



Double Up Food Bucks

National Overview

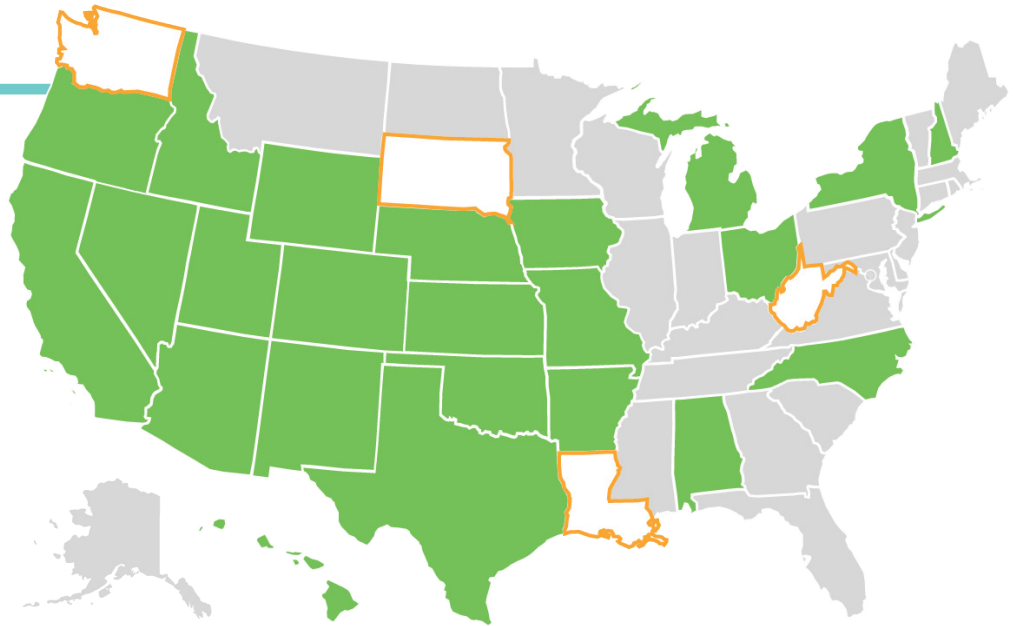
Double Up Food Bucks is a national model for produce incentives active in 20+ states. Developed by Fair Food Network, Double Up matches SNAP dollars spent on fresh fruits and vegetables with a financial benefit to local growers. (SNAP stands for the Supplemental Nutrition Assistance Program formerly known as food stamps.)

Double Up is a Win/Win/Win. Low-income families bring home more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economy.

The Food Insecurity Nutrition Incentive Program (FINI) included in the Agricultural Act of 2014 and based on Double Up's success, provides matching grants to support local programs. It has helped fuel the growth of SNAP incentive programming nationwide, leveraging additional public and private support.

Across the Nation

- **23 States** and growing
- **575+ Sites** from farmers markets & farm stands to corner & grocery stores*
- **3,380 Farmers** benefitted*
- **\$4.4+ Million** SNAP & Double Up Sales**



■ Active Double Up programs as of July 2017

□ Fair Food Network supporting healthy food incentive efforts

Families eat more healthy food.

- Improves access to healthy and affordable food
- Increases purchasing power for and consumption of nutritious fruits and vegetables
- Integrates federal nutrition and education programs
- Supports long-term dietary improvements

Farmers get a financial boost.

- Increases farmer sales and profits
- Provides a gateway for beginning farmers
- Offers new direct and wholesale marketing opportunities
- Stimulates farm expansion in both acreage and crop diversity

Local communities thrive.

- Stimulates local economies
- Demonstrates how public nutrition assistance programs can address hunger, health, and local food systems
- Links rural and urban communities for resilient economic growth

* From 2016 program evaluation.

** Totals reflect Double Up produce incentives redeemed plus qualifying SNAP purchases during the Double Up season. Published summer 2017.

Produce Incentives Work.

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 produce 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 21 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 produce 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 grocery program is active in 13 states and growing including Arkansas, California, Colorado, Hawai'i, Kansas, Michigan, Missouri, Nebraska, Nevada, New Hampshire, New Mexico, and North Carolina, and Western New York.

“ 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.

fairfoodnetwork.org | doubleupfoodbucks.org