

Double Up Food Bucks

2020 National Overview



Fair Food Network’s Double Up Food Bucks program matches SNAP dollars spent on fresh fruits and vegetables with support for local farmers and community grocers. (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.

Double Up Takes Action

COVID-19 exacerbated a national hunger and economic crisis with families, farmers, and grocers all experiencing tremendous hardship. Nearly 1 in 4 households experienced food insecurity in 2020, many for the first time in their lives, as pandemic-related shutdowns and layoffs struggled to afford enough food.

As the coronavirus fundamentally upended communities, nutrition incentive programs like Double Up Food Bucks became more necessary than ever.

In response to COVID, Double Up practitioners stepped up: Across the nation, \$11.74 million Double Up dollars were spent on fruits and vegetables in 2020 — nearly double from 2019. Double Up partners spent a majority of program budgets directly on incentives.

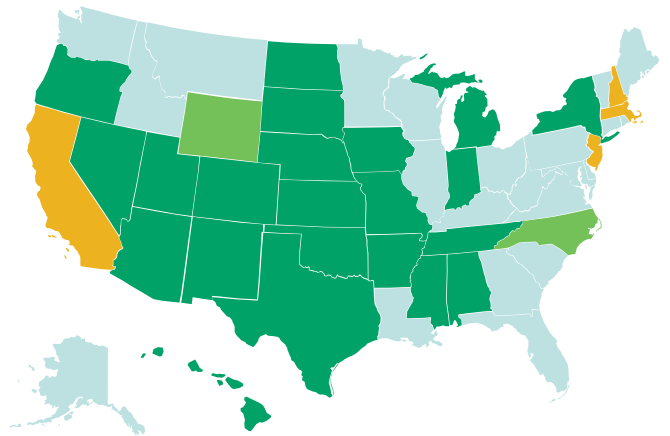
As we emerge from the pandemic, Double Up programs remain essential. They are helping the millions of Americans still struggling to feed their families, while supporting the recovery and long term resilience of communities.



Double Up Across America

- **\$30+ Million** SNAP & Double Up Dollars
- **1,046 Participating Locations**
- **29 States**
- **51.19 Million** Pounds of Healthy Food since 2009
- **\$114.5 Million** USDA Funding Leveraged since 2009

 Farm Direct  Grocery & Corner Stores  Both



Double Up makes each SNAP dollar work harder

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



Families Eat More Healthy Food

- \$30+ Million SNAP & Double Up dollars spent on fruits and vegetables
- 882,700+ People Served



Farmers Make More Money

- \$7.98 Million in SNAP & Double Up dollars spent at farm direct sites
- 4,700+ Farmers Benefited
- 642 participating farmers markets, farm stands, mobile markets, and CSAs



Grocer & Local Economies

- \$22.36 Million SNAP & Double Up dollars spent at corner & grocery stores
- 404 participating brick and mortar sites

A National Model, a National Resource

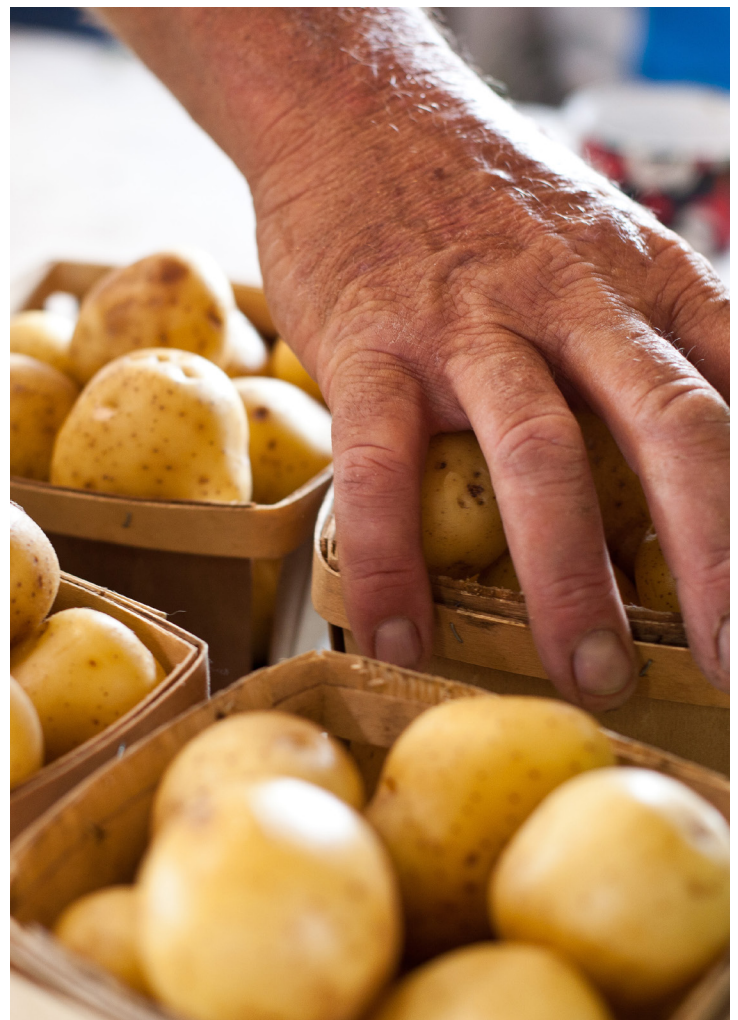
Double Up began more than a decade ago as a pilot program in Detroit and quickly scaled to a national model for nutrition incentives. Its track record of impact made federal support for incentives a permanent part of future farm bills through the Gus Schumacher Nutrition Incentive Program (GusNIP), which also included support for produce prescriptions and the creation of a new National Technical Assistance and Evaluation Center (NTAE Center) to centralize evaluation and capacity building for this growing field.

USDA designated Gretchen Swanson Center for Nutrition to oversee evaluation and Fair Food Network to lead technical assistance and innovation, leveraging its experience as a practitioner and leader scaling and supporting Double Up programs nationwide.

In 2020, the Nutrition Incentive Hub launched with the goal to increase the impact of nutrition incentives. With a coalition of partners, it helped practitioners meet unprecedented demand and navigate the many challenges communities faced.

Highlights of 2020 Nutrition Incentive Hub work include:

- \$800K Capacity Building & Innovation grants supporting 40 programs
- 600 hours technical assistance supporting 190 practitioners
- 6 Communities of Practice Launched
- 50+ GusNIP applications supported
- 12 organizations joined Technical Assistance & Innovation team



Fair Food Network is a national nonprofit on a mission to grow community health and wealth through food. Its Double Up Food Bucks is a national model for nutrition incentives. Fair Food Network serves as USDA-designated lead for Technical Assistance and Innovation for the Nutrition Incentive Hub, a coalition of partners brought together to increase the impact of nutrition incentive and produce prescription projects.

FairFoodNetwork.org | DoubleUpAmerica.org | NutritionIncentiveHub.org