COUNTY OF YOLO

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FOR IMMEDIATE RELEASE
July 28, 2022

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Bonus Bucks Program Helps CalFresh Households Purchase Fruits and Vegetables

(Woodland, CA) –The third edition of the Bonus Bucks program was recently launched by Yolo County Health and Human Services Agency (HHSA) to increase fruits and vegetables purchase/consumption by Yolo County CalFresh households. The program offers participants a 50% discount incentive (up to $30 off) on eligible products purchased at partnering retailers. Since the inception of the pilot program in 2015, HHSA has distributed roughly $600,000 in discounts to CalFresh households with a $1,000,000 budget for this edition through September 2025.

To redeem Bonus Bucks incentives, participating households must shop at a supporting retailer, purchase eligible products, present their Bonus Bucks discount card and pay with their CalFresh EBT benefits; other forms of payment can be used along with the EBT card. Participating retailers include all four Yolo County Nugget Market stores and the Food 4 Less in Woodland. HHSA is also partnering with other local non-profit agencies such as YCCA, Yolo Food Bank, etc. to help promote the program to eligible residents.

"Bonus Bucks comes at a critical time for some of the most food-insecure residents of our county," stated HHSA Director Nolan Sullivan "HHSA is proud to work with our community partners to help households afford healthy foods despite rising costs."

HHSA has mailed out Bonus Bucks discount cards to all active CalFresh households and will continue to send them out to any newly approved CalFresh household who hasn't received one already.

Interested households can also request a card by calling HHSA at 1-855-278-1594 during business hours, from 8 am to 4 pm.

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