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**MEDIA ALERT**

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**Local Farm Market Helping Residents Afford Healthy Food**

Cloud City Farm in Leadville is the newest location in the state to offer [Colorado SNAP Produce Bonus](#), making healthy food more affordable for families in our community.

Anyone who receives SNAP benefits and has a Colorado EBT card can receive up to \$60 per month from the Produce Bonus program, with no sign up required. The program provides a dollar for dollar match directly back to the shopper's EBT card when they purchase eligible fruits and vegetables from participating locations. The bonus that shoppers receive is automatically available for use the next time they make a purchase with their EBT card and can be spent on any SNAP eligible item at any SNAP authorized location.

Colorado was one of three states chosen by the USDA to pilot this type of electronic incentives program. It launched in August 2024 and is being implemented by Colorado Department of Human Services and Nourish Colorado, a non-profit organization that works to build resilient local food systems and increase food access across Colorado. Receiving the bonus directly back to an EBT card means there are no additional vouchers, receipts, or loyalty accounts to keep track of, and it has proven to be convenient for Coloradans, with redemption rates greater than 99% since the program launched.

Sarah Hamilton, Director of Cloud City Farm, said *"We are so excited to be able to make healthy local produce more affordable and accessible for our community through the Colorado SNAP Produce Bonus program, and hope this will open the door for many more residents to enjoy the amazing variety of fresh Colorado produce available at the Cloud City Farm Stand."*

Qualifying fruits and vegetables include all fresh produce, frozen fruits and vegetables without added salt, sugar or fat, dried fruits and vegetables without added salt, sugar, or fat, and dried beans. At Cloud City Farm & Market, shoppers can find fresh produce grown on-site at Cloud City Farm as well as fresh fruits and vegetables sourced from other Colorado farms.

"These programs strengthen Colorado's local food system, putting more dollars directly into the hands of our farmers and supporting the resilience of our agricultural economy," said Daysi Sweaney, Director of Nutrition Incentives at Nourish Colorado. "When we make it easier to



access nutritious food, we nourish families, uplift farmers, and build a healthier, more equitable Colorado."

Cloud City Farm & Market is located at 440 McWethy Drive, across from the Community Field, and is open on Thursdays from 4-7pm through October 2025.

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