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Produce Perks Midwest Launches SNAP-Matching Program in Grocery Store

Fresh, healthy produce is now more affordable in Cincinnati for people shopping with SNAP (formerly known as Food Stamps). Produce Perks Midwest, an area non-profit helping Ohio residents stretch their SNAP dollars, is excited to announce the launch of its Produce Perks program, which provides a dollar for dollar match to SNAP customers to spend on fruits and vegetables, at **Clifton Market**.

When customers spend their SNAP/EBT dollars at participating locations, Produce Perks **DOUBLES** their purchasing power at participating locations. The Produce Perks program provides a \$1-for-\$1 match for SNAP customers (up to \$10 per day) for fruits, vegetables, herbs, seeds, and seedlings.

Produce Perks began in 2014 by serving SNAP customers at 5 Cincinnati farmers' markets. This year, SNAP shoppers can find Produce Perks at more than 20 farmers markets, farm stands, mobile markets, and community supported agriculture (CSA) programs throughout the Greater Cincinnati area! And now, Produce Perks Midwest is adding grocery stores to the list as a way to further increase access to affordable local fruits and vegetables.

Clifton Market, located at 319 Ludlow Ave, Cincinnati, OH, is a community-owned grocery store that stocks regionally-grown fruits and vegetables. SNAP shoppers will receive a 50% discount up to \$10 per day on any fruit and vegetable purchase, empowering them to buy healthful, local produce even on a limited budget.

Produce Perks Midwest continues to increase the number of sites offering the Produce Perks match in the Greater Cincinnati region and is working with organizations throughout Ohio and Wholesome Wave, a national nonprofit, to expand the Produce Perks program to serve more Ohioans.

Learn more about Produce Perks Midwest and find a market or retail site that offers the match at produceperks.org.

Learn more about Clifton Market at cliftonmarket.com, or by calling the store at 513-861-3000.

MORE INFORMATION:

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