HEALTHY FOOD INCENTIVES WORK

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:

**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.

**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.

**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.

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