



COUNTY OF YOLO

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Yolo Bonus Bucks Program Launches on April 2

(Woodland, CA) - On April 2, the Yolo County Health & Human Services Agency, in partnership with several local retailers, will launch the Yolo County Bonus Bucks Program. The program provides financial incentive to increase fruit and vegetable consumption among CalFresh customers.

The Yolo County Bonus Bucks Program is funded by a \$500,000 Food Insecurity Nutrition Incentive grant that Yolo County was awarded from the United States Department of Agriculture. Yolo County was one of 32 agencies nationwide who were awarded this grant.

Through the Yolo Bonus Bucks Program, CalFresh customers will receive a fifty percent discount on fresh, frozen, dried and canned fruit and vegetable items that do not contain added sugar, salt, fat or oil. Yolo County CalFresh households will receive a Yolo Bonus Bucks Discount Card, and instructions, in the mail which they can use at the following participating retail locations:

- Food4Less: 451 Pioneer Avenue, Woodland
- La Superior: 34 W. Court Street, Woodland
- Nugget Market: 157 Main Street, Woodland
- Nugget Market: 2000 Town Center Plaza, West Sacramento
- Nugget Market: 1414 E. Covell Boulevard, Davis
- Nugget Market: 409 Mace Boulevard, Davis

Partner retailers will apply the discount at the point of sale when the customer purchases the items with their California Electronic Benefit Transfer card (more commonly known as an EBT card). Retailers will receive reimbursement from the county for the discounted portion of these transactions on a monthly basis.

“We are very appreciative of our retail partners,” said Yolo County Health & Human Services Agency Branch Director Nolan Sullivan. “Each store exerts additional time and resources on every Bonus Bucks transaction, first when discounting purchases for customers, and later when seeking reimbursement from the county. This extra commitment from them will help thousands of Yolo County CalFresh families eat healthier by providing them with discounted fruits and vegetables.”

The long-term goal of the Yolo Bonus Bucks Program is to demonstrate positive outcomes and healthier eating habits related to increased consumption of fruits and vegetables among CalFresh consumers. The Yolo County Bonus Bucks program will end when grant funding runs out. For additional information, e-mail BonusBucks@YoloCounty.org or contact Kara N. Perry at (530) 661-2769.

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