



FIELD & FORK NETWORK

Double Up Food Bucks WNY

Field & Fork Network, in partnership with Fair Food Network and the Cornell Cooperative Extension Harvest NY team, launched a pilot of the Double Up Food Bucks SNAP incentive program at 7 Western New York farmers markets during the 2014 market season. The pilot ran for 16 weeks – July 1 – October 31, 2014.

The Program:

Double Up Food Bucks (DUFb) provides low-income folks who receive Supplemental Nutrition Assistance Program (SNAP) benefits with a one-to-one match to purchase healthy, locally grown fruits and vegetables. If an individual or family spends up to \$20 in SNAP dollars at a participating market, they will receive a one-to-one match up to \$20 in Double Up Food Bucks which can be used to purchase fresh, locally-grown fruits and vegetables.

Results:

The results shown below are by each participating DUFb pilot farmers market. The increases in SNAP sales are compared to full year/full season results from 2013.

	<u>% Increase in SNAP Sales</u>	<u>% Increase in Overall Food Assistance Purchases</u>	<u># of SNAP transactions</u>	<u># of New SNAP Customers</u>
OVERALL results	219%	415%	3,147	1007
ECMC Farmers Market at Grider	295%	586%	152	101
Elmwood Bidwell Farmers Market	200%	381%	672	207
Clinton Bailey Farmers Market	443%	886%	897	331
Fredonia Farmers Market	241%	422%	171	59
DT Jamestown Farmers Market	140%	271%	394	88
North Tonawanda Farmers Market	165%	295%	758	156
Lockport Community Market*	N/A	N/A	103	65



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*Lockport Community Market did not have a baseline since they started accepting SNAP and Double Up Food Bucks this season (2014).

Additional evaluation:

- **Customer Survey**- As a result of Double Up Food Bucks, customers reported:
 - 90% of customers have increased the amount of fresh fruits and vegetables they are buying
 - 87% of customers have increased trips to the farmers markets
 - 93% of customers are eating more fruits and vegetables
- **Vendor Survey** – we are currently surveying participating and non-participating vendors, preliminary results show as a result of the program:
 - 70% farmers say they are making more money
 - 62% reported they have a new customer base
 - Here are some participating vendor comments:

“There was certainly an overwhelming response to the program. I know that I had an incremental \$500 added to my bottom line in July alone. I would say overall I had a 5-10% increase in my business because of the program. Token sales are doubled over last year for sure. It is a simple and straightforward program, which I think lends to its success.

I also noticed the program allowed folks to buy things they normally wouldn't buy – like a quart of raspberries – which may be too expensive in other circumstances. It allowed them to purchase a wider variety of fruits and vegetables, whereas in the past I would say SNAP recipients would usually purchase more inexpensive staples like potatoes and apples. With a more diverse diet, comes better nutrition overall.”

~**Tom Tower**, Tom Tower Farm, Elmwood Bidwell Farmers Market

“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.”

~**Dick Feinen**, Feinen Farms, Fredonia Farmers Market

“This is a great program! It significantly increased our sales – I would say it helped almost double our business at the market.”

~**Pete Calanni**, Gong Garden Farm, Fredonia Farmers Market

- **Market Manager Survey** – we will be administering a market manager survey at the conclusion of the pilot and therefore do not have final results available. One market manager did share this testimonial:

“The Elmwood-Bidwell Farmers Market began participating in the Double Up Food Bucks pilot program on July 5th of this year. Our producers-only market is in its 15th season and serves a diverse clientele in one of Buffalo's largest and densest neighborhoods. We have been running an EBT program at the

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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. On July 12th, our market administrator processed 72 transactions for a total of nearly \$1200 dollars in EBT; not only is this our highest-ever single day total, it is 43% higher than the transaction total for the entire month of July 2013. Vendors reported a huge increase in foot traffic and sales, and both vendors and patrons feel that the program is extremely beneficial.”

~**Carly Battin**, Executive Director, Elmwood Village Association

“This is an excellent program to not only promote EBT and SNAP but it also provided us the opportunity to educate consumers on better spending habits. We explained to folks what to buy and how to store certain fruits and vegetables over the long term. We significantly increased our EBT customer base. We are thrilled at the numbers we achieved and that folks chose to spend their food assistance at the market. The program tied-in nicely with our cooking and nutrition workshops – we ran those every other week at the market and they were a huge hit. I was also able to fulfill a promise to my vendors to

increase traffic and the number of customers at the market which resulted in higher sales for them. I attribute some of this increased activity to the Double Up Food Bucks program.

~**Margaret Bruegel**, Market Manager, Fredonia Farmers Market

- Health Impact Assessment – we are working with the Department of Nutritional Sciences at Cornell University to conduct a longitudinal study that determines to what degree the SNAP incentive, coupled with targeted nutrition education, is affecting long term behavior change in program participants’ consumption of healthier food. As such, we were able to capture some baseline data with our customer survey and we will be administering 4 focus groups in early November to glean some qualitative health data from the pilot season. We hope to continue this research as the program expands in the future.