

**Presentation:** Georgia State Senate  
Study Committee on Improving Access to  
Healthy Foods and Ending Food Deserts

**Prepared:** Friday, October 1, 2021

wholesome  
wave georgia



**Wholesome Wave**  
**Georgia** works with  
community partners  
across Georgia to  
increase food access  
through **SNAP** benefits.

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A wooden crate filled with fresh produce, including green onions, eggs, and leafy greens, with a sign that reads "we accept EBT".

we accept  
**EBT**





**We accomplish our mission through our programs.**

georgia   
fresh for less  
wwg

georgia   
SNAP connection  
wwg

georgia   
food for health  
wwg

## WHAT IS GEORGIA FRESH FOR LESS?

Georgia Fresh For Less is a **SNAP nutrition incentive program that matches SNAP shoppers' purchases dollar-for-dollar on fresh, locally grown food**, which:

- Improves fresh food access
- Puts money directly into Georgia farmers' pockets
- Supports the local economy





## WE WORK ACROSS OUR STATE

77 Community Partner Sites in 47 cities and 37 counties in Georgia

44 Farmers Markets

24 Farm stands

4 Mobile Markets

5 Brick-and-Mortar Outlets

wholesome wave georgia





# Visit The Fresh MARTA Market

**West End**  
Tuesdays – September 6 - December 6, 2016  
3:00-7:00 p.m.

**Five Points**  
Fridays – September 16 - December 9, 2016  
3:00-7:00 p.m. (Closed November 25 for Thanksgiving)

**College Park**  
Thursdays – November 3 - December 8, 2016  
3:00-7:00 p.m. (Closed November 25 for Thanksgiving)

**H.E. Holmes**  
Wednesdays – November 9 - December 7, 2016  
3:00-7:00 p.m.

**Cash, Credit, EBT, SNAP 2 for 1 Accepted**

managed by  
ORGANIX MATTERS  
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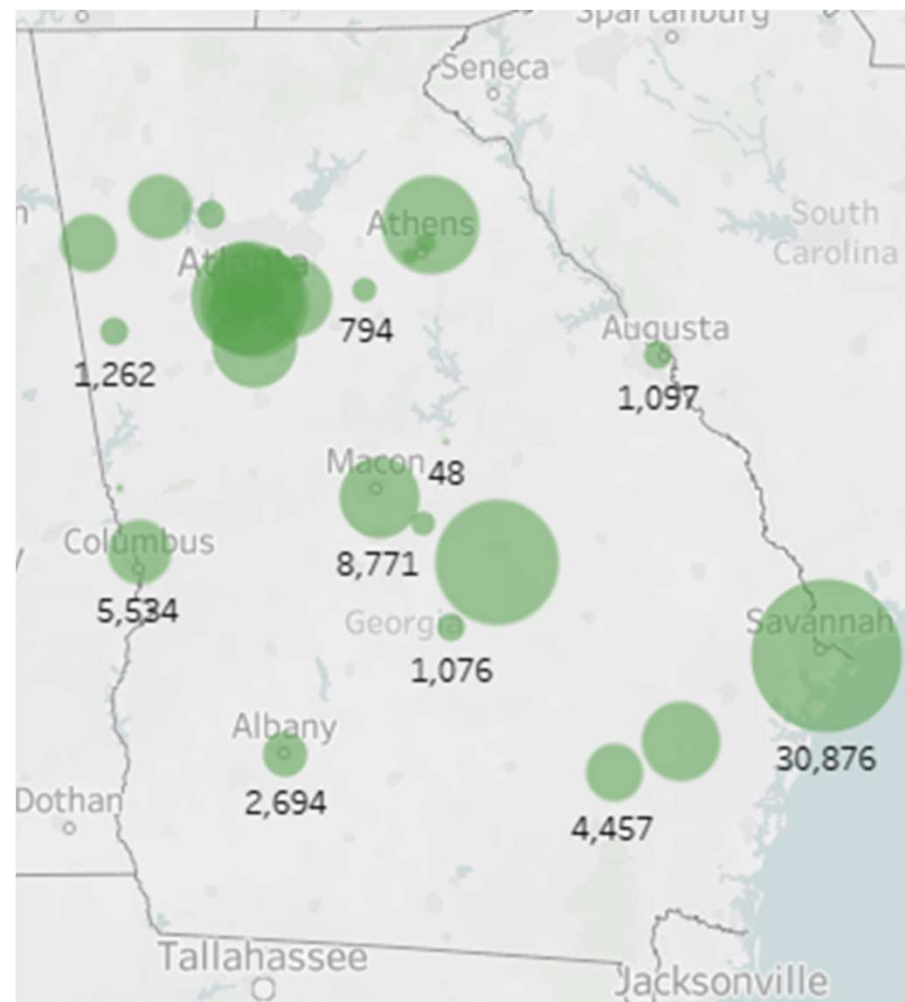
## WE STRIVE TO INCREASE FOOD ACCESS FOR ALL GEORGIANS

Partner Sites **outside of metro Atlanta** comprise **60%** of total program activity\*

Target areas for expansion include:

- Rural communities
- Low Income, Low Access communities
- South Georgia

*\*Source data: 2020 incentive activity by Partner Site ZIP code*



# ACCESS **AGLANTA** *Ride Share to Market*



**EBT recipients  
SIGN UP** once a  
month at a  
**Community Site.**



**RIDE** for \$2.4  
round-trips or 8  
one-way rides.



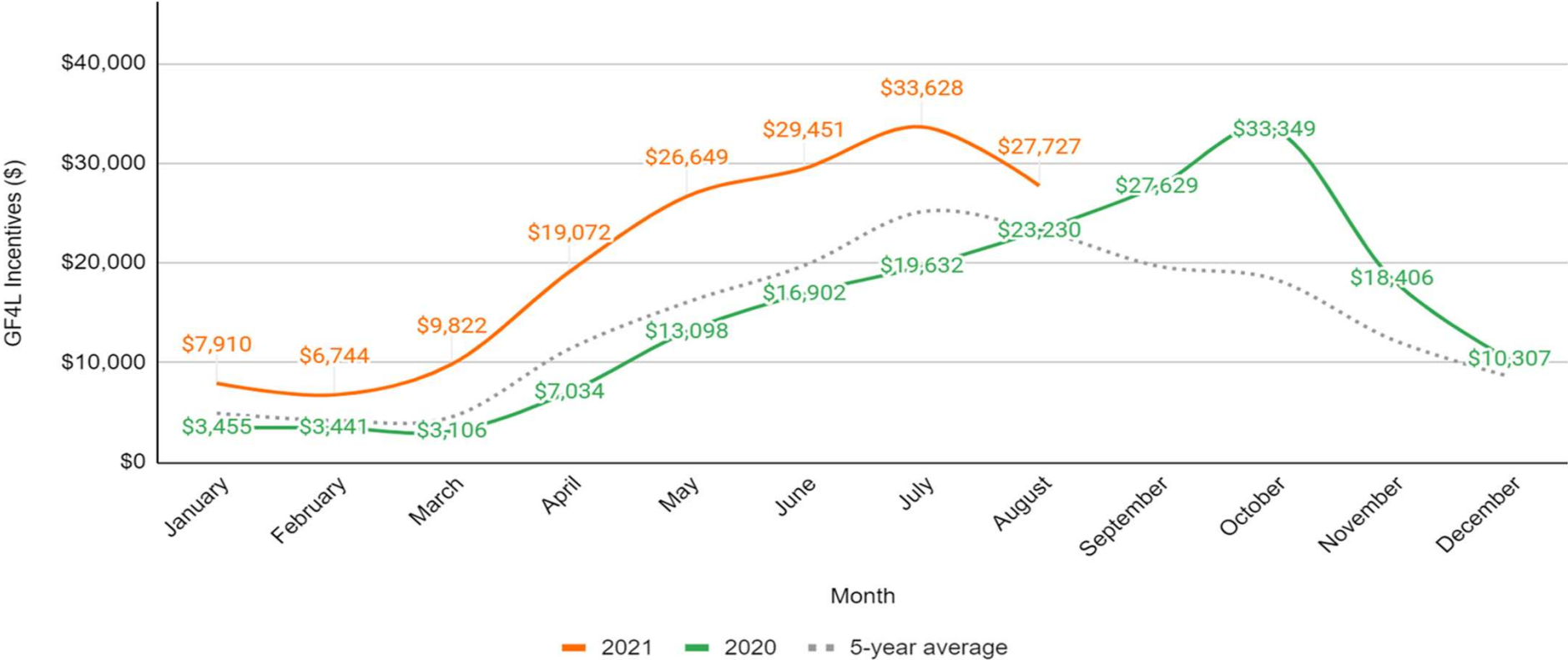
**SHOP** at  
participating local  
market. **Double  
EBT \$** at farmers  
markets.





# OUR PROGRAM IS GROWING TO MEET DEMAND

## 2021 Program Incentive Activity





**OUR ONE-PAGER**

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Thank You For The Opportunity  
To Share Our Work!

Will Sellers  
Executive Director  
[will@wholesomewavegeorgia.org](mailto:will@wholesomewavegeorgia.org)

Alex Duncan  
Program Manager  
[alex@wholesomewavegeorgia.org](mailto:alex@wholesomewavegeorgia.org)

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