

Double Up Food Bucks

A Vegetable & Fruit Incentive Program

Increasing Access to Vegetables and Fruits for SNAP (food assistance) recipients

Program Highlight for

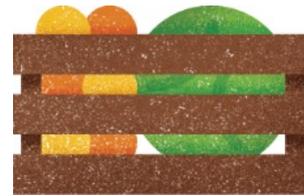
Pathways to a Healthy Kansas Initiative Learning Session, 2021



**DOUBLE UP
FOOD BUCKS™**

Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES



Families bring home more healthy food



Farmers make more money



More food dollars stay in local economy, **strengthening communities**



DOUBLE UP
FOOD BUCKS

Poll #1



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Double Up Heartland

Farmers Markets

How the Incentive Works

- SNAP tokens are purchased with an EBT card at a participating farmers market information booth. SNAP tokens can be used to buy any SNAP eligible item at the market.
- Double Up Food Buck (DUFB) tokens are given as a match (up to \$25 per day). DUFB tokens can buy any fresh vegetables and fruits at the market.
- Customer shops!



Double Up Heartland

Grocery Stores

How the Incentive Works

- Fresh vegetables and fruits are purchased with a SNAP EBT card.
- The amount spent on fresh fruits and vegetables is matched (up to \$25 per day).
- The Double Up Food Bucks are given either through a reward card account, a coupon or a voucher.
- The next time the customer shops at the store, they can spend their earned Double Up Food Bucks on more fresh vegetables and fruits.



Double Up Food Bucks - Heartland History



2015 – 5 grocery stores in Kansas City metro area.

2016 – 2019 – expanded program supported by a \$5.8 million combined USDA Food Insecurity Nutrition Incentive grant plus local/regional match funding offered in 81 farmers markets and 102 grocery stores from Salina, KS to St Louis , Missouri (80 communities).

2020 – USDA grant ended. Local and regional funding was secured for 42 farmers markets and 20 grocery stores in Kansas, the Kansas City area and western Missouri.

2021-2024 – new USDA Gus Schumacher Nutrition Incentive program grant - \$8.1 million (federal and local/regional match) to continue program at existing and new sites in Kansas, Kansas City metro and western central Missouri.

Double Up Food Bucks Locations 2021



Results 2016-2019 and 2020

2016-2019

- From June 2016 to October 2019, over **\$3.25 million** of Double Up Food Bucks was distributed/earned during more than 350,000 transactions.
- Nearly **\$2.5 million** of Double Up Food Bucks was redeemed, 77% redemption.

2020

- Nearly **\$538,000** of Double Up Food Bucks was distributed/earned during more than 58,000 transactions.
- Nearly **\$357,000** of Double Up Food Bucks was redeemed, 66% redemption.



Lessons Learned

Elements for Success

- Ability to accept SNAP, ability to track both SNAP and Double Up Food Buck tokens distributed and redeemed, and ability to report on the program data.
- A variety of fresh fruit and vegetable options need to be available. Grocery stores should be offering locally grown produce in season and it should be labeled.
- Training of staff and volunteers is very important.
- Communication to SNAP customers is critical: awareness, how the program works.
- Locations are most successful when they are near where SNAP beneficiaries live and where they can get to easily.

Poll #2



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Evaluation Highlights - Customer

Customer Survey Results

SNAP recipients in our communities are food insecure

- Most SNAP customers interviewed have worried at some point in the last 12 months that their food would run out before they got more money for groceries.
- Almost half of SNAP customers surveyed felt at some point in the last 12 months that their food purchases didn't last, and they ran out of money to buy food.

Food insecurity linked to poor health

- About one-third of SNAP customers surveyed categorized their health as poor or fair.
- A significant number of respondents indicated their physical health was not good for most of the past 30 days.
- Health conditions reported by respondents included high blood pressure, diabetes, and heart disease.

Evaluation Highlights - Customer

Customer Survey Results

Double Up Food Bucks can help

- Compared to SNAP customers who had not used the program, DUFEB customers were significantly less likely to report they had worried their food would run out before they ran out of money to buy more or that their food purchases didn't last.

Eating habits are changing

- More than three-quarters of the respondents reported an increase in the amount of fresh fruits and vegetables they purchased and consumed because of DUFEB.
- Almost two-thirds of respondents reported the amount of junk food they consumed had decreased because of DUFEB.
- Most DUFEB respondents had tried a new fruit or vegetable because of the program.

A critical need is being addressed

- Almost all of the customer surveyed reported that using DUFEB had helped stretch their dollars to meet other household expenses such as rent, childcare, or other bills.
- “It’s helpful for single moms as produce is expensive and it’s important for children to eat fruits and vegetables” – SNAP customer
- “It feels like a weight off my shoulder that I don’t have to spend so much for fruits and vegetables.” – SNAP customer



Evaluation Highlights – Farmers Markets

Vendor Survey Results

Farmers Market Vendors view the DUFEB program as beneficial

- They make more money.
- Can develop a new customer base.
- Sell more fruits and vegetables.
- Feel the market is stronger.
- Are happy to help their customers eat healthier and get more for their money.

Market Manager Interview Results

Market Managers report the following benefits:

- Growth in diversity of shoppers
- Increase in new customers
- Repeat customers come back more frequently
- Increase in amounts of fruit and vegetables purchased by SNAP customers.



Evaluation Highlights – Grocery Stores

Grocery Store Director Interviews

Grocery Store Directors report the following benefits:

- Positive feedback from customers and employees.
- Program helps produce department have greater focus on locally grown.
- Signage designed for the program is effective.
- Feel SNAP customers are purchasing more fresh produce.

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QUESTIONS?

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