



DOUBLE UP FOOD BUCKS

NEW YORK
2020

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



131
NYS Active
DUFB Sties



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

