

BECOME A DOUBLE UP FOOD BUCKS FARMERS MARKET, MOBILE MARKET, OR FARM STANDS



2023 APPLICATION OPEN FEB 15, 2023 - APR 1, 2023.

TO APPLY VISIT:

[HTTPS://DOUBLEUPNYS.COM/GET-INVOLVED/](https://doubleupnys.com/get-involved/)

ABOUT DOUBLE UP FOOD BUCKS

Double Up Food Bucks is a federally funded nationwide nutrition incentive program, servicing millions of low-income SNAP customers with a dollar-for-dollar match on SNAP purchases to increase affordability and access to fresh healthy foods at farmers markets, farm stands, mobile markets, and grocery stores. In New York State, Double Up has over 38,000 participating customers, at more than 200 locations spanning 32 counties. Increasing healthy food access for customers and sales for stores.

MARKET ELIGIBILITY

- Accept SNAP benefits
- Sell NYS grown produce
- Farmers markets must have existing SNAP token system in operation
- Complete applicable monthly or weekly reporting

BENEFITS

- Free to Participate
- Attract New SNAP Customers
- Monthly Re-imbursement Checks
- Marketing & Promotional Support
- Staff Training Provided

QUALIFYING		PURCHASES
ELIGIBLE		NOT ELIGIBLE
 <p>Raw, whole fruits and vegetables</p>		 <p>Jams, jellies, and honey</p>
		 <p>Dairy products, bread, and eggs</p>
 <p>Produce bearing plants</p>		 <p>Nuts and seeds</p>
		 <p>Prepared meals, including salads</p>
 <p>Minimally cut fruit & vegetables with no additives</p>		 <p>Processed foods and snacks</p>
		 <p>Highly prepared or frozen produce</p>



INCREASE SALES

Double Up provides SNAP customers with a \$1 for \$1 match on eligible SNAP purchases, up to \$20 per day, that can be used to purchase fresh produce. Adding a new revenue stream for your market/vendors



IMPROVE FOOD ACCESS

Help your customers stretch their food budget and access fresh fruits & vegetables. Food costs continue to rise making pricier produce out of reach for many customers on a fixed income. Double Up improves access to healthy fresh foods.



CUSTOMER LOYALTY

Double Up provides your customers with a benefit not offered at other retailers/markets. We are selective in who we choose to partner with. Offering this program helps you stand out among the competition.



FOR MORE INFORMATION
WWW.DOUBLEUPNYS.COM

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