



# Yolo Bonus Bucks

The third iteration of the Yolo Bonus Bucks (YBB) program kicked off in July 2022 and is anticipated to sunset November 2024. This project was sponsored through a USDA grant, Public Health Realignment, local American Rescue Plan funds, and private financial and non-financial contributions. YBB is open to all CalFresh households in Yolo County and provides an immediate 50% discount on fruits and vegetables at participating retailers. The program's primary goal was to test innovative, promising, and scalable strategies to increase the purchase and consumption of fruits and vegetables in low-income households, a goal that at the same time helps to increase food access and improve healthy eating habits for residents of Yolo County.

## PROGRAM FINDINGS

71% of program participants reported being food insecure.

Largest age group of participants were 18-24 at 26% indicating high usage by students.

57% of respondents reported the program helped to inform them of the health benefits of eating fruits and vegetables.

67% of respondents reported the program helped them to purchase more fruits and vegetables.

65% of respondents reported the program helped them to consume more fruits and vegetables.

**At the end of the program, approximately \$910,000 worth of incentives will have been issued to program participants!**



YOLO COUNTY  
**Health & Human  
Services Agency**

