

2020

ANNUAL REPORT

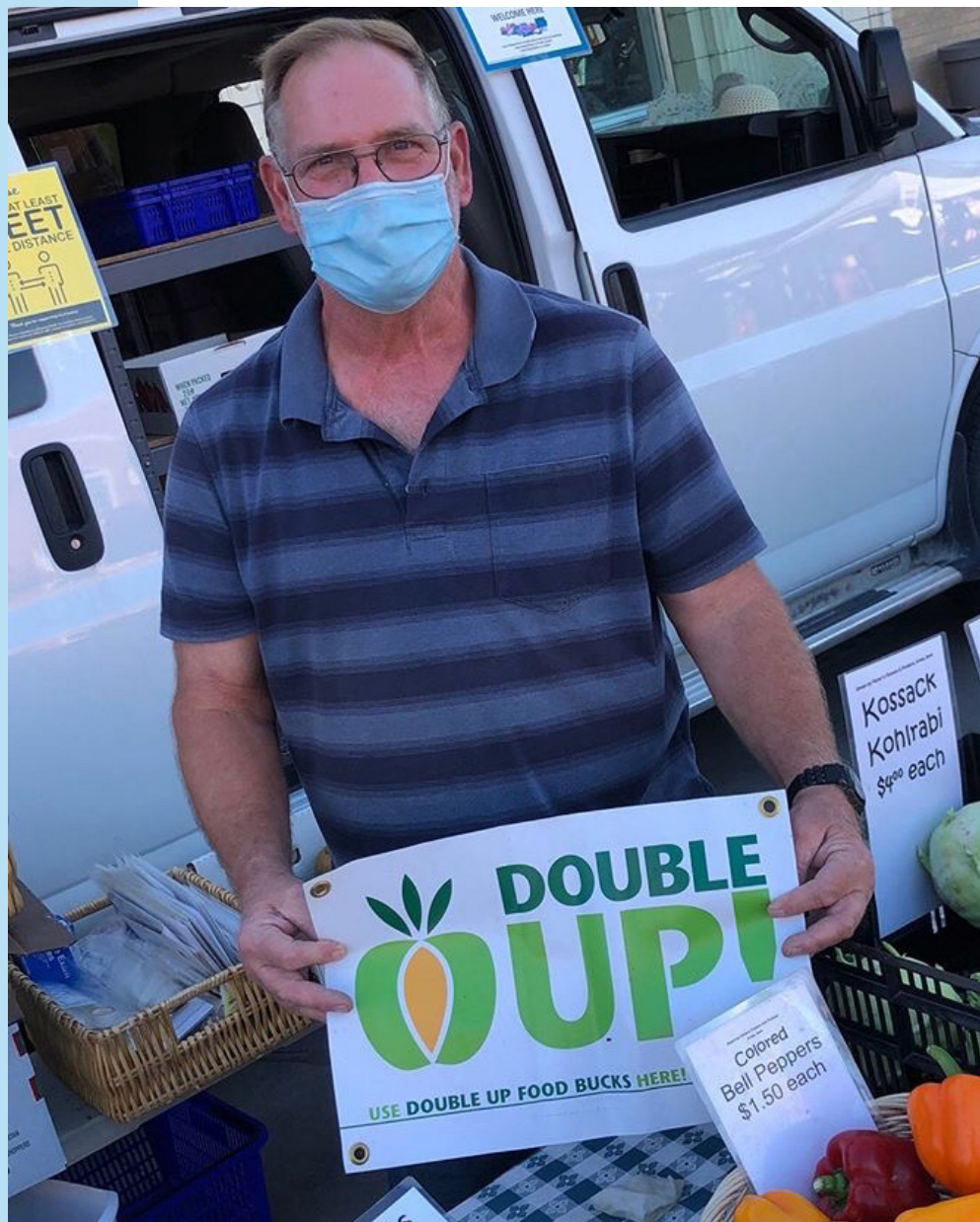


Photo courtesy of Eat Greater Des Moines



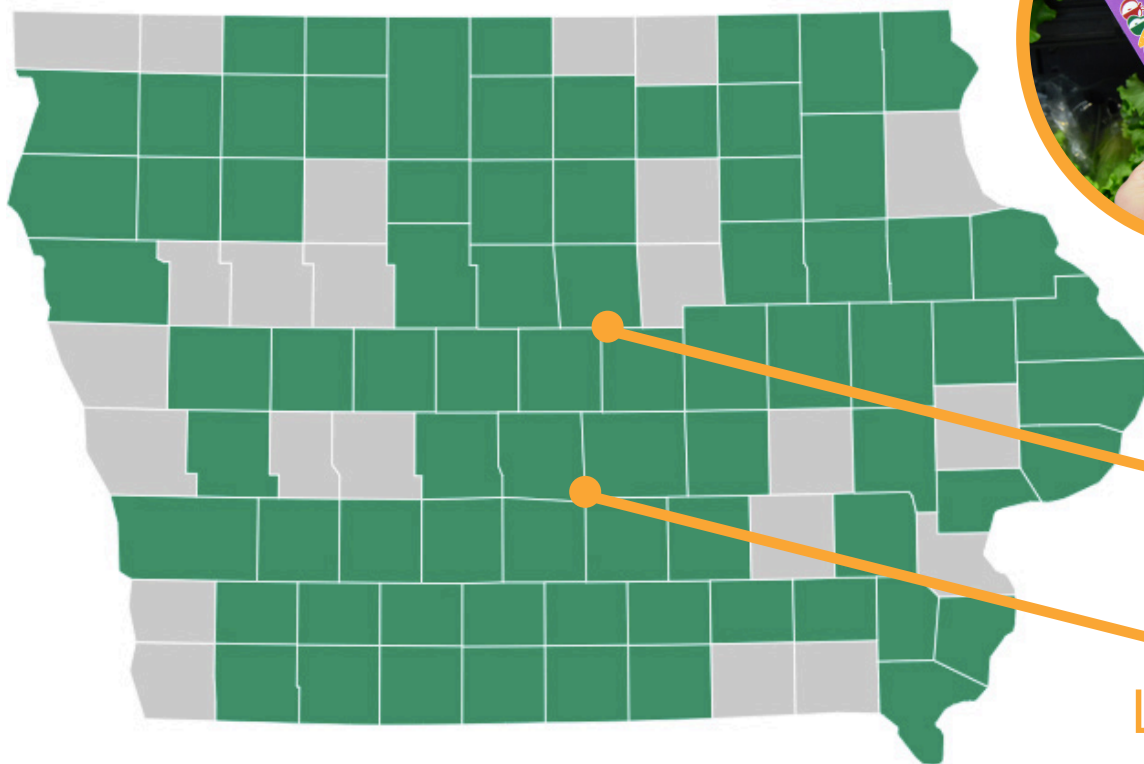
FIGHTING FOOD INSECURITY WITH FRUITS & VEGETABLES

Double Up Food Bucks is a SNAP-incentive program in Iowa that matches food assistance dollars 1:1 on purchases of fresh fruits and vegetables at participating farmers markets and grocery stores.



Healthiest State
INITIATIVE

DOUBLE UP FOOD BUCKS 2020 PARTICIPATING SITES



76
COUNTIES

144
LOCATIONS

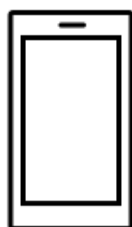
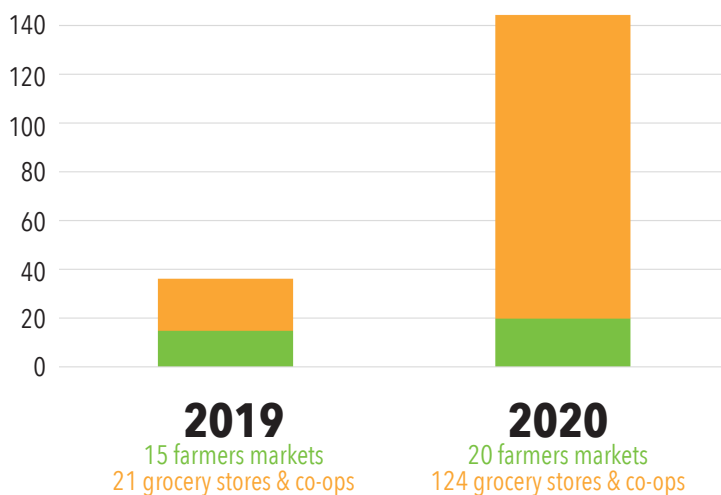
CARES ACT FUNDS 2020 EXPANSION:

Double Up Food Bucks received \$2 million from the Coronavirus Aid, Relief and Economic Security (CARES) Act to fight food insecurity caused by COVID-19. The program expanded to 100+ new grocery store locations - including all Iowa Fareway stores - and added new farmers market locations in 2020.

MESSAGING:

A targeted social media and digital advertising campaign helped raise awareness and educate eligible customers about the program.

2019 vs. 2020 LOCATIONS



7.4 MILLION
AD IMPRESSIONS
DISPLAY, VIDEO, AUDIO, SOCIAL



19,950
LOCATION VISITS
AFTER SEEING AD

75,334

lowans benefited from Double Up Food Bucks.



That's **25%** of all SNAP participants.

\$1,001,946

Double Up Food Bucks redeemed for fresh fruits and vegetables.

92% of participants reported eating more fresh produce due to Double Up Food Bucks.

In 2020, more food insecure lowans used Double Up Food Bucks to access free fruits and vegetables than any year before!

- **430,023** transactions
- **550%** increase in redemption between 2019-2020



GROCERY & FARMERS MARKET:

	2019	2020
Double Up Food Bucks EARNED	\$340,524	\$1,877,643
Double Up Food Bucks REDEEMED	\$154,236	\$1,001,946
Individuals Benefited	11,597	75,334

“ Double Up Food Bucks helps both lowans in need and also helps our specialty crop farmers.”

– **Lt. Gov. Adam Gregg**
Feeding lowans Taskforce



Double Up Food Bucks redemption at farmers market has grown more than **370%** between 2019-2020, supporting local produce growers.

FARMERS MARKET ONLY:

	2019	2020
Double Up Food Bucks REDEEMED	\$32,219	\$152,341



DOUBLE UP FOOD BUCKS & THE ECONOMY:

Double Up Food Bucks increases access to healthy food for low-income lowans, supports Iowa farmers and keeps dollars in the local economy. **It's a win-win-win!**

- **100%** of Double Up Food Bucks are spent at Iowa grocery stores and farmers markets
- **\$1.7 MILLION** in economic impact generated by Double Up Food Bucks in 2020

HOW IS DOUBLE UP FOOD BUCKS FUNDED?

Double Up Food Bucks in Iowa is funded through a three-year Food Insecurity Nutrition Incentive (FINI) grant from the U.S. Department of Agriculture. The Healthiest State Initiative is able to match local, state and private donations 1:1 with the USDA grant funding.

2020 statewide sponsors:

- Alliant Energy
- Bank of America
- ITC Midwest
- Iowa Total Care
- United Healthcare

In response to the COVID-19 pandemic, Double Up Food Bucks received temporary funding from the CARES Act, made possible through the leadership of Gov. Kim Reynolds in consultation with the Feeding Iowans Task Force, led by Lt. Gov. Adam Gregg.

THANK YOU!

Double Up Food Bucks would not exist – much less be a success – without the support of our private sponsors, funders and support from local partners!

BANK OF AMERICA 




iowa total care™




UnitedHealthcare®
Community Plan



This work is supported by Food Insecurity Nutrition Incentive Grant Program grant no. 2018-70025-28170/project accession no. 1015841 from the USDA National Institute of Food and Agriculture.

To see a map of participating locations, learn more about how the program works and discover ways to get your community or organization involved with Double Up Food Bucks, visit: **DoubleUpIowa.org**

