

Double Up Food Bucks

2018 National Overview

Fair Food Network's Double Up Food Bucks program matches SNAP, or food stamps, spent on fresh fruits and vegetables while supporting local farmers. (SNAP stands for the Supplemental Nutrition Assistance Program.)

Double Up is a Win/Win/Win: It helps families bring home more fruits and vegetables, boosts business for American farmers, and ignites local economies strengthening our communities.

How it works: Double Up uses federal, state, and philanthropic funds to match fruit and vegetable purchases at grocery stores and farmers markets. When customers use their SNAP benefits to buy fresh produce, they receive a dollar for dollar match to bring home more fresh produce.

A National Model

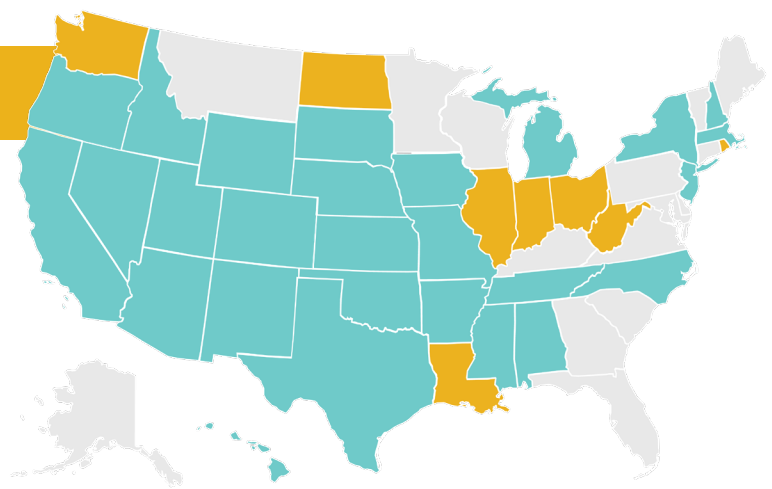
Double Up began nearly a decade ago as a pilot program in collaboration with five Detroit farmers markets. Its track record of positive impact for families and farmers helped make federal support for incentives a permanent part of future farm bills. Today Double Up is active in 27 states and growing.

Nutrition Incentives Impact Hub: At Fair Food Network, we continue to partner with communities where we can make the biggest difference, applying our years of on-the-ground experience so they can hit the ground running. We are also growing a nationwide community of practice through a Nutrition Incentives Impact Hub—sharing tools, lessons learned, and innovations to ensure all SNAP incentive programs remains a win for the families, farmers, and local businesses they serve.



Double Up Across America

- **27 states** including 22 with farmers market programs and 21 with grocery programs.
- **800+ sites** including 540+ farmers markets and 265+ grocery stores.
- **\$35.4 Million** in combined SNAP and Double Up sales of fruits and vegetables since 2009—dollars directly benefiting American farmers and local businesses.



■ Active Double Up program

■ Fair Food Network supporting healthy food incentive efforts



FAIR FOOD NETWORK is a national nonprofit whose mission is to grow community health and wealth through food. A decade in, our work is connecting people to the power of food to improve health, ignite local economies, and open opportunities for all—especially in our most underserved communities. fairfoodnetwork.org | doubleupfoodbucks.org

Double Up makes each SNAP dollar work harder

Healthy food incentives simultaneously impact hunger, health, and community and economic development in rural and urban communities across America.

Families Eat More Healthy Food

- In 2018, nearly 200,000 families participated in Double Up programs nationwide.
- These families bought \$12.6 million in healthy fruits and vegetables with SNAP and Double Up in 2018 alone.
- In Michigan and New York among other states participants reported eating more fruits and vegetables because of Double Up.
- In Iowa among other states, 80% of participants said they ate less junk food because of Double Up.
- Double Up can also have long-term positive health outcomes. Modeling indicates the potential to reduce cardiovascular disease and type 2 diabetes and lower healthcare spending.

“ As a result of Double Up, I absolutely purchase and consumer more fresh vegetables and fruit. I’ve also tried different kinds of vegetables that I’ve never had before.”

**– Double Up Shopper
Coweta, Oklahoma**

Farmers Make More Money

“ It’s one of those programs that actually works in the sense that the consumer is getting a really good deal and the farmer is actually able to make a living.”

**– Alex Pino
Double Up Farmer
Santa Fe County, New Mexico**

- In 2018, 5,000+ farmers participated in Double Up programs at farmers markets and other farm direct retail outlets.
- Farmers earned \$4 million in combined SNAP and Double Up sales nationwide in 2018.
- Double Up brings in new customers. In New York, the majority of farmers reported having new customers as a result of Double Up.
- Double Up improves the prosperity of farmers. In Michigan, Double Up sales were particularly important for beginning farmers.
- Double Up helps farmers grow their business. In Utah, 25% of farmers said they were more likely to hire more staff because of Double Up.

Grocers & Local Economies Are Stronger

- In 2018, 265+ grocery stores of all sizes participated in Double Up across 17 states
- These grocers sold \$8.6 million worth of healthy fruits and vegetables because of Double Up.
- Double Up increases produce sales. In California, grocers reported between 5% and 12% increases in produce sales after launching Double Up.
- Double Up in grocery stores maintains its support of local farmers. In Kansas and Missouri, grocers said Double Up increased their focus on local produce.

“ Economically it’s good for our business.... You can look at the returns in healthier communities and increased business. We could not have done anything like this without Fair Food Network.”

**– Jimmy Wright
Double Up Grocer
Wright’s Market
Alabama**