



## Double Up Food Bucks

Non-Eligible Vendor Letter  
Loyalty Card Currency | 2021

Dear Vendor,

Our market is participating in the Double Up Food Bucks (DUFB) program through Field & Fork Network to offer a program that doubles the amount of money that SNAP EBT Card users can spend to purchase New York-grown fruits and vegetables at participating markets. This program has the potential to increase your income at this market. DUFB will start July 1st, 2021 and run through the end of October.

SNAP EBT Card users can double their benefits up to \$20 per market visit to be used only for New York-grown fruits and vegetables. DUFB goes along with our market's regular SNAP EBT Card program. When customers use their EBT Card to shop at our market, they get a dollar-for-dollar match in DUFB Loyalty Card currency, up to \$20 per market day.

Our SNAP EBT Card currency will remain the same and can be spent on all eligible food items at the market. The DUFB Loyalty Card Digital Currency can only be used to purchase New York-grown fresh produce.

As a vendor of other food or craft items, you are not eligible to accept DUFB, but you will still benefit from the program. Fair Food Network, who created the program in Michigan, documented that vendors of meats, baked goods, prepared foods, and other items increased their income from SNAP EBT Card sales and cash because customers were able to spend DUFB on fresh produce.

You may still hear customer questions about the DUFB program. Please refer to the Vendor FAQ and 'How It Works' page found on [www.DoubleUpNYS.com](http://www.DoubleUpNYS.com), or refer customers to the market manager. Customers may spend their DUFB at any participating market.

If you have any questions about this program, please feel free to contact the market manager or Kristie Munson, the Double Up Food Bucks Program Coordinator, at [kmunson@fieldandforknetwork.com](mailto:kmunson@fieldandforknetwork.com) or (202) 774-7196.

Sincerely,  
Market Manager