



DOUBLE UP FOOD BUCKS 2012 EVALUATION REPORT REVEALS PROMISING HEALTH AND ECONOMIC TRENDS

Fair Food Network's innovative Double Up Food Bucks program is making it easier for low-income residents to eat fresh fruit and vegetables, while supporting local farmers and growing Michigan's food economy.

NEW EVALUATION DATA* SHOWS:

ILLINOIS



OHIO



MICHIGAN



ECONOMIC BOOST

Over four years, SNAP use at farmers' markets across the state has **grown to \$1.53 million, the highest SNAP sales in the Midwest region.**

HOW DOUBLE UP FOOD BUCKS WORKS

Double Up Food Bucks provides low-income consumers who receive Supplemental Nutrition Assistance Program (SNAP) funds (formerly known as food stamps) with the means to purchase more locally grown produce by matching up to \$20 spent per market visit at participating sites. Double Up Food Bucks draws on a pool of funds raised from foundations and corporations to match purchases at participating farmers markets. As a result, families have more purchasing power to buy fresh fruits and vegetables and Michigan growers and vendors have a larger, more diverse market for their produce.

A MODEL FOR INCREASING FRESH PRODUCE ACCESS

The Double Up Food Bucks program is a highly successful model that can be replicated nationally. In just four years, the program has grown from five to 75 markets across Michigan and Toledo, Ohio, and is expected to grow to 97 markets in 2013. These evaluation findings underscore the need for the federal government to invest in developing a national SNAP farmers' market incentive project that will support farmers and improve local economies, while helping low-income consumers access healthy, fresh food.

FOR MORE INFORMATION

Contact Fair Food Network at 734-213-3999 for more information. To read the full report, visit fairfoodnetwork.org/resources.

FARMERS PROFIT

83% of farmers say they make more money at the farmers' markets with Double Up Food Bucks.



HEALTHIER CHOICES

78% of customers reported that Double Up Food Bucks helped them **increase the amount of fruits and vegetables they buy.**

"At our market, we see a more diverse customer base – we are seeing a **TRUE** picture of our local socio-economic situation and a **TRUER** picture of who lives in our community now that **ALL** community members have access to buy at **THEIR** farmers' market."



DOUBLE UP FOOD BUCKS™

*JFM Consulting conducted the Double Up Food Bucks 2012 evaluation.