

# DOUBLE UP FOOD BUCKS

WESTERN NY REPORT | 2014-2015



**DOUBLE UP  
FOOD BUCKS™**



Field & Fork Network



# Results in Buffalo

2014-2015



2013



**\$24,564\***

Total Spent

**\$24,564** SNAP

\* Indicates what was spent at the seven pilot markets prior to the implementation of the DUFb program

2014



**\$101,814**

Total Spent

**\$56,598** SNAP

**\$45,216** DUFb

2015



**\$144,912**

Total Spent

**\$74,578** SNAP

**\$70,334** DUFb

## Customer Evaluation

**97%**

of customers said their families are eating more fruits & vegetables

“ It [DUFb] encourages me to buy more different things that I wouldn't buy with my money.

– DUFb Customer

**96%**

of customers said their diets felt healthier overall

**3.42**

Average visits to the farmers market using DUFb

**93%**

of customers said they are very satisfied with the DUFb program

**\$23.81**

Average DUFb amount spent per visit

## Vendor Evaluation

“ There was certainly an overwhelming response to the program. I would say overall I had a 5-10% increase in my business because of the program. It is a simple and straightforward program which I think lends to its success.

– Tom Tower  
Tom Tower Farm,  
Elmwood Bidwell Farmers Market

**76%**

of farmers said they are making more money

**90%**

of farmers said they are selling more fruits & vegetables

**62%**

of farmers reported having a new customer base

# FIELD & FORK NETWORK

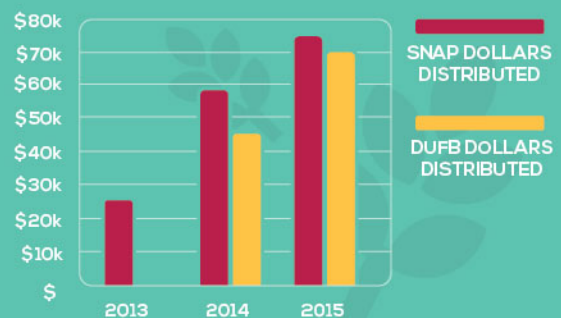
Field & Fork Network is a non-profit organization serving the eight Western counties of New York. Our mission is to build a thriving regional food system that serves everyone in our community. In 2014, Field & Fork Network introduced Double Up Food Bucks (DUFB) to area farmers markets as a way to increase access to affordable fresh locally grown food.

## DOUBLE UP FOOD BUCKS (DUFB)

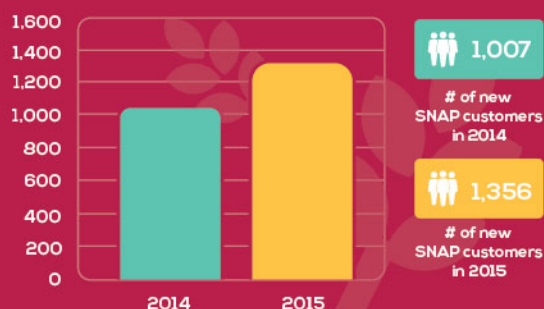
Double Up Food Bucks [DUFB] is a SNAP (Supplemental Nutrition Assistance Program – formerly known as food stamps) incentive program delivered at local farmers markets as a way to increase the access to and the affordability of fresh fruits and vegetables to low-income individuals and families.

DUFB provides a \$1 for \$1 match on any SNAP purchase up to \$20 per market visit per day. The Double Up Food Bucks incentive can only be used to purchase fresh fruits and vegetables thereby promoting healthier eating habits among the participants and redirecting federal food assistance dollars into the local food and agriculture economy. Double Up Food Bucks currently operates for 16-18 weeks during the peak harvest season, June through October.

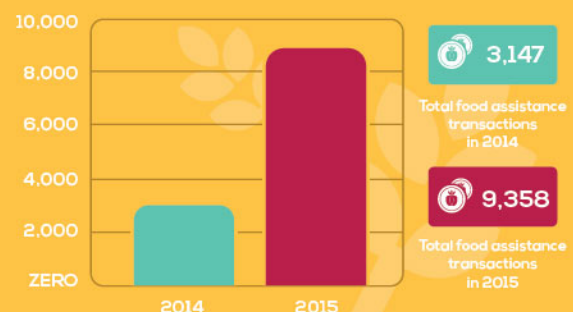
### TOTAL DOLLARS SPENT



### # OF NEW SNAP CUSTOMERS SHOPPING AT PARTICIPATING FARMERS MARKETS



### TOTAL FOOD ASSISTANCE TRANSACTIONS SNAP + DUFB



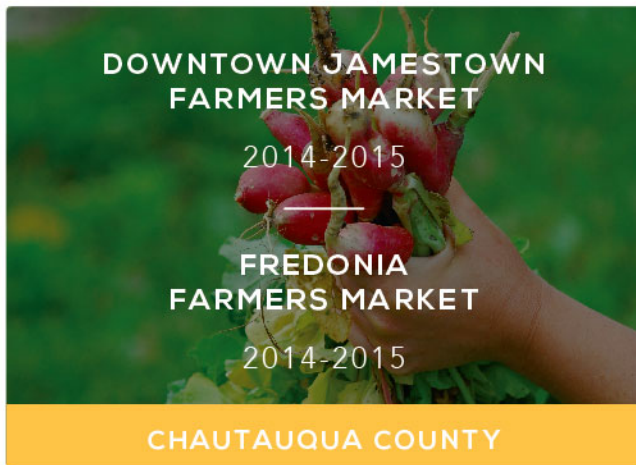


# OUR MARKETS

Double Up Food Bucks uses existing infrastructure – farmers markets and EBT – the mechanism SNAP recipients use to receive their benefits – to improve access to and affordability of fresh fruits and vegetables for low-income individuals and families and grow the local food economy by supporting purchases from local farmers.

In our 2014 pilot season DUFEB was administered at 7 area farmers markets, spanning 3 counties. In 2015 we expanded the DUFEB program to 15 farmers markets, including a mobile market, spanning five counties.

## Participating farmers markets by county and DUFEB season





# MARKETING & OUTREACH

Marketing and outreach are key components of a successful DUFB program. Field & Fork Network provides the farmers markets with hands-on training and a variety of marketing and promotion tools including: flyers & posters, banners, signage for participating vendors.

Community partnerships such as our partnership with EatSmart NY, the SNAP education program for New York State, has proven beneficial in enhancing the program for participants by providing nutrition education, cooking demonstrations and recipes.



# EVALUATION

Field & Fork Network, with assistance from the farmers market managers, administers qualitative evaluation of DUFB including customer surveys and focus groups, vendor surveys and market manager surveys. This evaluation has been informative in understanding our impact on both SNAP recipients and participating vendors with the program.

## OUR CUSTOMERS

"I was able to use the coins to buy starter plants for my own garden. That benefitted me. So I'm looking forward to next year, to doing the peppers and the tomatoes again."

DUFB Customer

## OUR VENDORS

"It was a great benefit to my customers and added more dollars to my pocket which I appreciated. I liked seeing customers use both SNAP and Double Up Food Bucks tokens to purchase fresh fruits and vegetables."

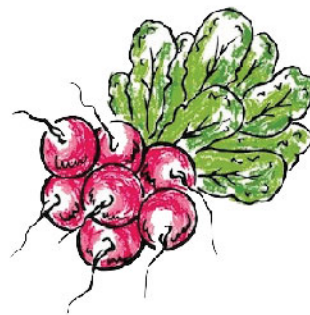
Dick Feinen  
Feinen Farms,  
Fredonia Farmers Market

## MARKET MANAGERS

"We have been running an EBT program at the market for several years, and had experimented with coupons and incentives for EBT customers in the past. Nothing prepared us for the overwhelming response to the DUFB pilot."

Carly Battin  
Executive Director  
Elmwood Village Association  
Operator of the Elmwood Bidwell  
Farmers Market

# THANK YOU TO OUR SUPPORTERS!



Field & Fork Network

Field & Fork Network  
30C Essex St, Buffalo, NY 14213

fieldandforknetwork@gmail.com  
www.fieldandforknetwork.com