Food insecurity and lack of access to healthy food are problems that many low-income families in Iowa communities experience.

Double Up Food Bucks is an incentive program that matches SNAP (food assistance) dollars spent at farmers markets and grocery stores in Iowa so SNAP recipients have greater access to fresh fruits and vegetables.

**How Double Up Food Bucks Works:**

The Double Up Food Bucks incentive program operates differently at grocery stores and farmers markets.

**Farmers Market**
- The customer buys SNAP tokens with their EBT card at the market information booth using the market’s SNAP EBT machine. The SNAP tokens can be used to purchase any SNAP-eligible food item available at the farmers market.
- The customer receives a matching amount of Double Up Food Bucks (up to $10 per day). Double Up Food Bucks can be used to purchase any locally-grown, fresh fruits or vegetables.
- The customer shops with their SNAP tokens and Double Up Food Bucks.

**Grocery Store**
- In the produce department, the customer shops for fresh produce.
- When the customer purchases those items with their EBT card, the amount they spend on those items (up to $10 per day) is matched with Double Up Food Bucks.
- The customer can spend their earned Double Up Food Bucks to buy additional fresh fruits and vegetables.
- Earned Double Up Food Bucks can also be redeemed for fresh produce at the local farmers market.

**DOUBLE UP FOOD BUCKS HAS 3 MAIN OBJECTIVES:**

1. Increase access to fresh fruits and vegetables for SNAP recipients
2. Support local farmers growing fruits and vegetables
3. Support the local economy
Double Up Food Bucks – Iowa

Our Impact & Expansion into Retail Grocery

In 2019, Iowa Healthiest State Initiative has continued expansion of its Double Up Food Bucks healthy food incentive program to reach more children and families with much-needed nutritious food. Beginning on May 1, Fareway launched the Double Up Food Bucks program at 14 retail grocery stores across Iowa, allowing the program to be utilized year round. Customers in these communities can now carry their Double Up Food Bucks between local farmers markets and participating grocery stores.

In 2019, shoppers took home $154,236 in fresh fruits and vegetables using Double Up Food Bucks!

- Sales have increased by more than 900% compared to 2018
- 34 participating sites in 10 counties
- 300+ farmers participating
- $262,201 in economic impact for Iowa communities due to DUFB spending

Double Up Food Bucks Market Growth

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Hawk</td>
<td>$0</td>
<td>$25</td>
<td>$8,708</td>
<td>$8,708</td>
</tr>
<tr>
<td>Dubuque</td>
<td>$0</td>
<td>$20</td>
<td>$11,605</td>
<td>$11,605</td>
</tr>
<tr>
<td>Johnson</td>
<td>$0</td>
<td>$318</td>
<td>$28,039</td>
<td>$28,039</td>
</tr>
<tr>
<td>Linn</td>
<td>$0</td>
<td>$318</td>
<td>$14,086</td>
<td>$14,086</td>
</tr>
<tr>
<td>Marshall</td>
<td>$0</td>
<td>$318</td>
<td>$318</td>
<td>$318</td>
</tr>
<tr>
<td>Polk</td>
<td>$0</td>
<td>$71,788</td>
<td>$71,788</td>
<td>$71,788</td>
</tr>
<tr>
<td>Poweshiek</td>
<td>$0</td>
<td>$5,160</td>
<td>$5,160</td>
<td>$5,160</td>
</tr>
<tr>
<td>Story</td>
<td>$0</td>
<td>$1,329</td>
<td>$1,329</td>
<td>$1,329</td>
</tr>
<tr>
<td>Warren</td>
<td>$0</td>
<td>$3,507</td>
<td>$3,507</td>
<td>$3,507</td>
</tr>
<tr>
<td>Winneshiek</td>
<td>$0</td>
<td>$9,696</td>
<td>$9,696</td>
<td>$9,696</td>
</tr>
</tbody>
</table>

Double Up Food Bucks Redemption by County

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>2019 Redemption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Hawk</td>
<td>$8,708</td>
</tr>
<tr>
<td>Dubuque</td>
<td>$11,605</td>
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<tr>
<td>Johnson</td>
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<td>Warren</td>
<td>$3,507</td>
</tr>
<tr>
<td>Winneshiek</td>
<td>$9,696</td>
</tr>
</tbody>
</table>
How Grocery Stores & Farmers Markets Work Together

- $32,219 Double Up Food Bucks were spent at local markets – directly benefiting Iowa farmers.
- 13 out of 15 farmers markets saw increased Double Up Food Bucks redemption in 2019.
- Double Up Food Bucks are being earned by participants at grocery stores and spent at farmers markets.
- 80% of farmers markets redeemed more Double Up Food Bucks than they distributed to customers.

### Double Up Food Bucks Redemption by Grocery Store

<table>
<thead>
<tr>
<th>Grocery Store</th>
<th>2019 Redemption</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Pioneer Food Co-op – 3 locations</td>
<td>$2,279</td>
</tr>
<tr>
<td>Wheatsfield Food Co-op – 1 location</td>
<td>$1,329</td>
</tr>
<tr>
<td>Oneota Food Co-op – 1 location</td>
<td>$666</td>
</tr>
<tr>
<td>Fareway Grocery – 14 locations</td>
<td>$112,406</td>
</tr>
</tbody>
</table>

### Double Up Food Bucks Redemption by Farmers Market

<table>
<thead>
<tr>
<th>County</th>
<th>Distribution</th>
<th>Redemption</th>
<th>% Redemption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaverdale Farmers Market</td>
<td>$155</td>
<td>$149</td>
<td>96%</td>
</tr>
<tr>
<td>Cartwright Pavilion Farmers Market</td>
<td>$408</td>
<td>$318</td>
<td>78%</td>
</tr>
<tr>
<td>Cedar Rapids Downtown Farmers Market</td>
<td>$171</td>
<td>$171</td>
<td>100%</td>
</tr>
<tr>
<td>Dogpatch Urban Gardens Farm Stand</td>
<td>$45</td>
<td>$76</td>
<td>168%</td>
</tr>
<tr>
<td>Dubuque Farmers Market</td>
<td>$4,901</td>
<td>$5,520</td>
<td>113%</td>
</tr>
<tr>
<td>Greens to Go Mobile Market</td>
<td>$135</td>
<td>$147</td>
<td>109%</td>
</tr>
<tr>
<td>Grinnell Farmers Market</td>
<td>$145</td>
<td>$683</td>
<td>471%</td>
</tr>
<tr>
<td>Hoffman Produce Farms Farm Stand</td>
<td>$2,057</td>
<td>$1,512</td>
<td>74%</td>
</tr>
<tr>
<td>Iowa City Farmers Market</td>
<td>$4,155</td>
<td>$5,159</td>
<td>124%</td>
</tr>
<tr>
<td>Johnston Farmers Market</td>
<td>$176</td>
<td>$841</td>
<td>478%</td>
</tr>
<tr>
<td>Lutheran Services in Iowa Global Greens Farmers Market</td>
<td>$11,878</td>
<td>$12,136</td>
<td>102%</td>
</tr>
<tr>
<td>Sweet Tooth Farm Farm Stand</td>
<td>$14</td>
<td>$26</td>
<td>186%</td>
</tr>
<tr>
<td>Waterloo Urban Farmers Market</td>
<td>$1,280</td>
<td>$1,712</td>
<td>134%</td>
</tr>
<tr>
<td>West Des Moines Valley Junction Farmers Market</td>
<td>$433</td>
<td>$1,806</td>
<td>417%</td>
</tr>
<tr>
<td>Winneshiek Farmers Market</td>
<td>$20</td>
<td>$1,963</td>
<td>982%</td>
</tr>
</tbody>
</table>
A Win for Families, Farmers & Communities

Helping more Iowans buy fresh, healthy food from local farmers is a simple yet powerful concept. With programs such as Double Up Food Bucks, every dollar spent does at least double duty, providing new sales for Iowa family farmers and a dollar in real nutrition assistance, improving community health and keeping food dollars circulating in local economies. It has been estimated that every dollar in SNAP or Double Up Food Bucks spent generates $1.70 in economic activity in that community.

Who are our shoppers?
- 54% are living with children
- 44% are living with four or more children
- 72% of shoppers are female
- 64% are between 25 and 54 years old
- 25% are 55 years or older

Impact on shoppers:
- 84% reported an increase in the amount of fruits and vegetables they eat
- 85% reported an increase in the amount of fresh fruits and vegetables they buy
- 57% reported a decrease in their potato chips, candy and cookie consumption

“Love this program and so grateful to be able to further support the farmers!” — DUFB customer

Impact on Rural Iowa

The Double Up Food Bucks program improves access to affordable, healthy food for low-income Iowa consumers while also supporting Iowa’s family farmers and rural communities. Double Up Food Bucks connects farmers and local consumers to help solve the challenges rural communities face:
- 17% of rural Americans are living in poverty, including 40% of our seniors.
- More than 2.5 million rural Americans live at least 10 miles from a supermarket.
- 36% of rural children are overweight and almost 20% are obese.
- The problem is even more acute for minority children in rural communities.

HELPS LOW-INCOME RURAL CONSUMERS:
✓ Doubles purchasing power
✓ Improves access to affordable and healthy food
✓ Reduces rural food deserts
✓ Potential to reduce diet-related health problems

HELPS FARMERS:
✓ Creates new customer base
✓ Increases sales and farm income
✓ Supports beginning farmer opportunities

HELPS EVERYONE:
✓ Creates jobs
✓ Keeps food dollars in the local economy
✓ Builds community food self-reliance
✓ Creates economic opportunity in high need communities

Middle Way Farm at the Grinnell Farmers Market, 2019.
Double Up Food Bucks connects Iowa farmers with local consumers to help solve the challenges rural Iowa communities face, including higher rates of poverty, obesity, supermarket scarcity and food insecurity.

The program helps farmers grow their customer base, increase their sales and close the healthy food access gap for their fellow Iowans.

We are not only seeing this impact in redemption rates, but we are being told about this impact directly from the vendors who participate in the program:

**KATHY SALOW**
Kirkwood SunCountry Produce
Hopkinton

“We saw more customers that probably wouldn’t have been able to afford to come to market to purchase extra food for their families or themselves. It brought more people out and we had return customers.”

**MOLLY SCHINTLER**
Echollective Farm
Mechanicsville

“Nearly 40% of families in our area struggle to meet basic needs from month to month. Often food pantries do not have local produce available. The Double Up program (builds) equity into our food system through increased access to local, fresh food.”

**ADRIAN WHITE**
Jupiter Ridge Farm
Garber

“People in need of whole, healthy food can be seen as an untapped market to farmers. If this untapped market has the means of accessing the food (with Double Up Food Bucks) ... everybody wins.”
2019 Double Up Food Bucks Locations

Double Up Food Bucks is proud to have more than 30 participating sites across the state, including farmers markets, farm stands and retail grocery stores.

Find complete listings and addresses at: IowaHealthiestState.com/Double-Up-Food-Bucks

CONTACT: Aryn McLaren
Double Up Food Bucks Coordinator
Iowa Healthiest State Initiative
(303) 669-2254
aryn@iowahealthieststate.com

INTERESTED IN BECOMING A DOUBLE UP FOOD BUCKS SITE?

Fareway, Urbandale
Valley Junction Farmers Market, West Des Moines
Fareway, West Des Moines
Dubuque Farmers Market
Fareway, Dubuque
Grinnell Farmers Market
Fareway, Grinnell
Iowa City Farmers Market
New Pioneer Food Co-op, Iowa City and Coralville
Fareway (Westwinds Drive and Commerce Drive), Iowa City
Hy-Vee, Jefferson
Cartwright Downtown Farmers Market, Marshalltown
Greens to Go Mobile Market, Waterloo
Waterloo Urban Farmers Market
Fareway, Waterloo
Hoffman Produce Farms, Winterset
Hy-Vee, Winterset

Wheatsfield Co-op, Ames
Fareway, Carlisle
Cedar Rapids Downtown Farmers Market
New Pioneer Food Co-op, Cedar Rapids
Fareway, Cedar Rapids
Fareway, Marion
Decorah Farmers Market
Fareway, Decorah
Oneota Co-op, Decorah
Beavardale Farmers Market, Des Moines
Lutheran Services Iowa Global Greens, Des Moines
Dog Patch Urban Gardens Farm Stand, Des Moines
Sweet Tooth Farm, Des Moines
Fareway (Euclid Ave.), Des Moines
Johnston Farmers Market
Fareway, Johnston
Fareway, Pleasant Hill
Double Up Food Bucks Communications

Multiple communications efforts have been made by the Healthiest State Initiative, our partners and our participating sites to encourage engagement with Double Up Food Bucks, including:

Signs: A variety of signs have been created for both farmers markets and grocery stores to let SNAP customers know how the program works, where to go at the markets to purchase tokens, what the different kinds of tokens can buy, and which items at the grocery stores are local.

On-Site Advertising: Participating grocery stores and farmers markets provided in-kind advertising throughout their stores or in local publications as part of their marketing strategies.

Fliers & Tear-Sheets: Fliers were created for each community to let SNAP customers know how the program works and where to find the location nearest them. Fliers were double-sided with print in both English and Spanish. 10,000 fliers were distributed among the following:
- Health Departments
- WIC Clinics
- Community Centers
- Local & Regional Food Banks
- World Food Prize Hunger Summit Keynote Luncheon
- Double Up Food Bucks participating sites

Social Media:
- Social media toolkits were distributed to Double Up Food Bucks participating sites and community partners to aid in communicating to SNAP customers.
- An app called Fresh EBT uses geocoding data to alert SNAP recipients to the availability of the Double Up Food Bucks program when they are in proximity to a participating location.
- Paid social media advertising was utilized on Facebook to drive awareness of the Double Up Food Bucks program in participating markets and encourage redemption.

Website: The Double Up Food Bucks program website has been an important communications tool to relay the most current information and received 15,428 pageviews in 2019.

Videos: Instructional how-to videos were produced by the Healthiest State Initiative to help customers better understand and navigate the shopping experience. Videos were created for farmers markets, New Pioneer Food Co-op stores, Wheatsfield Co-op and Fareway. These videos are available on the program website and YouTube channel.

Press Releases: Four press releases featuring Double Up Food Bucks announcements or achievements were distributed to a statewide media list and published online.
How is Double Up Food Bucks currently funded?

Federal Match Grant Funding

In August 2018, the U.S. Department of Agriculture awarded the Healthiest State Initiative a three-year grant totaling $480,044 to expand Double Up Food Bucks into the retail grocery sector. The grant is matched with private funds bringing total project support to nearly $1 million through 2021.

The passage of the Agriculture Improvement Act of 2018 – AKA the Farm Bill – into law established permanent funding for the Gus Schumacher Nutrition Incentive Program (GUS), which increases the value of SNAP benefits when used to purchase fruits and vegetables.

This funding allows the Iowa Healthiest State Initiative the opportunity to match all private and state dollars 1:1 making our goal of expanding into grocery stores statewide achievable at a more rapid rate, increasing access to fresh, healthy food for all Iowans.

Statewide Double Up Food Bucks Sponsors

Double Up Food Bucks would not be possible without the support of our private partners and funders:

Learn more about Double Up Food Bucks

Thank you for taking the time to learn more about the Double Up Food Bucks program. More information can be found at IowaHealthiestState.com/Double-Up-Food-Bucks.