

Double Up's proven track record demonstrates that produce incentives work in all kinds of communities and food retail environments. Local agriculture remains a key feature of Double Up in all settings.

Farmers Markets

The birthplace of healthy food incentives.

- Provides healthy, affordable food access in urban and rural communities
- Supports nutrition education and fosters civic culture
- Shoppers report quality and selection of produce at markets is better and the prices the same or lower than where they usually shop
- Double Up model is active at farmers markets in more than 20 states

"You mean I get that much food and the farmer gets all that money? I like this. It feels like we're helping each other."

– Double Up Shopper
Michigan

"Local farmers win, struggling families win, our state wins with more federal money coming in, and we start taking a good hard look at solving the obesity and diabetes problems in our state. We win all around."

– Ken Cupchick
River Valley Regional Food Bank
Arkansas

Grocery Stores

Double Up was one of the first healthy food incentive programs in grocery stores.

- Includes independent retailers, multi-site and multi-state operations, rural stores, and co-ops
- Extends Double Up's economic benefits to mid-sized producers who have the capacity to serve grocery stores and are among the most economically vulnerable
- Double Up model is active at grocery stores in Arkansas, California, Colorado, Kansas, Michigan, Missouri, New Hampshire, and New Mexico with many more states coming online in 2018.

"In the end, you're helping customers with their families and their lives by offering the program... At the end of the day, for small grocers like us, being part of the community is one of the things the big boys can't do. It's a win-win. There is no downside."

– Mike Beal
COO, Balls Food Stores
Kansas

More Information

- FINI Grant Program: 2015 Results Report: fairfoodnetwork.org/fini-2015-results
- FINI Grant Program: 2015 Grocery & Corner Store Report: fairfoodnetwork.org/fini-2015-grocery-report



FAIR FOOD NETWORK is founded on the belief that vibrant local food systems can create health and economic opportunity for all. A national nonprofit, we pioneer solutions that support farmers, strengthen local economies, and increase healthy food access – especially in our most underserved communities. Central to this mission is building programs that create on-the-ground impact, serve as replicable models, and inform public policy.

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