



Field & Fork Network

**Connecting farmers to opportunities,  
families to fresh food & communities to  
economic growth is what we do.**

## **Food Has the Power to Create a Better Future For All**

Field & Fork Network is a food and farming organization that is building a thriving regional food system. We're creating more economic opportunities for local agriculture, providing greater access to fresh healthy food, building healthier neighborhoods and educating the next generation of food advocates.

Whether it's connecting small-scale farmers to big-time buyers or helping families bring home more fruits and vegetables, our work is designed to reach across the food system and link communities together.

## **Our Mission**

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

## **Our Framework**



## **Our Programming**

- Double Up Food Bucks NY
- Farm to Institution
- Western New York Food Future Plan
- Niagara Falls Local Food Action Plan
- Niagara Falls City Market Management
- Food Pathways Workforce Development Program
- Urban Seeds Youth Development Program





**DOUBLE UP  
FOOD BUCKS™  
NEW YORK**  
A PROGRAM OF FIELD & FORK NETWORK

## Combatting Food Insecurity One Community at a Time

Our Double Up Food Bucks NY nutrition incentive program offers a long-term, sustainable solution to fighting food insecurity across New York State. With more than 400 farmers participating in the program, and more than 220 food access points in underserved areas, the impact of the program is felt around the kitchen table, at the market, and in the community.

### Double Up Food Bucks in Action

- A family purchases fresh fruits and vegetables with SNAP benefits at a participating site.
- They receive a dollar-for-dollar match in Double Up Food Bucks, up to \$20 a day, to purchase more fresh fruits and vegetables.
- The family brings home up to \$40 worth of healthy food for only \$20.
- Double Up Food Bucks NY is available at more than 220+ farmers markets and grocery stores across NY. Current locations can be found by visiting [doubleupnys.com/locations](http://doubleupnys.com/locations).

**BUY \$1  
GET \$1 FREE  
FRUITS & VEGGIES  
WITH DOUBLE UP FOOD BUCKS**

### Families Have Healthier Choices

- Double Up Food Bucks NY promotes healthier eating habits among participants and makes fresh fruits and vegetables more affordable for SNAP shoppers.
- The program increases access to fresh fruits and vegetables.
- 96% of Double Up shoppers said their families are eating more fruits and vegetables.
- 92% of Double Up shoppers reported buying more fruits and vegetables for snacks since using the program.
- 80% of Double Up shoppers said they are buying fewer potato chips, candy, and cookies for snacks.

**For more information  
visit [doubleupnys.com](http://doubleupnys.com).**

#### For more information, please contact:

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