



DOUBLE UP FOOD BUCKS

Frequently Asked Questions: New Pioneer Food Co-op

Q: What is Double Up Food Bucks?

A: Double Up Food Bucks (DUFB) is a program that “matches” SNAP EBT Card benefits spent at New Pioneer Food Co-op stores. When you spend your SNAP Card dollars on fresh fruits and vegetables, you’ll get a dollar for dollar-for-dollar match of up to \$10 in DUFB that you can spend on fresh locally grown fruits and vegetables. So, if you spend \$10 on your SNAP EBT Card, you’ll get an extra \$10 – FREE – that you can use to buy more, fresh locally-grown produce.

Q: How do I earn DUFB at a grocery store?

Most grocery stores have a customer service desk where you can speak with a staff member. The grocery staff can help by providing you with information to help you get started. Each grocery store issues its own unique Double Up Food Bucks currency, so it is best to check in at the customer service center before shopping!

In New Pioneer Food Co-op stores, at the cash register for every \$1 you spend on fresh fruits and vegetables with your SNAP EBT card, you will get \$1 in Double Up Food Bucks to use towards the purchase of locally-grown fruits or vegetables. So, if you spend \$5 on fresh fruits and vegetables, you will get \$5 in Double Up Food Bucks. You can use your Double UP dollars immediately or save them for later.

Q: What can I buy with my DUFB?

A: You can spend your DUFB on fresh fruit and vegetables that were locally grown. You can also use DUFB to buy locally-grown plants to grow food in your own garden.

Q: Why can I only buy locally grown fruit and vegetables with my DUFB?

DUFB is a program with two goals: to help low-income families access fresher, healthy foods AND to support local farmers. By spending your DUFB on locally grown products, you're helping local farmers boost their incomes, and that is great for the Iowa economy.

Q: Do I have to sign up for something?

A: No, just come to the store and use your EBT Card. Go to the grocery's customer service desk if you have any questions. A staff member will help you and they will help you get started with the program.

Q: What if I don't want to spend all my DUFB today?

A: Keep them and use them next week! DUFB are not refundable because they're free. Some people like to save up their DUFB for when their favorite fruit and vegetables are in season, and then buy large quantities to can or freeze. ***The last day to use your DUFB tokens is December 31, 2018.***

Q: Why can I only get \$10 per day?

A: DUFB has a limited budget. We want as many people as possible to get the benefit of doubling their fruit and vegetable purchasing power, and the best way to do that is to limit the number of DUFB one person can get per day. You can come back every day to the store and you'll get up to \$10 matched at each and every visit from now through the end of the year.

Q: Can I use DUFB anywhere else?

A: Yes. DUFB can be redeemed at any of the DUFB markets and several grocery stores in Iowa. For more information, visit www.iowahealthieststate.com/double-up-food-bucks

Q: Is it really free? Where does the money come from?

A: Yes, it's really free. DUFB is a project of Iowa Healthiest State Initiative and your local farmers market. The goal is to get healthier food to Iowa families while supporting Iowa farmers. Funding comes from the USDA and different private community foundations and corporations throughout Iowa and beyond.

Q: What is a EBT Card and how can I get one?

A: An EBT Card is the common name for the electronic benefits transfer (EBT) card used by recipients of federal food assistance benefits in Iowa. It has a picture of the Iowa horizon on it. SNAP, the Supplemental Nutrition Assistance Program is the new name for the federal food assistance program formerly called Food Stamps.

In order to qualify for a EBT Card, you must meet certain requirements for income and expenses determined by the State of Iowa. To see if you qualify and apply for benefits, go to <https://dhsservices.iowa.gov/apsspssp/ssp.portal> or call 1-855-889-7985. You can also contact your local food bank for information on where to go in your community to apply for benefits or call the United Way's 2-1-1 service (dial 2-1-1 on any phone).

Additional Questions?

Don't hesitate to reach out to the Iowa Healthiest State Initiative with questions, comments, concerns or praise! Here is our contact information:

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