



Digital solution that empowers low-income people to purchase fresh and locally-grown produce with their nutrition assistance benefits



### **KFresh** supports:

- Senior Farmers Market Nutrition Program (SFMNP)
- WIC Farmers Market Nutrition Program (WIC FMNP)
- Healthy Incentives Pilot (HIP)
- Community Supported Agriculture (CSA)

# KFresh: Digitally Connecting People to Farmers and Markets

## Participants



**Simple**  
Just Scan  
to Pay



**Local**  
Find Nearby  
Vendors



1. Apply for  
Benefits



2. Buy Fruits  
and Vegetables

## Vendors



**Profitable**  
Access More  
Customers



**Supportive**  
Helping Your  
Community

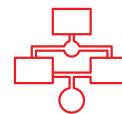


1. Enroll  
Markets



2. Accept  
Purchases

## State Staff



**Modernization**  
Efficient Digital  
Process



**Satisfaction**  
Increased  
Participation



1. Program  
Administration



2. Transactions  
Management