the Chef Showcase are able to locate the products and ingredients at the GreenMarket on that day.

**What is the mission of this outlet?\***

The Delray Beach CRA's mission is to revitalize the physical environment and the economy of the CRA District. To achieve our goals and fulfill our mission, our projects and programs are designed to be mutually supportive. The GreenMarket is one of the programs of the Delray CRA that helps advance our mission.

**Please provide examples of how this outlet supports low income families: \***

The GreenMarket serves an integral role in the Delray Beach community by bringing additional access to fresh, nutritious food where similar grocery and food options are limited. Situated in the heart of the CRA District on Atlantic Avenue, the GreenMarket is critical in directly connecting farmers and producers to consumers and residents throughout the CRA District. As previously mentioned, the Delray Beach CRA offers FreeBee (a free point-to-point transportation program) that allows residents from the Northwest and Southwest communities to get to and from the GreenMarket free of charge. The time, money, and energy saved from not having to travel outside of one's community to find fresh, healthy, affordable food, not having to worry about finding transportation to get to those locations, and not having to spend more money than necessary to simply meet a basic need would be of tremendous benefit to residents and the general public. Residents can then channel that time, money, and energy elsewhere – thus improving the economy and thereby aiding in achieving the mission of the Delray Beach CRA.

**Please describe the community that this outlet serves:\***

As a community redevelopment agency, the Delray Beach CRA serves an area that has been designated as a slum and blighted area, and an area in which there is a shortage of housing that is affordable to residents of low or moderate income, including the elderly. The Delray Beach CRA contains a concentration of the City's lower income and less mobile populations, who are very dependent upon convenient and affordable resources within their neighborhoods. While parts of the CRA District have been revitalized as a result of community redevelopment efforts over the years, many areas still suffer from blighted conditions, including lack of access to healthy food markets and fresh food supply. The 2010 Census of Population and Housing indicates the CRA District contains approximately 6,339 housing units, with a resident population of approximately 13,450. The overall racial composition of the CRA District is 59.5% black, 35.2% white, and 5.3% other.

**Have you talked with customers, vendors and/or farmers about the potential of accepting SNAP and/or FAB? What is their feedback? \***

We have reached out to our vendors and the majority of vendors and SNAP-eligible vendors who sell locally grown produce have agreed to participate in the program. Some vendors are waiting to hear more information and details on program implementation before agreeing to participate.



**Has this outlet ever fundraised? Please provide examples:**

The GreenMarket is a program of the Delray Beach CRA and its operating and staffing costs are included in the CRA's annual budget. Also, the farmers/vendors pay a vendor fee that is applied to the GreenMarket's operating costs, making it self-sustaining.

**Does this outlet have the ability to provide in-kind support to FAB (including staffing needs, promotion, data collection, and some materials such as a tent, table, etc.)?**

**Please describe:\***

The GreenMarket has the full operational support of the Delray Beach CRA and also works closely with local farmers markets and organizations to expand and create additional opportunities and partnerships. The Delray Beach CRA currently provides staffing, assists in marketing and outreach, provides all needed supplies, and has the capacity to administer the additional programming, accounting, and data collection required of FAB. Also, the farmers/vendors pay a vendor fee that is applied to the GreenMarket's operating costs, making it self-sustaining. Funds leveraged from this grant, if awarded, will demonstrate how creative partnerships can accomplish more than what each can do alone. Since the CRA is tasked with the redevelopment of the area, this project is a long-term commitment for the Agency.

**FAB partners are required to engage in community fundraising to match a small portion of incentive funds they are granted. Does this outlet have the ability to provide matching funds? Please describe:\***

The Delray Beach CRA has the ability to provide any necessary matching funds required of FAB partners. While there have not been any fundraising efforts for the outlet specifically, the Delray Beach CRA has successfully completed past grant allocations for other programs.

**Please describe this outlet's community partnerships in support of SNAP outreach and nutrition education (i.e. nonprofits, county Health Department, government, community groups, local schools, libraries etc.):\***

The Delray Beach CRA works with numerous community organizations and partners throughout the CRA District and the City of Delray Beach. We have close ties to the City of Delray Beach, the Delray Beach Public Library, Wise Tribe, Healthier Delray Beach, and other local non-profits that work within the health and nutrition area.

The Delray Beach CRA has been a member of the Delray Beach Community since 1985 and the GreenMarket has been a staple within the community since 1996. We are confident that the partnerships we have formed with public, private, and non-profit entities will help support SNAP and FAB outreach and nutrition education. We are also confident in our ability to continually form new partnerships to advance this goal.

**Please describe this outlet's outreach efforts. How does the outlet advertise itself and its vendors in the community?\***

The GreenMarket is promoted through several outlets including (but not limited to) social media, direct mail newsletters, local newspapers and magazines, flyers and/or door hangers, and radio advertisements. The GreenMarket also provides entertainment and holds special events aimed at attracting and increasing community participation.



**Please describe how the outlet will successfully manage SNAP and FAB (consider staff time and capacities, community resources, and changes the outlet may need to make to its operations):\***

The GreenMarket has the full operational support of the Delray Beach CRA. Any staffing, supplies, materials, and resources that are needed to administer the programs will be fully supplied.

**What opportunities and challenges do you foresee in implementing SNAP and FAB at this outlet or within this community?\***

With the implementation of SNAP and FAB, opportunities for local small businesses, residents, and visitors will only increase. If the Delray Beach CRA is able to implement the SNAP and FAB programs at the GreenMarket, it will be the only farmers market within Palm Beach County, and only one of two farmers markets within the South Florida tri-county area, to accept SNAP. Our hope is that not only will these programs allow greater, more convenient access to fresh, healthy, affordable food to residents but that this will spur other farmers markets in the area to offer the programs as well.

The main challenge we foresee in implementing these programs is marketing and outreach. However, we will leverage our community partnerships and our marketing and social media consultant to ensure that information about the programs saturates the community.

Please provide any additional comments