

Double Up Food Bucks

2019 National Overview



Fair Food Network's Double Up Food Bucks program matches SNAP spent on fresh fruits and vegetables while supporting local farmers. SNAP (formerly known as food stamps) 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.

A National Model

Double Up began a decade ago as a pilot program in collaboration with five Detroit farmers markets. Its track record of positive impact for families and farmers in communities across the county helped make federal support for incentives a permanent part of future farm bills through the creation of the Gus Schumacher Nutrition Incentive Program in 2018. Today it is available at over 900 grocery stores and farmers markets in 30 programs across 28 states.

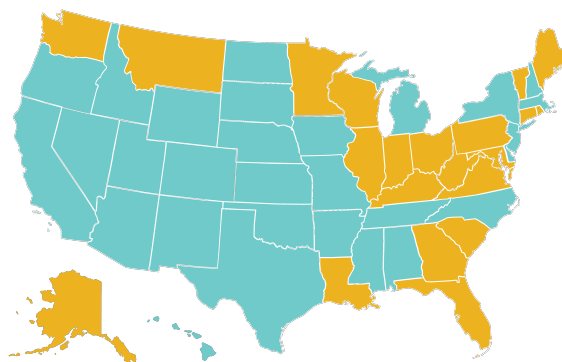
Nutrition Incentive Hub: At Fair Food Network, we continue to partner with communities where we can make the biggest difference, applying our years of on-the-ground experience so they can hit the ground running. We are also growing a nationwide community of practice through the newly developed Nutrition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



Double Up Across America

■ Active Double Up program ■ Fair Food Network supporting healthy food incentive efforts

- **928 sites** including 615 farm-direct sites (farmers markets, farm stands, mobile markets, and CSAs) and 313 brick-and-mortar sites (grocery and corner stores).
- **28 states** including 8 states with farm-direct sites, 4 states with brick-and-mortar sites, and 16 with both.
- **\$50.6 Million** in combined SNAP and Double Up sales of fruits and vegetables since 2009—dollars directly benefiting American farmers and local businesses.



From a 2009 Detroit pilot to a statewide effort in Michigan in 250+ sites and national model in 28 states, Double Up's success demonstrates that SNAP incentives work in all kinds of communities and food retail settings while maintaining a strong connection to local agriculture.

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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 2019, 222,000 families participated in Double Up programs nationwide.
- These families bought \$15 million in healthy fruits and vegetables with SNAP and Double Up in 2019 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.

“ I actually had two customers who called in the last two days just to thank me for this program.”

**General Manager,
EM Health Supermarket Center
Harbor, New Hampshire**

Farmers Make More Money

- In 2019, nearly 5,000 farmers and more than 600 farm-direct sites participated in Double Up programs nationwide.
- Farmers earned \$4.6 million in combined SNAP and Double Up sales nationwide in 2019.
- 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.

“ We are thankful that Double Up AZ is so accessible to the market shoppers. We want our produce in the hands of as many people that want to eat it, and this program is doing just that! It’s easy to use on the farmers’ side of the transaction and a program we hope continues for quite some time.”

**Sara Dolan,
Blue Sky Organic Farms
Litchfield Park, Arizona**

Grocers & Local Economies Grow Stronger

- In 2019, more than 300 grocery stores of all sizes participated in Double Up across 17 states
- These grocers sold \$10.5 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.

“ I’ve completely changed my diet. I used to eat Cheetos and chips but now that I can afford fruit and vegetables that’s all I want to buy.”

**Double Up Shopper
New York**

