

DOUBLE UP FOOD BUCKS



Field & Fork Network's Double Up Food Bucks (DUFB) program matches SNAP spending dollar for dollar, up to \$20 per day on locally grown produce.

Market Managers

93%

have seen increased market traffic and repeat customers

86%

see an increase in new customers

79%

reported an increase in diversity of shoppers in their market

100%

would like to participate in DUFB next year

Farmers

- 7 farmers are planting more crops
- **6** are increasing market reach
- **5** are diversifying crops
- 4 are expanding acreage
- 3 are implementing new technology
- 1 is expanding family labor contributions

Customers

86%

purchase and consume more fresh fruits and vegetables because of DUFB

91%
reported economic and/or health benefits to themselves and their family



Leveraging SNAP \$

\$228,701

DUFB distributed across NYS

91% redeemed in 2020

Foundations for Sustainability

Social media marketing In-person outreach

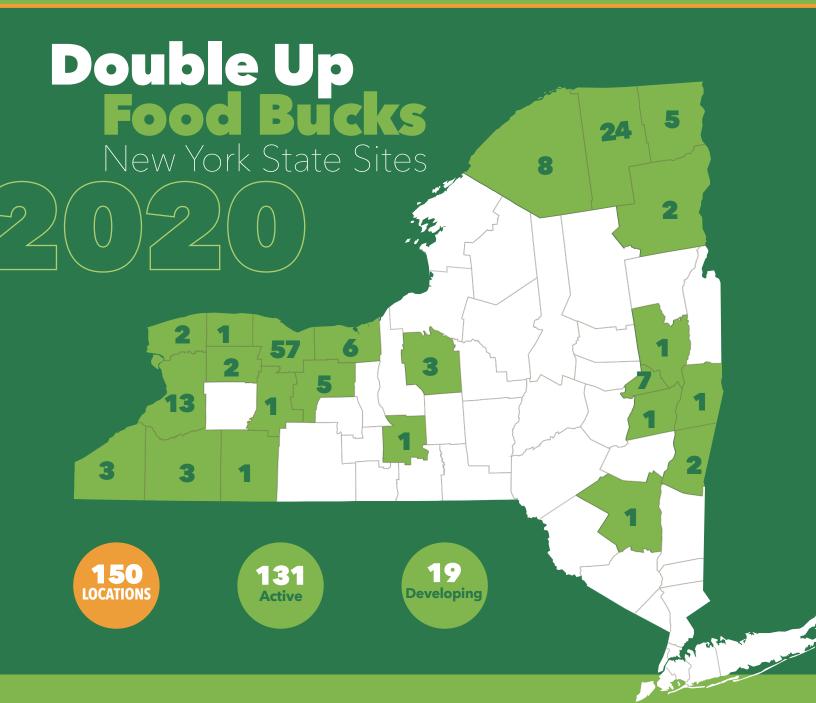
Working with community partners

High-quality training for market managers & farmers

84% customers

plan to eat more fresh produce in the long term 93% market managers

want to help DUFB achieve long-term sustainability



Site Types

- 98 Mobile Markets
- **26** Farmers Markets
- 12 Grocery Stores
- 08 Corner Stores
- **03** Farm Stands
- **03** Small Retails

Active Site Currencies

- 51 Tokens
- **18 DUFB Loyalty Cards**
- 72 Custom Loyalty Cards

Active Sites

- 51 Seasonal
- 30 Year Round



