

# Double Up Food Bucks

A Win for Utah Families, Farmers, and Local Economies.

Double Up Food Bucks makes it easier for low-income Utahns to eat fresh fruits and vegetables while supporting family farmers and growing local economies.

**How it works:** Double Up Food Bucks (Double Up) helps low-income families bring home more fruits and vegetables from local farmers' markets. The program works by matching the value of federal food stamp benefits, dollar-for-dollar, up to \$10 per market day at participating sites. The matched benefits are called "Double Up Food Bucks" and can be used to purchase Utah-grown fruits and vegetables.

The wins are three-fold: low-income families eat more healthy food, local farmers gain new customers and make more money, and more food dollars stay in the local economy. Each has a ripple effect of benefits.



**Families** bring home more healthy food



**Farmers** increase sales, farm profits



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

**Background:** Double Up Food Bucks is part of a wave of innovative healthy food incentive programs currently being piloted in states across the country – from Arizona, Texas and Arkansas, to California and New York. In 2015 Utahns Against Hunger (UAH) launched Utah's Double Up Food Bucks program with federal funding from the competitive Food Insecurity Nutrition Incentive USDA grant program, and local matching funds.

**Partners:** Double Up demonstrates the power of cross-sector, public-private partnerships. UAH worked with a number of critical partners to bring Double Up to Utah. Partners have included: Utah State University, USU Extension/Food \$ense (SNAP-Ed), Utah Department of Workforce Services (DWS), Utah Department of Health, local health departments, over twenty farmers' markets and farm stands, and Fair Food Network (creator of the first Double Up program). *Funding partners have included:* Intermountain Community Care Foundation, Synchrony Bank, Utah Department of Health, SLC Corp, Ally Bank, and DWS.



**DOUBLE UP  
FOOD BUCKS™**

## What customers say about Double Up

*"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, age 37, Double Up customer

*"It makes eating healthy easier and helps me control my diabetes."*  
– Sharon, age 68, Double Up customer

*"The amount of food stamps I get is so low that, without Double Up, I couldn't survive food-wise."*  
– Jennifer, age 61, Double Up customer

## What farmers say about Double Up

*"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



# Utah Double Up Food Bucks | Impact Report 2017



## Low-income residents gained access to affordable healthy food

- In 2015 Utahns Against Hunger launched Double Up Food Bucks at 17 farmers' markets. By 2017, the program expanded to 25 markets, operating in 27 locations in 11 counties across the state.
- Nearly 90% of SNAP (food stamp) recipients in the state of Utah lived in a county with at least one farmers' market participating in Double Up Food Bucks in 2017. Approximately two-thirds of all SNAP households lived within 5 miles of a Double Up market.



## Families consumed more fruits and vegetables

- DUFB benefited over 6,000 low-income Utahns in 2017 (estimate).
- In 2017 there were 5,687 SNAP/DUFB transactions, with \$72,508 in SNAP sales and \$47,047 in DUFB incentives redeemed for fresh local produce - a 23% increase over 2016 totals. From 2015 through 2017 there were 13,663 transactions, with \$178,665 in SNAP and \$114,719 in DUFB incentives spent at local farmers' markets (\$293,384 total).
- In 2017, 80% of surveyed participants reported that they ate more fresh fruits and vegetables because of Double Up Food Bucks; 80% also reported eating a greater variety of fresh produce.



## Utah farmers gained new customers and more income

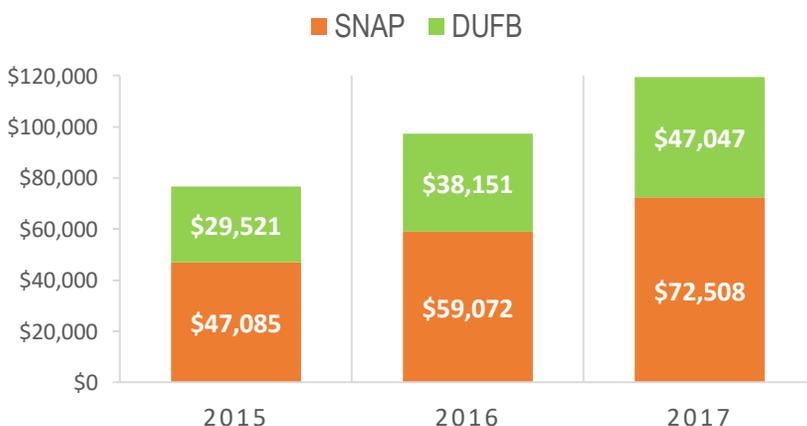
- In 2017, 42% of surveyed participants shopped at the farmers' market for the first time because of DUFB. Of these, 89% became returning customers. Among all surveyed participants, 96% said that DUFB increased their likelihood of shopping at farmers' markets in the future.
- Significant majorities of surveyed farmers reported making more money (76%) and selling more fruits and vegetables (71%) because of DUFB. Moreover, 45% of surveyed farmers said they were likely or very likely to increase the variety of crops they grow because of DUFB, while 36% said they were likely/very likely to put more land in production, and 23% to hire more staff.



## Double Up had an outsized impact on local economies

- One dollar of SNAP spent at a farmers' market can generate anywhere from \$1.79 - to as much as \$2.80 - of total economic activity for a community's economy. Using these "multipliers," Double Up generated from \$525,157 to \$821,475 in total local economic activity between 2015 and 2017.

## SNAP & DUFB REDEMPTIONS



### Many Utahns Still Lack Access to Fresh, Affordable, Healthy Food

- Roughly 1 in 8 Utah households struggle to afford enough food.
- Over 200,000 Utahns participate in SNAP (food stamps) each month; the vast majority are either children (53%), seniors (6%) or peoples with disabilities (12%).
- The average SNAP benefit is just \$1.28 per person per meal – less than \$4/day.
- Studies show that nutrient-dense food, such as fresh produce, is often more expensive and less accessible than nutritionally poor, highly processed 'junk' food.