

DOUBLE UP FOOD BUCKS

NEW YORK | FIVE-YEAR REPORT



Field & Fork Network connects
communities to innovative solutions that
foster a sustainable food system.



Field & Fork Network's Double Up Food Bucks program (Double Up), a collaboration with Fair Food Network of Michigan, makes it easier for low-income New Yorkers to eat fresh fruits and vegetables while supporting family farmers and growing local economies.

100+ SITES

10,000 CUSTOMERS

200+ FARMERS

\$1 MILLION IN HEALTHY FOOD SALES

633,000 LBS OF HEALTHY FOOD PURCHASED

Growing, year over year.

With a five-year track record, Double Up is a proven, innovative model that simultaneously delivers health and economic opportunity.

Here's how it works.

Double Up provides low-income Americans who receive Supplemental Nutrition Assistance Program (SNAP) benefits with a one-to-one match to purchase healthy, locally grown fruits and vegetables.

The wins are threefold: families bring home more healthy food, local farmers gain new customers and make more money, and more food dollars stay in the local economy. Each has ripple effects across the community.

Since 2014, Double Up has flourished, growing from seven farmers markets in Western New York to more than 100 unique sites across the state.

With its established, uniform design and centralized administration, Double Up reduces the burden placed on local markets and supports a diverse range of communities. The program is also defined by its comprehensive communications and strong partnerships.

Double Up has now expanded beyond farmers markets into small retail, with an eye to expand to grocery stores, the next frontier in healthy food incentives. We are using innovative technology to support mobile payment of healthy food incentives including interoperable technology that provides ease and convenience for those who shop at farmers markets and at small retail stores within their community.

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Rooted in the community.

Helping more New Yorkers buy fresh, healthy food from local farmers is a simple yet powerful concept. With programs such as Double Up, every dollar spent does at least double duty, providing a dollar in new sales for New York family farmers and a dollar in real nutrition assistance, improving community health, and keeping food dollars circulating in local economies.

- A family spends up to \$20 in SNAP dollars at a participating site.
- They receive up to \$20 in Double Up Food Bucks in New York-grown fruits and vegetables.
- The family brings home up to \$40 worth of healthy food for \$20.
- Local farmers gain new customers and sell more produce.
- More food dollars stay in the local economy.



A history of helping.

In 2013, Field & Fork Network partnered with Fair Food Network to bring their groundbreaking incentive program to Western New York.

The program's unique uniform design, centralized coordination, and local implementation allowed for a seamless program replication in New York. The 2014 program pilot was at seven local farmers markets spanning five counties for 18 weeks. The remarkable success of the pilot year laid the foundation for significant growth of the program over the next four years. It also attracted substantial philanthropic support which allowed the program to more than double in size after the first year.

In 2016, Field & Fork Network was awarded its first Food Insecurity Nutrition Incentive (FINI) grant from the United States Department of Agriculture (USDA) and the National Institute of Food & Agriculture (NIFA). The multi-year grant provided resources to continue more widespread expansion of the program across Western New York and into the Finger Lakes.

In partnership with Fair Food Network, we were awarded a second FINI grant in 2017. This brought resources to implement interoperable technologies to deliver the Double Up incentive at local farmers markets and small retail. In addition, it has given us the resources to expand the Double Up program into grocery stores.





Double Up Goals

Increase access to and **affordability** of fresh, nutritious fruits and vegetables for low-income New Yorkers.

Increase revenue for small- and mid-size farmers.

Shift public food assistance policy so federal nutrition programs address hunger and nutrition while supporting a more sustainable food system.

Sustainable in more ways than one.

Double Up is unique among the growing field of incentive programs nationwide. With a five-year track record, Field & Fork Network's Double Up Food Bucks is a successful and scalable model for healthy food incentives, defined by five components.

CENTRAL COORDINATION Double Up's uniform design and centralized administration reduces the burden of implementation for local markets over a broad geographic region, supporting a diverse range of communities.

INNOVATIONS Double Up adapts to meet new challenges, integrating into retail and crossing new frontiers in mobile payment processing technology at farmers markets.

POWERFUL PARTNERSHIPS Double Up's success is rooted in partnerships—from those that support on-the-ground implementation to key statewide organizations.

COMMUNICATIONS Double Up is united by a comprehensive and uniform brand and a dynamic social marketing campaign, including templates for local groups to lend their support.

EVALUATION From comprehensive annual external evaluations to deeper dives into associated health impacts and technology innovations, we are committed to serious evaluation of our work.

Double Up in action

\$1 FOR \$1 MATCH

UP TO \$20
PER MARKET DAY

SNAP ELIGIBLE
FOODS QUALIFY FOR DOUBLE UP

NEW YORK
GROWN
FRUITS AND VEGETABLES

TOKENS & COUPONS
ACCEPTED AT MOST MARKETS

LOYALTY CARDS
ACCEPTED AT SELECT SITES



A nurturing environment.

Today, Double Up is active at more than 100 sites across New York. The program has a broad base of support from more than 13 private and community foundations, as well as federal support from the US Department of Agriculture and the National Institute of Food & Agriculture.

Growth at a glance.

96% of Double Up participants said their families are eating more fresh fruits and vegetables.

98% of farmers market managers would participate in Double Up again.

2018	\$316,466	SNAP \$169,686 DU \$146,780
2017	\$310,586	SNAP \$164,249 DU \$146,337
2016	\$198,839	SNAP \$106,249 DU \$92,590
2015	\$144,861	SNAP \$74,527 DU \$70,334
2014	\$101,812	SNAP \$56,596 DU \$45,216

New York farmers markets, July–October.

Snapshot: The Double Up Shopper.

"I enjoy being able to shop for healthy food and not worry as much about cost."

DOUBLE UP SHOPPER,
PLATTSBURGH FARMERS' AND CRAFTERS' MARKET

AGE

50+	47.1%
35–49	33.1%
25–34	17.2%
18–24.....	2.6%

RACE

White / Caucasian.....	57.1%
Middle Eastern / North African.....	14.2%
Asian.....	11.2%
Black / African American	9.8%
Hispanic / Latino / Spanish Origin	7.1%
American Indian / Alaskan Native	4.9%
Other.....	2.7%

GENDER

Female.....	72.4%
Male	26.2%
Other.....	1.4%

"Double Up customers are dependable; they're not fair-weather. They show up every single market day. Because you can use the tokens throughout the year, it's a good mix of customers, from families to retired folks on fixed incomes. We continue to be a part of the program because the potential is huge!"

**BREE & RICH WOODBRIDGE (RIGHT)
OF MCCOLLUM ORCHARDS,
PARTICIPATING FARMER**

A win for families, farmers, and our communities.

With Double Up, everyone benefits. The impact of the program is felt around the kitchen table, at the market, and in the community.

FAMILIES HAVE HEALTHIER CHOICES

- Since 2014, SNAP customers have bought nearly 1 million¹ pounds of healthy food with SNAP and Double Up.
- 96% of Double Up customers said their families are eating more fruits and vegetables.
- Just as important, 82% said they are eating less "junk" food.
- 96% of Double Up customers said their diets felt healthier overall.

FARMERS GET A FINANCIAL BOOST

- In the past five years, New York farmers have earned \$1 million with SNAP and Double Up.
- More than 200 farmers participate in Double Up.
- More than half of farmers reported making more money and seeing a new customer base as a result of the program.

LOCAL ECONOMIES THRIVE

- A dollar spent at a farmer's market has the potential to generate \$2.80 for the community's economy.²
- By keeping their food dollars circulating in the local economy, SNAP recipients can stimulate economic activity and opportunity within their communities.
- Using an economic multiplier model, a national study of healthy food incentives at a sampling of more than 500 markets nationwide calculated that the SNAP incentives in just the markets surveyed generated upwards of \$4.3 million in economic activity.³

¹ Using the Feeding America conversion from dollars spent to pounds of food purchased: dollars spent/1.58.

² Sonntag, V., "Why Local Linkages Matter: Findings from the Local Food Economy Study." Seattle, Washington, Sustainable Seattle, April 2008.

³ National Healthy Food Incentives Cluster Evaluation, 2013.



Doubling down on dynamic communications.

A feature of the Double Up program is its integrated and dynamic social marketing campaign.

With comprehensive and uniform branding, we deploy a range of grassroots outreach strategies and tactics, including templates for local groups to support on-the-ground implementation. We have four primary communication activities.

OUTREACH MATERIALS We design a variety of outreach materials, including flyers, posters, and template materials for local partners to customize. Materials are produced in several different languages and disseminated through a diverse network of partner organizations, including food banks, healthcare organizations, and public health groups.

DIGITAL Double Up maintains a website doubleupnys.com which contains detailed information about the program, participating locations, and partners. The website URL is included on all program promotional materials. We also have program Facebook pages—one public for anyone interested in learning more about the Double Up program and one private group for implementation partners to engage. We produced a Double Up video showcasing the voices of the community that Double Up benefits—SNAP customers and local farmers—in their own words. This video can be found on the Double Up website.

HOTLINE Field & Fork Network maintains a year-round, toll-free hotline (800-682-5016) that customers can call to ask questions about the program. This phone number is included in all program materials.

MEDIA Double Up has been successful in garnering a significant amount of earned media coverage including a front-page story in the *Buffalo News* in 2014 when we launched the program.

Good food. Great results.

Rigorous evaluation is a cornerstone of the Double Up program. Since 2014, Field & Fork Network has worked with Cornell University's Division of Nutritional Sciences and the University at Buffalo's Department of Community Health and Health Behavior to conduct comprehensive external evaluations.

Our evaluation work has two primary goals: to determine the effectiveness of the program in promoting healthier food choices and to define the program's impact on markets, farmers and vendors, and the local food economy. Evaluation results have informed program implementation, policy, and advocacy discussions.

To date, a variety of quantitative and qualitative methods have been used to evaluate the program.

Evaluation has included the following activities:

- Daily data collection by farmers market managers, including number of customers, number of SNAP customers that used Double Up for the first time at that market, and SNAP and Double Up dollars distributed and redeemed.
- Surveys and focus groups of SNAP customers collected at farmers markets.
- Surveys and in-depth interviews with participating farmers and vendors.
- Web-based, self-administered surveys of farmers market managers and year-end reporting.

Evaluation results have been published each year in our annual program report. Copies of our annual Double Up report can be found on our website doubleupnys.com.



"Customers love the program. They return weekly and share stories of how the program has helped their families."

PARTICIPATING MARKET MANAGER



Cultivating partnerships.

The success of Double Up is grounded in partnerships—those that support implementation and those that extend its impact with targeted outreach and complementary programming.

FAIR FOOD NETWORK As the pioneering entity for Double Up, our partnership with Fair Food Network is critical for our program success. They are our advisor, collaborator, and technical assistance provider.

NEW YORK STATE HEALTH FOUNDATION (NYSHealth) We couldn't execute and grow the program without the generous support of our philanthropic partners. NYSHealth has been an unwavering supporter, providing us the resources necessary to expand our program reach.

FOODLINK Our program implementation partners are the lifeblood of the Double Up program. Foodlink's Curbside mobile markets connect us to several communities across their service area, both urban and rural, bringing Double Up to some of the most vulnerable populations—those with limited mobility and very limited access.

EAT SMART NY (ESNY) As the community nutrition educators for SNAP users, ESNY is a natural partner that complements the Double Up program.

CLINTON COUNTY HEALTH DEPARTMENT We rely on many on-the-ground partners to get the word out about Double Up. This grassroots effort is one of the most effective ways we've reached many SNAP users to let them know about the program.

We're on a mission to create health and economic opportunity for all.

With a five-year track record, Double Up has earned the attention of healthy food advocates and practitioners alike, along with the endorsement of federal policymakers on both sides of the aisle with the reauthorization of the Food Insecurity Nutrition Incentive (FINI) program in the 2018 Farm Bill.

Field & Fork Network plans to build on the momentum of the last five years of Double Up and continue to grow and expand the program across New York State. Our goal is to expand the program to 45+ Upstate New York counties by the year 2024.

The message has been clear: Local produce incentives for SNAP families offer a way to improve healthy food access and consumption while boosting farm income and stimulating local economic development.

With the help of our many partners and supporters, we aim to make Double Up accessible to all low-income New Yorkers in the future.

Partners

400 Towers
ABC Headstart
Anthony L. Jordan Health Center
Applied Sciences Group
Boyd & Parker Veterans of Foreign Wars
Buffalo Place
Canton Farmers' Market
Cornell Cooperative Extension of Cattaraugus County
Cornell Cooperative Extension of Chautauqua County
Cornell Cooperative Extension of Erie County
Clinton Bailey Farmers Market
Clinton County Health Department
Community Health Center of Buffalo
Community Health Center of Niagara
Copake Hillsdale Farmers Market
Cornell Harvest NY
Cornell University
Creating a Healthier Niagara Falls Collaborative
Curbside Market
Monroe County Department of Human Services
Downtown Buffalo Country Market
Downtown Jamestown Farmers Market
Dunkirk Farmers Market
Eat Smart NY
ECMC Farmers' Market
ElderOne
ElderOne Newark
Elmwood Bidwell Farmers Market
Elmwood Village Association
Epic Technology
Erie County Department of Senior Services
Erie County Department of Social Services
Evergreen Health
Fair Food Network
First Lutheran Church
Food Bank of WNY
Food For All
Food Plus
Foodlink
Fredonia Farmers' Market
GardenShare
Genesee Country Farmers' Market
Geneva City Hall
Good of Neighborhood
Gouvernour Farmers Market
Grassroots Gardens of Western NY
Hammond Farmers Market
Hertel Business Association
Independent Health Foundation
International Institute of Buffalo
Jericho Road
Lockport Community Market
Lockport Main Street, Inc.
Lumsden McCormick
Lyons Department of Health
Mandela Partners
Maplewood Family YMCA
Massachusetts Avenue Project
Massena Farmers Market
Nancy Abdelhaq
New Lebanon Farmers Market
New York Farm Bureau
Newark Housing Authority
Newark-Wayne Community Hospital
Niagara Frontier Growers Coop
North Buffalo Farmers Market
North Tonawanda City Market
Office of Temporary Disability Assistance (OTDA)
Plattsburgh Farmers' and Crafters' Market
Population Health Collaborative

Potsdam Farmers Market
REAP Olean Farmers Market
Redeem Bethel COGIC
Community Fellowship Center
ReNU Niagara
Salvation Army
Shields Vegetables
Sodus Senior Center
Southern Tier Farmers Markets
Southwest Family YMCA
St. Ann's Community
St. Luke's Brockport Food Shelf
Towpath Manor
Tri-County Family Medicine
Unity Family Medicine
Venture PROS
Village of Lima
Williams Media Group

Funders

Berkshire Taconic Community Foundation
Chautauqua Region Community Foundation
Community Foundation for Greater Buffalo
East Hill Foundation
First Niagara Foundation
Garman Family Foundation
Grigg Lewis Foundation
John R. Oishei Foundation
KeyBank Foundation
M&T Charitable Foundation
National Institute of Food & Agriculture
New York State Health Foundation
Ralph C. Wilson, Jr. Foundation
Univera Healthcare
US Department of Agriculture
Whole Foods Market

We deeply appreciate Double Up's partners and funders. Thank you.



Field & Fork Network

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