

# UTAH PRODUCE INCENTIVES

## 2018 Local Food Advisory Council Report



### History

Utah began offering produce incentives with the SNAP (food stamps) produce incentive program Double Up Food Bucks (DUFb) at Utah farmers markets in 2015 as a way to help low-income families bring home more healthy food, support local farmers, and stimulate local economies. The Utah program was pioneered by Utahns Against Hunger, Fair Food Network, Department of Workforce Services, Utah Department of Health (UDOH) and Utah State University Extension with funding from a USDA Food Insecurity Nutrition Incentive (FINI) grant and matching local funds.

In 2017, UDOH establish the Utah Produce Incentive Collaborative (UPIC) to carry DUFb and future incentive programs forward through a partnership of more than a dozen public, private and nonprofit organizations. UPIC aims to support farmers by increasing access to fresh, local fruits and vegetables among Utahns, especially among low-income families and those at higher risk of chronic disease.

### How It Works

The program works by matching SNAP benefits, up to ten dollars per market day, for purchasing fruits and vegetables at local farmers markets and farm stands. In 2018 the program operated in 25 markets, farm stands and mobile markets. DUFb is a win-win-win: Stimulating local Utah economies, supporting Utah farmers and helping low-income Utah families bring home more healthy local food.

### Future Directions

UPIC aims to expand the DUFb program through innovations in produce incentive delivery. This includes expanding into grocery retail in order to extend seasonality, hours, and convenience for program participants.

UPIC also successfully piloted Produce Rx in 2017 as a complimentary produce incentive program targeting high risk populations through partnership with health systems and healthcare providers. Produce Rx clinicians discuss nutrition and food access with patients and provide Produce Rx vouchers to patients. Patients may exchange the vouchers for fresh produce at participating farmers markets which are also offering DUFb. Many participating patients were first time market customers and providers valued the opportunity to discuss food access and nutrition with their patients. UPIC's network of willing clinical partners, farmers markets and interested grocery partners are prepared to expand Produce Rx when funding becomes available.

## STORIES FROM DOUBLE UP UTAH

*"Double Up really helps stretch my food dollars; it helps me feed my family fresh produce, and I love supporting farmers in the community... We're grateful for it."*

– CAMMIE, DOUBLE UP CUSTOMER, AGE 37

*"The amount of food stamps I get is so low that, without Double Up, I couldn't survive food-wise."*

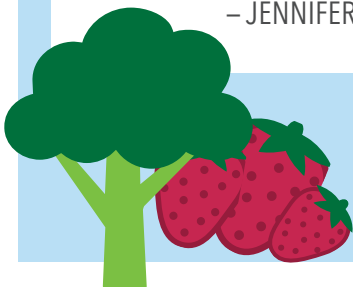
– JENNIFER, DOUBLE UP CUSTOMER, AGE 61

*"It makes eating healthy easier and helps me control my diabetes."*

– SHARON, DOUBLE UP CUSTOMER, AGE 68

*"The program has been really great for people who need it and for us as farmers. ... As far as the impact on sales, we've seen a nice surge of customers. We're reaching a new market of people which is making a visible difference."*

– RACHEL, WILKERSON FARMS



[www.doubleuputah.org](http://www.doubleuputah.org)



## A WIN FOR THE UTAH ECONOMY

- According to the USDA, each dollar of SNAP (or incentive) can generate \$1.79 of local economic activity. This adds up to \$525,157 of economic activity generated by Utah's Double Up program between 2015 and 2017.
- 36% of farmers said they were likely to put **more land in production** because of DUFB.
- 23% of farmers said they were likely to hire more staff, demonstrating potential for **more jobs** because of DUFB.
- 45% of farmers said they were likely to **increase the variety of crops grown** because of DUFB.

### A WIN FOR UTAH FARMERS

- **From 2015-2017, Utah farmers received \$293,384** in combined DUFB and SNAP sales from Utah farmers markets and farm stands.
- 42% of DUFB **participants shopped at the farmers market for the first time** because of DUFB, and 89% became return shoppers.
- 71% of participating farmers said they are **selling more fruits & vegetables** as a result of DUFB; 76% said they are **making more money** because of DUFB.

### A WIN FOR LOW-INCOME UTAH FAMILIES

- DUFB benefited an estimated 6,000 low-income Utahns in 2017 alone (updated data), reaching more than 10,000 SNAP recipients since the program's inception.
- 80% of Double Up participants said they **ate more fruits & vegetables** because of the DUFB.
- 80% also reported **eating a wider variety of fresh produce** because of DUFB.

*Totals reflect 2017 data*

### CONTINUING PRODUCE INCENTIVES IN UTAH

These results demonstrate the power of produce incentive programs like DUFB to improve diet quality, increase the demand for local food, and grow the market potential for local food production and farming jobs. This means more fresh, healthy food for Utah families and more jobs for local farmers. Demand for produce incentive programs in Utah is growing rapidly and has steadily increased by at least 20% each year since it began in 2015. \$400,000 per year would continue to support and grow this valuable program to its projected potential. This funding would support the cost of incentives as well as other core program activities and expenses related to expanding seasonality, hours and convenience for program participants. This investment would return up to \$626,500 to the Utah economy each year. As this program continues to grow, so does the opportunity to increase the impact on Utah's economy.

