



Double Up Food Bucks National Overview

Double Up Food Bucks is a national model for healthy food incentives. Developed by Fair Food Network, Double Up matches the value of SNAP (formerly known as food stamps) spent on fresh fruits and vegetables.

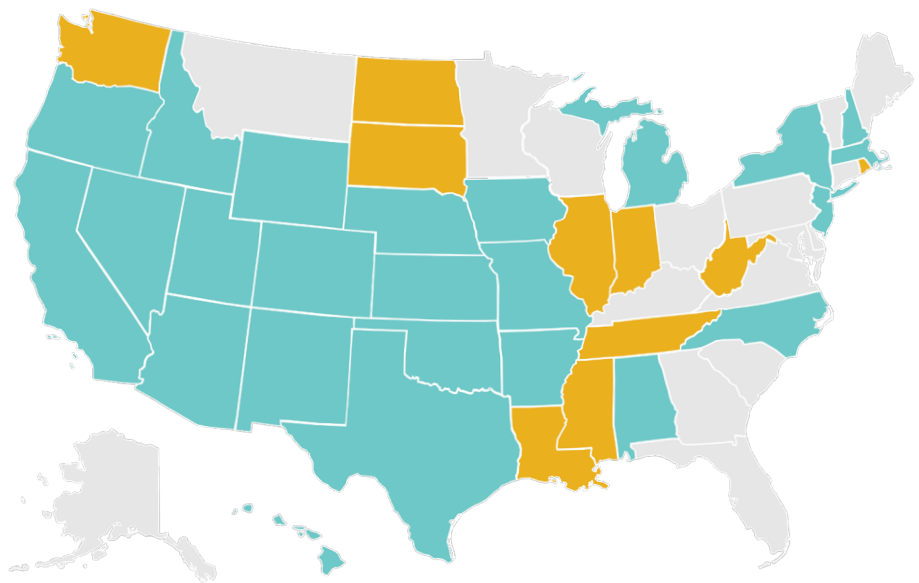
Double Up is a win/win/win: Low-income families bring home more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economy.

The Food Insecurity Nutrition Incentive (FINI) program included in the 2014 farm bill and based on the success of Double Up alongside other efforts, provides matching grants to incentive programs. It has helped fuel the growth of SNAP incentive programming nationwide, leveraging additional public and private support. Current House and Senate draft farm bills include significant expansion of funding for SNAP incentives.

Double Up Across America

- **24 states** including 20 with farmers market programs and 19 with grocery programs
- **560+** farmers markets
- **260+** grocery and corner stores

- **Active Double Up program as of Feb 2019**
- **Fair Food Network supporting healthy food incentive efforts**



Families eat more healthy food.

- Improves access to healthy 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 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 in resilient economic growth

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
- Complements nutrition education and fosters sense of community
- Shoppers report quality and selection of produce are better and the prices the same or lower at farmers markets than where they usually shop
- Double Up model is active at farmers markets in 20 states and growing

Grocery Stores

The next frontier of healthy food incentives.

- Includes independent retailers, multi-site and multi-state operations, small and large chain supermarkets, rural stores, corner 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 19 states and growing

More Information

- The Power of Produce Report: fairfoodnetwork.org/resources/report-the-power-of-produce
- FINI Grant Program: 2015 Results Report: fairfoodnetwork.org/fini-2015-results

“Before Double Up, I absolutely did not shop at farmers markets. My attitude has changed financially and behaviorally....It's just a new lifestyle. I want to extend my longevity; I'll be 63 soon. If I can say this, it's saving my life!”

– Double Up Shopper
New York

“The Double Up program literally doubled my produce sales this season. I plan to grow more produce next year because of it.”

– Double Up Farmer
New Mexico

“It brings repeat customers into the store, helps us move products a little bit better. It decreases our turnover and spoilage with them being able to come in and get the fresh fruits and vegetables that they may not have opted to get.”

– Double Up Grocer
Michigan



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.

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