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MEDIA ALERT – FOR IMMEDIATE RELEASE

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Local Farmers Market Helping Residents Afford Healthy Food

Beginning May 24th, Durango Farmers Market will be the newest location offering [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.

"This program has been a game changer for our community," said Anna Knowles, Executive Director of the Durango Farmers Market. "By putting bonus dollars directly back on EBT cards, it removes barriers and makes it easier than ever for families to bring home fresh, healthy food they may have otherwise skipped. Last year alone, we saw over \$20,000 in SNAP and Double Up Food Bucks redeemed at our market, and we're hopeful that the addition of SNAP Produce Bonus will help us increase that total even more in 2025."

Participating farmers are SNAP authorized vendors, so shoppers can use their EBT cards when shopping with them. 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.



Durango Farmers Market will continue to offer the Double Up Food Bucks program alongside SNAP Produce Bonus, through October 2025. During that time, customers shopping with their EBT cards can maximize both programs and access up to \$20 in fresh produce for free at the market each week, in addition to the \$60 monthly SNAP Produce Bonus.

"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."

Durango Farmers Market is located in the TBK Bank parking lot at 259 W. 9th Street Durango, CO 81301 and is open on Saturdays from 8am to 12pm, through October 25, 2025.

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