

Voices of Double Up Food Bucks

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 were nervous because of COVID-19 that it would be a bad year for selling, but Double Up Food Bucks helped. We had many customers and are making more money at our market than we used to make.

Simon Bucumi
Global Greens



Double Up Food Bucks brings more low-income people out to the farmers market and gives them access to healthier food. Double Up Food Bucks brings new customers and more sales to us.

Becky Huang
North Iowa Berries & More



Double Up Food Bucks makes it easier to vendors to sell and easier for customers to buy. Before, my customers wouldn't buy green peppers or onions because they think they are expensive - now they will buy them.

Bizmania Charles
Eating Well Farm



**DOUBLE UP
FOOD BUCKS™**
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DoubleUplowa.org

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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.

Kathy Salow

Kirkwood SunCountry Produce, Hopkinton



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.

Molly Schintler

Echollective Farm, Mechanicsville



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.

Adrian White

Jupiter Ridge Farm, Garber



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