

# Double Up Food Bucks



2022



# Agenda

- Field & Fork Network
- Double Up Food Bucks
  - What it is
  - How it works
  - Who it benefits
  - Where it is & how to find it
- Q & A



# Field & Fork Network

## Our Mission

*We connect communities to innovative solutions that foster a sustainable food system.*

Food Access

Agriculture Economic Development

Healthy Neighborhoods

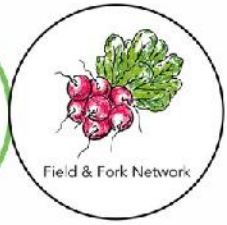
Youth & Community Development





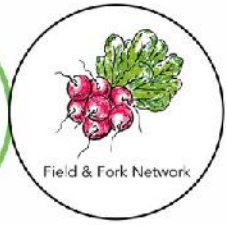
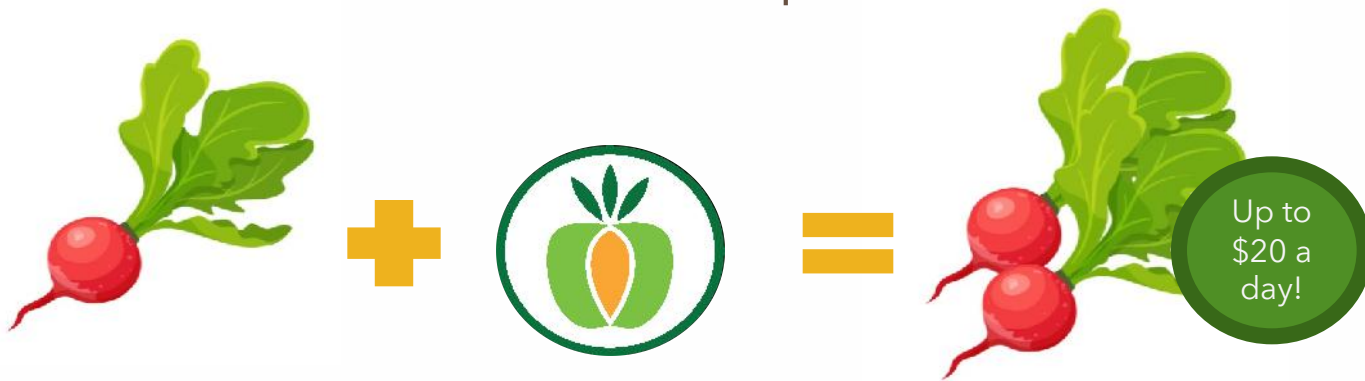
# What is Double Up?

Double Up Food Bucks is an incentive program that provides users of the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps) with a \$1 for \$1 match to buy fresh, New York-grown fruits and vegetables.



# How it Works

1. Sign up for the program for free at the participating location
2. Receive currency for that vendor
3. Use benefits immediately (most currencies allow patrons to bank up points!)
4. Go home with twice as much produce as usual!





# How does it look? Tokens





# How does it look? Loyalty Cards





# Double Up Food Bucks



**Families** bring home more healthy food



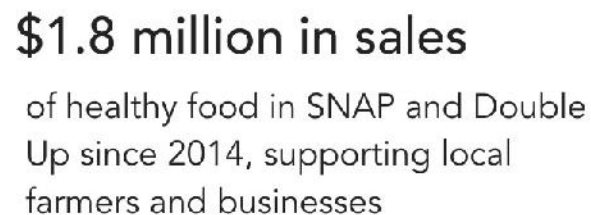
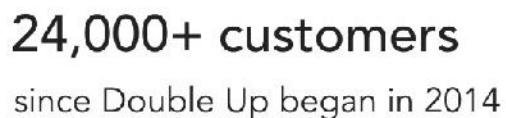
**Farmers** increase sales, farm profits



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





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# Gus Schumacher Nutrition Incentive Program

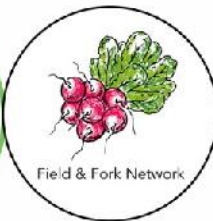
## 2018 FARM BILL

- \$250 million over five years
- Competitive grant program
- Fruit and vegetable incentives for SNAP participants
- All types of retail
- Requires 1-1 match



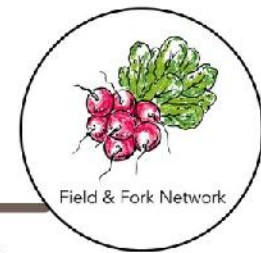


## 2021 SNAPSHOT: DOUBLE UP PROJECTS NATIONWIDE





# Store Benefits



Double Up Food Bucks is a Nutrition Incentive program that provides users of SNAP (Supplemental Nutrition Assistance Program) with a \$1 for \$1 match to buy fresh, whole fruits and vegetables.

**FREE**

Double Up Food Bucks is  
**TOTALLY FREE**  
for stores and customers!



Encourage customer loyalty  
and repeat visits while  
attracting new SNAP/EBT users.

Help your store or  
market stand out  
among the competition



Money earned  
in the store is  
spent in the store

Improve access to fruits  
and vegetables for your  
community.



"[We] see Double Up as more than a way to save money on food, but an important building block in creating a strong local food system. Being able to pass along savings to our customers and creating access to fresh food all while supporting local agriculture makes this program a big win all the way around."

- Tim Bartlett, General Manager, Lexington Cooperative Market



# DoubleUpNYS.com/locations

Your location  Search radius  Results

## MAP – Buffalo Promise Neighborhood

Dartmouth Ave  
Buffalo, 14215

Location Type: Farmers Market  
Currency Type: Tokens

[More info](#)

0.3 mi

[Directions](#)

## Food Plus Market

414 E Amherst St  
Buffalo, 14215

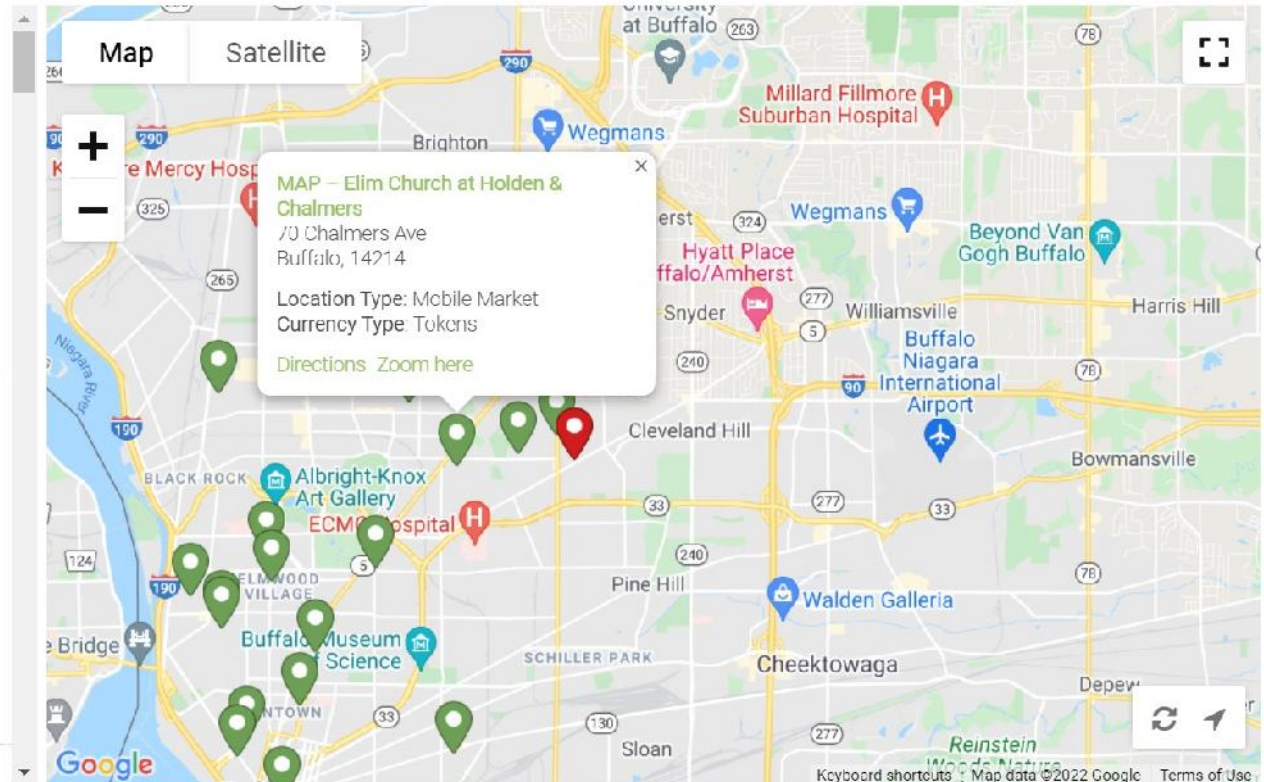
Location Type: Corner Store  
Currency Type: Loyalty Card

[More info](#)

0.6 mi

[Directions](#)

## MAP – Elim Church at Holden & Chalmers



LOYALTY CARDS

TOKENS

COUPONS

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