



Double Up Food Bucks

New York Produce Vendor Letter
Loyalty Card Currency | 2021

Dear New York Produce Vendor,

As a seller of New York State (NYS)-grown fruits and vegetables, our market is excited to invite you to participate in the Double Up Food Bucks (DUFB) program this season! DUFB is Field & Fork Network's signature SNAP nutrition incentive program. The program doubles the value of SNAP benefits spent at participating farmers' markets and mobile markets, helping people bring home more healthy fruits and vegetables while supporting local farmers.

In 2020, over 25 farmers' markets, 200 direct marketing farmers, 3 mobile markets, and over 130 total sites participated in DUFB across New York State. At all participating locations, the program provides a dollar-for-dollar match in free DUFB for customers shopping with their SNAP benefits for a maximum of \$20 per day.



DUFB can only be redeemed for NYS-grown fruits and vegetables with participating vendors at the market. Please note that SNAP is also commonly referred to as "EBT" (Electronic Benefits Transfer) or "food stamps". DUFB has the potential to increase your sales at this market! Statewide, more than half of participating and non-participating vendor survey respondents in 2019 reported that as a result of the program, they made more money, increased their customer base, and sold more fruits and vegetables.

Customers receive a free DUFB Loyalty Card when they swipe their EBT Card at our market's central point of sale. The Loyalty Card digital currency can only be redeemed for NYS-grown fruits and vegetables. Vendors may not provide change. Loyalty Cards' Double Up Funds are transferable from market to market and customers may redeem that digital currency at any participating Loyalty Card market in Western New York. To participate in DUFB at our market, please carefully review the guidelines provided in the Double Up Vendor Agreement, sign, and return to the market manager before you begin accepting DUFB tokens at the market. Please direct customers with questions to me. More information about the program is also available at www.DoubleUpNYS.com.



Sincerely,
Market Manager