

DOUBLE UP FOOD BUCKS™ IN WESTERN NEW YORK



 **\$445,565**
in sales

of healthy food in SNAP and Double Up since 2014 – dollars supporting New York farmers and area businesses

 **185+**
farmers
participate in
Double Up



 **282,000**
pounds

of healthy food families
have purchased with SNAP
& Double Up since 2014

 **7 to 90+**
sites
growth of Double
Up sites since 2014

Investing in Good Food & Getting Great Results!

Evaluation is a key component of the Double Up Food Bucks program. With the assistance from market managers and outside evaluators, we are able to do a robust evaluation of the program that has informed program expansion and implementation. See below for 2016 highlights of the program in Western NY.

 **4,500**
new

customers using
Double Up since 2014

FAMILIES EAT MORE HEALTHY FOOD

92% of Double Up shoppers reported an increase in purchasing fresh fruits and vegetables

90% of Double Up shoppers said their families are eating more fresh fruits and vegetables

89% of Double Up shoppers reported they are purchasing more fruits and vegetables for snacks since using the program

83% of Double Up shoppers said they are more confident in their ability to prepare fresh fruits and vegetables since using the program

FARMERS GET A FINANCIAL BOOST

61% of farmers said they are making more money as a result of participating in the program

67% of farmers said they are selling more fruits & vegetables since joining the Double Up program

67% of farmers reported having a new customer base as a result of participating in Double Up





**DOUBLE UP
FOOD BUCKS™**

Double Up Food Bucks is a nutrition incentive program that matches SNAP (Supplemental Nutrition Assistance Program) purchases \$1 for \$1 at participating sites across Western NY. The Double Up incentive can only be used to purchase fresh fruits and vegetables thereby promoting healthier eating habits and redirecting federal food assistance dollars into the local food and agriculture economy.

HEALTHY GROWTH AND STRATEGIC EXPANSION.

Field & Fork Network was awarded a Food Insecurity Nutrition Incentive (FINI) program grant from the USDA and the National Institute of Food & Agriculture. This grant provided resources to increase our internal capacity for administering the program and allowed us to strategically expand to an additional 5 counties across Western NY. Additionally, the multi-year grant will allow us to introduce new technology to ease the earning and redeeming of incentives for Double Up shoppers at participating sites and allow for some year round sites to participate.

In August 2016, we launched our partnership with Curbside Market a year-round mobile market program of Foodlink in Rochester. This strategic partnership has allowed us to expand Double Up to over 90 unique participating sites. In addition to reaching new customers in Rochester, Double Up is now available in surrounding counties that connects to more remote, food insecure populations.

GOING DIGITAL.

In June 2016 we launched the Double Up Food Bucks New York State website. The website features everything Double Up including information on how the program works and a zip code locator so customers can easily locate the closest Double Up site. The site also includes a portal for participating market managers to enter their data into a secure portal. WWW.DOUBLEUPNYS.COM

"The produce at the farmer's market is far superior to the grocery store—I would shop there year-round. Double Up [Food Bucks] has enabled me to eat better."

- Double Up Shopper

"The Double Up program positions getting my produce to people who would not otherwise have a chance. It [Double Up] helps to educate people how the food is produced."

- Double Up Farmer & Vendor

"We have a lot of different ethnic groups buying from us. I had this guy from Nigeria and we started talking about kohlrabi and now he comes back for it all the time. We ask people, what are you looking for? It [Double Up] brings in a lot of people you wouldn't normally get."

- Double Up Farmer & Vendor

"It's a great way to stretch your money."

- Double Up Shopper

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