DOUBLE UP FOOD BUCKS
Results in Buffalo
2014-2015

$24,564* Total Spent
$24,564 SNAP
* Indicates what was spent at the seven pilot markets prior to the implementation of the DUFB program

$101,814 Total Spent
$56,598 SNAP
$45,216 DUFB

$144,912 Total Spent
$74,578 SNAP
$70,334 DUFB

Customer Evaluation

97% of customers said their families are eating more fruits & vegetables

It [DUFB] encourages me to buy more different things that I wouldn’t buy with my money.
– DUFB Customer

96% of customers said their diets felt healthier overall

3.42 Average visits to the farmers market using DFUB

93% of customers said they are very satisfied with the DUFB program

$23.81 Average DUFB amount spent per visit

Vendor Evaluation

76% of farmers said they are making more money

90% of farmers said they are selling more fruits & vegetables

62% of farmers reported having a new customer base

There was certainly an overwhelming response to the program. I would say overall I had a 5-10% increase in my business because of the program. It is a simple and straightforward program which I think lends to its success.
– Tom Tower
Tom Tower Farm, Elmwood Bidwell Farmers Market
Field & Fork Network is a non-profit organization serving the eight Western counties of New York. Our mission is to build a thriving regional food system that serves everyone in our community. In 2014, Field & Fork Network introduced Double Up Food Bucks (DUFB) to area farmers markets as a way to increase access to affordable fresh locally grown food.

Double Up Food Bucks (DUFB) is a SNAP (Supplemental Nutrition Assistance Program – formerly known as food stamps) incentive program delivered at local farmers markets as a way to increase the access to and the affordability of fresh fruits and vegetables to low-income individuals and families.

DUFB provides a $1 for $1 match on any SNAP purchase up to $20 per market visit per day. The Double Up Food Bucks incentive can only be used to purchase fresh fruits and vegetables thereby promoting healthier eating habits among the participants and redirecting federal food assistance dollars into the local food and agriculture economy. Double Up Food Bucks currently operates for 16-18 weeks during the peak harvest season, June through October.
Double Up Food Bucks uses existing infrastructure – farmers markets and EBT - the mechanism SNAP recipients use to receive their benefits – to improve access to and affordability of fresh fruits and vegetables for low-income individuals and families and grow the local food economy by supporting purchases from local farmers.

In our 2014 pilot season DUFB was administered at 7 area farmers markets, spanning 3 counties. In 2015 we expanded the DUFB program to 15 farmers markets, including a mobile market, spanning five counties.
Marketing and outreach are key components of a successful DUFB program. Field & Fork Network provides the farmers markets with hands-on training and a variety of marketing and promotion tools including: flyers & posters, banners, signage for participating vendors.

Community partnerships such as our partnership with EatSmart NY, the SNAP education program for New York State, has proven beneficial in enhancing the program for participants by providing nutrition education, cooking demonstrations and recipes.

Field & Fork Network, with assistance from the farmers market managers, administers qualitative evaluation of DUFB including customer surveys and focus groups, vendor surveys and market manager surveys. This evaluation has been informative in understanding our impact on both SNAP recipients and participating vendors with the program.

“"I was able to use the coins to buy starter plants for my own garden. That benefitted me. So I’m looking forward to next year, to doing the peppers and the tomatoes again.”

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DUFB Customer

“"It was a great benefit to my customers and added more dollars to my pocket which I appreciated. I liked seeing customers use both SNAP and Double Up Food Bucks tokens to purchase fresh fruits and vegetables.”

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Dick Feinen
Feinen Farms,
Fredonia Farmers Market

“"We have been running an EBT program at the market for several years, and had experimented with coupons and incentives for EBT customers in the past. Nothing prepared us for the overwhelming response to the DUFB pilot.”

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Carly Battin
Executive Director
Elmwood Village Association
Operator of the Elmwood Bidwell Farmers Market