

Frequently Asked Questions: Customers

Q: What is Double Up Food Bucks?

A: Double Up Food Bucks (DUFB) is a nutrition incentive program that “matches” SNAP benefits (formerly known as food stamps) spent at corner stores, farmers markets, and mobile market sites. When SNAP users spend their benefits on qualifying SNAP purchases, they get a dollar-for-dollar match of up to \$10 per day at participating Healthy Corner Stores (or \$20 at farmers markets) in DUFB that can spend on fresh fruits and vegetables grown in New York. So, if a SNAP user spends \$10 of their benefit at a participating Healthy Corner Store, they’ll receive an extra \$10 - FREE - that can be used to buy fresh, locally-grown produce.

Q: How do I get Double Up Food Bucks Currency?

A: When you use your SNAP EBT Card at a participating Healthy Corner Store or farmers market, you’ll get an equal value of DUFB, up to \$10 per day in corner stores and \$20 per day at farmers markets.

At Healthy Corner Stores and other Loyalty Card sites, earned DUFB will be loaded onto a Double Up Food Bucks Loyalty Card at the register.

At Token Markets, make sure you ask for an even number of SNAP EBT Card benefits so we can give you the full match, since DUFB tokens are worth \$2 each. If you ask for \$15 from your SNAP EBT Card, you’ll only get \$14 in DUFB tokens, but if you ask for \$16 from your SNAP EBT Card, you’ll get \$16 in DUFB tokens.

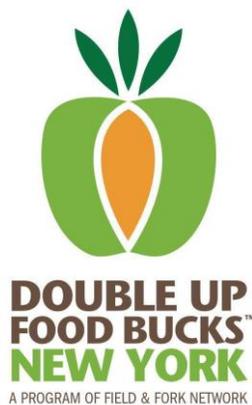
Q: How do I use my SNAP EBT Card at a farmers market?

A: Most markets have a central location where a staff person can swipe your SNAP EBT Card. You’ll tell the staff person how much you want to spend on your SNAP EBT Card, and you’ll get that amount of market currency that you spend like cash with the vendors that sell eligible food items. Each farmers market issues its own unique SNAP EBT Card currency - these are usually wooden, are usually worth \$1 each, and are only good at the market where you received them.

Money is deducted from your SNAP EBT Card account the day you get the tokens, whether or not you spend the market currency that day. If you don’t spend all your market currency, you have two options: you can have the funds put back on your SNAP EBT Card on the same day, OR you can save the market currency and use it later. SNAP EBT Card currency can be spent any time during the entire market season. Vendors are not allowed to give you change for SNAP EBT Card currency.

Q: What can I buy with DUFB and my SNAP EBT Card benefits?

A: You can spend your DUFB on fresh fruit and vegetables that were grown in New York. At farmers markets, look for vendors with a “Double Up Food Bucks Accepted Here” sign - at Healthy



Corner Stores all unprocessed produce is eligible. You can also use DUFB to buy plants to grow food in your own garden. You can spend your SNAP EBT Card benefits on almost anything edible at the market, except ready-to-eat prepared foods.

Q: Why can I only buy New York-grown fruit and vegetables with my DUFB?

A: DUFB is a program with two goals: to help low-income families access fresh, healthy foods AND to support local farmers. By spending your DUFB on New York-grown products, you're helping local farmers boost their incomes, and that is great for local economies. You can still use your SNAP EBT Card benefits for other food items, like meats, cheeses, and fresh breads from the other market vendors.

Q: Do I have to sign up for something?

A: Yes and No - this depends on the participating site and currency they use.

Yes, at Healthy Corner Stores and farmers markets that utilize the Loyalty Card Technology customers will have to swipe their SNAP EBT card and provide their first and last name, their zip code, and the number of minors under the age of 18 living in the household in order to be issued a Double Up Loyalty Card.

No, at token-based farmers markets just come to the central location where a staff person can swipe your SNAP EBT Card. A staff member will help you and they will record the last few digits of your SNAP EBT Card account number - this is only so that we can track how many new customers are coming because of DUFB and how many times people come back.

Q: What if I don't want to spend all my DUFB today?

A: Keep them and use them another day! DUFB are not refundable because they're free. Some people like to save up their DUFB for the end of the month or for when their favorite fruit and vegetables are in season, and then buy large quantities to can or freeze. **The last day to use your DUFB tokens at Farmers Markets is October 31, 2021 or the closing day of the market, whichever comes first. At Healthy Corner Stores DUFB can be used year-round.**

Q: Why is there a limit on how much I can earn in one day?

A: DUFB has a limited budget. We want as many people as possible to get the benefit of doubling their fruit and vegetable purchasing power, and the best way to do that is to limit the amount of DUFB currency one person can get per visit. You can come back as many days as you'd like, and you can visit any other participating location, and you'll get matched at each and every visit.

Q: Can I use DUFB anywhere else?

A: DUFB is available at over 150 locations across New York State. Visit www.doubleupnys.com for a complete list.



Tokens may be redeemed wherever DUFB tokens are issued and accepted. Tokens earned at a farmers market may be exchanged for DUFB currency at most retail locations that accept loyalty cards.

DUFB-issued loyalty cards are interoperable at locations that accept loyalty cards, however, select locations may issue special store cards that may only be redeemed at their site – an associate will be able to better assist if there are any uncertainties.

Q: Is it really free? Where does the money come from?

A: Yes, it's really free! DUFB is a program of Field & Fork Network, a nonprofit based in Buffalo. Our goal is to get more healthy food to families while supporting New York farmers. Funding comes from a variety of public and private community foundations. Visit www.fieldandforknetwork.com to learn more.

Q : What is a SNAP EBT Card and how can I get one?

A: A SNAP EBT Card is the common name for the electronic benefits transfer (EBT) card used by recipients of federal food assistance benefits in New York. SNAP, the Supplemental Nutrition Assistance Program is the new name for the federal food assistance program formerly called Food Stamps.

In order to qualify for a SNAP EBT Card, you must meet certain requirements for income and expenses determined by the State of New York. To see if you qualify and apply for benefits, go to www.mybenefits.ny.gov or call 1-800-342-3009 and press "1" for SNAP. You can also contact your local food bank for information on where to go in your community to apply for benefits or call the United Way's 2-1-1 service (dial 2-1-1 on any phone).

Double Up Food Bucks is a program of Field & Fork Network

www.fieldandforknetwork.com