

Double Up Food Bucks

A Vegetable & Fruit Incentive Program

Increasing Access to Vegetables and Fruits for SNAP (food assistance) recipients

February 2023

Farmers Market and Direct to Consumer Virtual Workshop



**DOUBLE UP
FOOD BUCKS™**

Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES



Families bring home more healthy food



Farmers make more money



More food dollars stay in local economy, **strengthening communities**

Double Up Heartland History



The Double Up Food Bucks – Heartland program offered a nutrition incentive program to SNAP customers at Kansas and Missouri farmers markets and grocery stores between 2016-2019 as part of a USDA FINI grant..

- The program was offered in communities from Salina, Kansas, to St Louis, Missouri.
- Funding totaled a combined \$5.8 million dollars to run the program from the USDA and from local and regional private and public local funders.
- Nearly \$2.5 million of incentives were redeemed by SNAP customers.

Double Up Heartland – 2020 & beyond

2020

- From January-September 2020 Double Up Food Bucks was funded in Kansas and western Missouri by private and public local and regional funders including the Kansas Health Foundation.
- Nearly \$360,000 of incentives were redeemed during this time.

2020-2024

- Currently funded by two USDA grants: a regular USDA GusNIP grant (\$8.1 million supporting Kansas and the western part of Missouri, 2020-2024) and a USDA GusNIP COVID Relief and Response grant which supports locations in the rest of Missouri (\$4.63 million, 2021-2024).
- Over \$2.5 million of incentives have been redeemed between October 2020-August 2022.



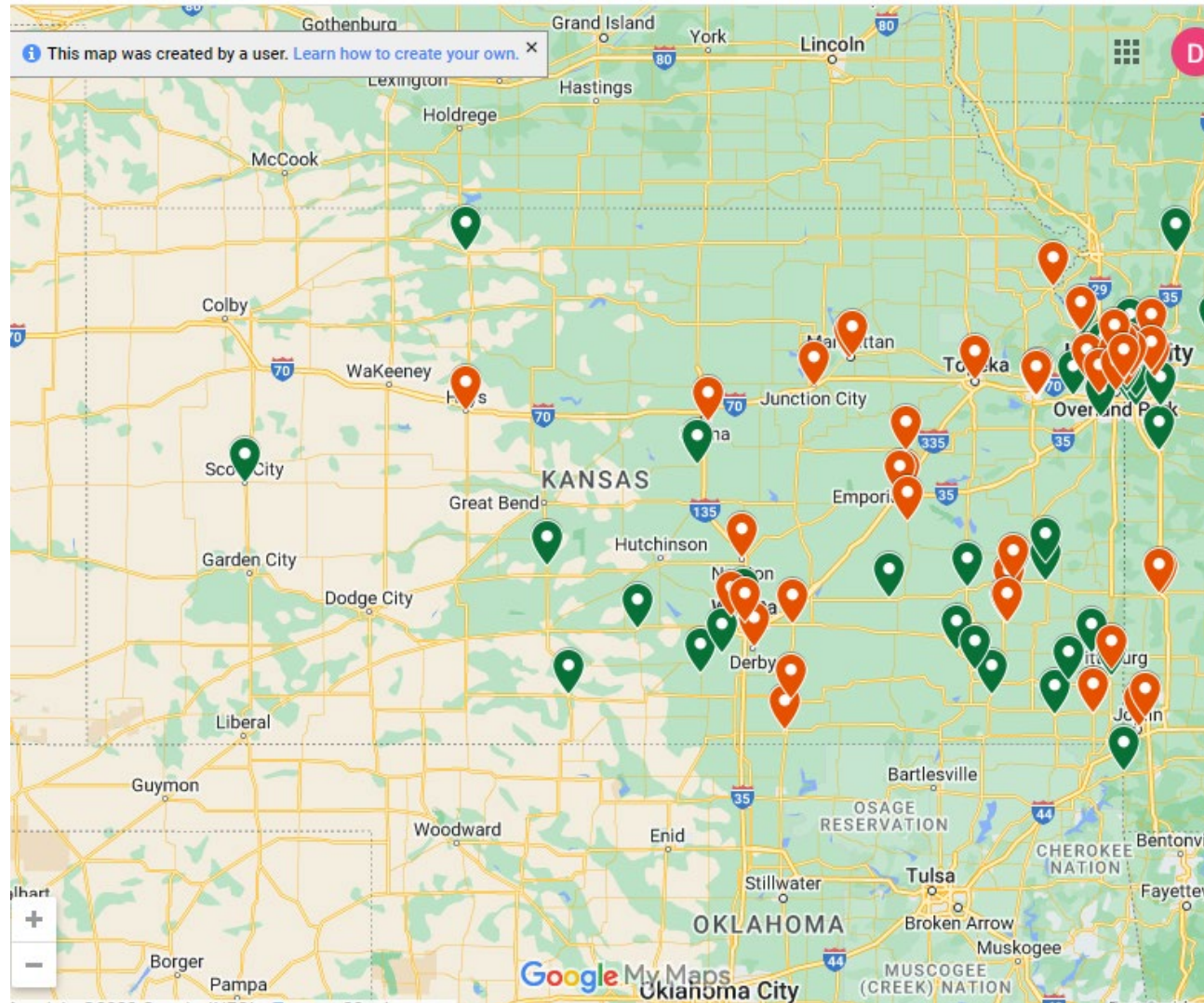
Double Up Heartland

PROJECT SCOPE 2021-2024

- Incentive offered at grocery stores, farmers markets, farm stands and mobile markets.
- Participating locations 2022 (through August):

Type of Location	Kansas (outside KC metro)	Kansas City/West central MO	Eastern, Central, Southern Missouri
Farmers Markets, Farm Stands, Mobile Markets	29	16	21
Grocery Stores	24	18	43
Total = 151	53	34	64

Locations – Kansas 2022



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Farmers Markets

How the Incentive Works

- SNAP tokens are purchased with an EBT card at a participating farmers market information booth. SNAP tokens can be used to buy any SNAP eligible item at the market.
- Double Up Food Buck (DUFB) tokens are given as a match (up to \$25 per day). DUFB tokens can buy any fresh vegetables and fruits at the market.
- Customer shops!



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Farm stands and Mobile Markets

How the Incentive Works

- Customers buy fresh fruits and vegetables with their SNAP EBT card and receive a 50% discount off the total of those items.
- Discount can be up to \$25 per day.



Double Up Food Bucks - Heartland

Grocery Stores

How the Incentive Works

- Fresh vegetables and fruits are purchased with a SNAP EBT card.
- The amount spent on fresh fruits and vegetables is matched (up to \$25 per day).
- The Double Up Food Bucks are given either through a reward card account, a coupon or immediate 50% discount.
- The next time the customer shops at the store, they can spend their earned Double Up Food Bucks on more fresh vegetables and fruits.



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Crucial Elements for Success – Lessons Learned regarding Locations

- Ability to accept SNAP, ability to track both SNAP and Double Up Food Buck tokens distributed and redeemed, and ability to report on the program data.
- A variety of fresh fruit and vegetable options need to be available. Markets should be offering locally grown produce.
- Training of staff and volunteers implementing the program is very important.
- Communication to SNAP customers is critical: awareness, how the program works.
- Locations are most successful when they are near where SNAP beneficiaries live and where they can get to easily.



Accepting SNAP

Basic Pointers (see handout)

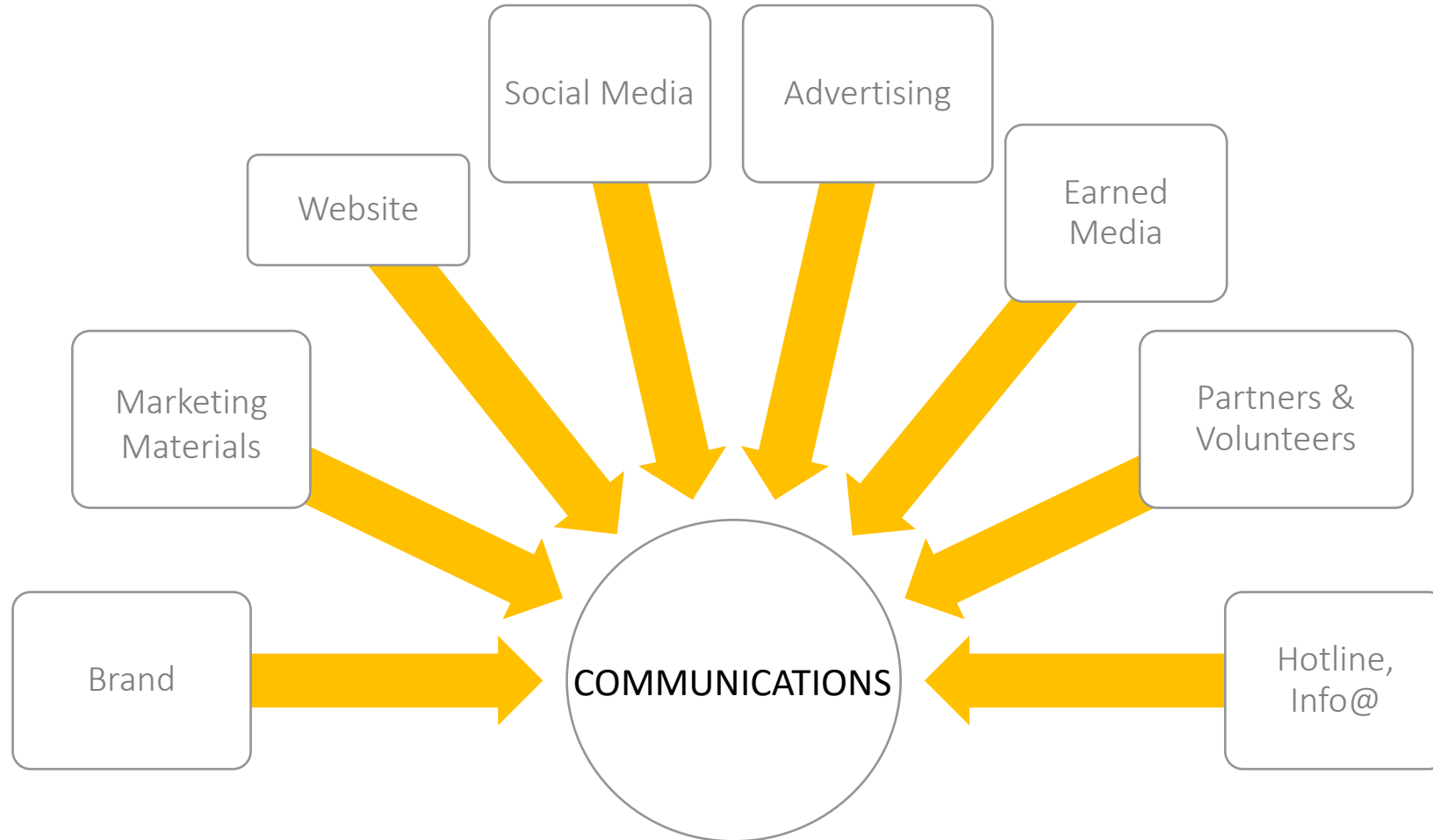
- General Information: www.fns.usda.gov/snap/farmer-producer
- Obtaining a USDA E-Authentication Account (this will provide you with your log-in info for your application:
www.eauth.usda.gov/eauth/b/usda/registration
- Fill out the Electronic Application for Farmers Markets:
www.fns.usda.gov/snap/retailer/application-status
- For point of sale you will need to have:
 - Machine
 - Internet Service
 - Third Party Processor
 - Tokens (for farmers markets)

Benefits to Markets Participating in DUFB

- A stipend is provided to farmers markets to help with some of the costs of implementing/administering this program.
- Increased farmers market traffic.
- Increased income for vendors selling fresh fruits and vegetables.
- Increased income for vendors who sell other products such as meats, baked goods, and other products. SNAP customers will often spend their Double Up tokens on fresh produce and their SNAP tokens on other items.
- Increased community awareness and buy-in of farmers markets, especially with social service agencies and community organizations.

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COMMUNICATIONS AND OUTREACH



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WEBSITE



Double Up Heartland

DIRECT MAILER



June 2018

Dear Community Partner,

Once again it is time to get the word out about an exciting program for SNAP (Supplemental Nutrition Assistance Program)* participants, called Double Up Food Bucks, which will be offered at select grocery store and farmers market locations in the Kansas City area this year. The program will allow SNAP recipients shopping at participating locations to increase the value of their SNAP dollars and buy more fresh fruits and vegetables. There is no cost to participate. See the enclosed flier for participating 2018 locations.

How Double Up Food Bucks works in grocery stores: For each dollar of fresh fruits and vegetables SNAP users purchase with an EBT (Electronic Benefit Transfer) card, they'll receive a \$1 reward (up to a \$25 per day) to buy more fresh produce. Rewards will be distributed through customer reward programs, such as the Price Chopper Shopper card. *NOTE CHANGE FOR 2018: Purchase of locally grown produce is encouraged but not required to earn the reward.*

How Double Up Food Bucks works at farmers markets: SNAP users go to the market information tent to buy SNAP tokens with their SNAP EBT card, and receive a matching number of Double Up Food Bucks tokens (up to \$25 per day). The SNAP tokens can be used to buy any SNAP eligible items at the market, and the Double Up Food Bucks tokens can be used to buy any fresh fruits and vegetables.

Double Up Food Bucks benefits our community in three ways:

- Low-income families can buy more healthy food.
- Local farmers gain new customers and make more money.
- More food dollars stay in the local economy.

You can help: Please help get the word out about Double Up Food Bucks by posting the enclosed flier and including information about Double Up Food Bucks in newsletters, bulletins and/or websites.

Questions about the program? Please call 816-701-8286 or visit www.DoubleUpHeartland.org.

Need more fliers? Please call Donna Martin at 816-701-8369 or email dmartin@marc.org for hard copies. Digital versions can be downloaded at www.DoubleUpHeartland.org or www.marc.org/doubleup.

Sincerely,

The Double Up Heartland Collaboration

*SNAP is also known as Food Assistance or Food Stamps

CULTIVATE
Kansas City



Kansas
Department for Children
and Families
Support Families. Make a Stronger Kansas.

KU
MEDICAL
CENTER
The University of Kansas

MARC
MID-AMERICA REGIONAL COUNCIL

Missouri Department of Social Services
FAMILY SUPPORT DIVISION



**DOUBLE UP
FOOD BUCKS™**

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POSTERS, BANNERS & FLIERS

DOUBLE YOUR FOOD DOLLARS

- 1 SWIPE YOUR EBT CARD.**
- 2 GET YOUR TOKENS.**
- 3 BUY YOUR FOOD.**

SNAP Eligible Items Only
\$1 No Change Given

DOUBLE UP FOOD BUCKS

Use SNAP for these items:

EBT / SNAP \$1 NO CHANGE GIVEN

- Fruits Vegetables
- Honey
- Baked goods Cereals
- Milk & Cheeses Eggs
- Seeds and plants for food
- Coffee beans Coffee grounds
- Dips, Salsas Frozen food
- Meats Poultry

Use Double Up Food Bucks for these items:

DOUBLE UP FOOD BUCKS KANSAS CITY

Fresh fruits and vegetables

BUY \$1 EARN \$1

LOCAL PRODUCE with your EBT Card

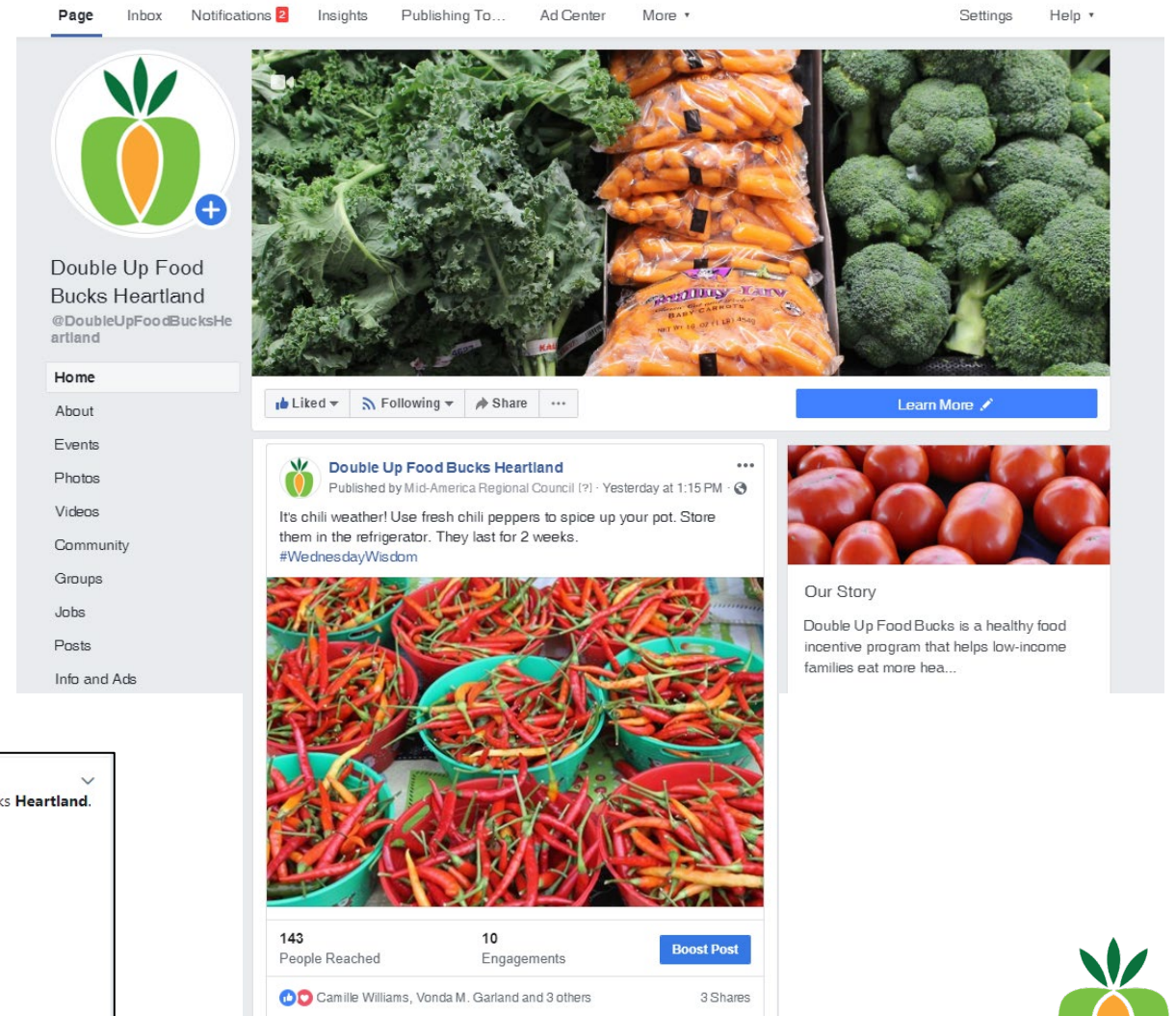
UP TO \$25 PER DAY

IN FREE PRODUCE with your Rewards Card on your next visit



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SOCIAL MEDIA



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QUESTIONS?

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