



DOUBLE UP FOOD BUCKS NEW YORK

A PROGRAM OF FIELD & FORK NETWORK



196,759 pounds

of healthy food purchased with SNAP and Double Up in 2017



15 counties

will have Double Up sites in 2018
(pins in brown are opening in 2018)



102+ sites

since Double Up began in 2014



\$756,445 in sales

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



200+ farmers

participating in Double Up



5,835 new customers

since Double Up began in 2014

Families eat more healthy food.

- 82% of Double Up shoppers reported that the amount of fresh fruits that they buy has increased as a result of program participation.
- 85% of Double Up shoppers reported that the amount of fresh vegetables that they buy has increased as a result of program participation.
- 96% of Double Up shoppers said their families are eating more fresh fruits and vegetables.
- 90% 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.

- 55% of Double Up farmers said they are making more money as a result of participating in the program
- 58% of Double Up farmers said they are selling more fruits and vegetables since joining the program
- 66% of Double Up farmers reported having a new customer base as a result of participating in the program



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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 New York. 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.

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Strategic Expansion and Innovation

Field & Fork Network continued its Double Up Food Bucks program expansion in 2017 with new farmers market sites in Genesee County and Chautauqua County. With the inclusion of the Genesee County Farmers Market in Batavia and the Dunkirk Farmers Market in downtown Dunkirk, we were able to expand our program reach into rural areas where we were currently not operating. Both markets had notable success with the program after the first season. The addition of these two markets brought our total number of Double Up Food Bucks operating sites to 102 unique sites across 12 counties in 2017.

Our partnership with Fair Food Network continued to grow as we successfully partnered with them on a multi-state Food Insecurity Nutrition Incentive Program (FINI) grant through the United States Department of Agriculture and the National Institute of Food & Agriculture. This grant award provided resources to test new innovative technologies in Western New York. We laid the groundwork in 2017 to pilot a loyalty card based Double Up Food Bucks program in two healthy corner stores and three farmers markets on Buffalo's East side. In addition, this grant has provided resources to test the Double Up program in grocery stores in the following communities: Buffalo, Niagara Falls, Rochester and Syracuse. Plans to launch are set for mid-2018.



Arthur, Double Up Food Bucks Customer

"I learned about Double Up in 2014 at the Erie County Medical Center's Farmers Market. My first impression of the program was, is it for real? It's simple! Before Double Up, my diet was sad—the Standard American Diet. My doctor said to add more plant-based foods into my diet. I revamped my eating style and went from 207 to 167 pounds. Now my mantra is "let thy food be thy medicine." Before Double Up, I absolutely did not shop at farmers markets. My attitude has changed financially and behaviorally. I now love smoothies and frozen grapes for snacks. It was encouraging with Double Up, that I could do more variety. It's just a new lifestyle. I want to extend my longevity; I'll be 63 soon. If I can say this, it's saving my life!"

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Rich and Bree, Double Up Food Bucks Farmers

"We [McCollum Orchards] learned about and started accepting Double Up Food Bucks at the Lockport Community Market in 2014. Double Up is an easy program to adopt and accept. There's a certain amount of education at the beginning, but once people got the hang of it they would use their Double Up tokens at our stand then use SNAP dollars at meat and cheese vendors' stands so they could really fill out their basket with more variety. Double Up customers are dependable; they are not fair-weather. They show up every single market day. Because you can use the tokens throughout the year, it's a good mix of customers, from families to retired folks on fixed incomes. We continue to be a part of the program because the potential is huge!"

