



# DOUBLE UP FOOD BUCKS

2016 - 2017 Idaho Report

The SNAP incentive program Double Up Food Bucks began at Idaho farmers markets in 2016 as a way to increase access to and affordability of fresh fruits and vegetables for low-income families, support area farmers, and stimulate local economies. It was launched by the Idaho Farmers Market Association in conjunction with Fair Food Network.

**How it works:** Double Up Food Bucks provides participants in the SNAP program with a one-to-one match to purchase healthy, locally grown fruits and vegetables. (SNAP stands for the Supplemental Nutrition Assistance Program formerly known as food stamps.)

## A WIN FOR IDAHO

In 2016, Double Up ran at 12 farmers markets across Idaho.

### HELPS LOW-INCOME CONSUMERS

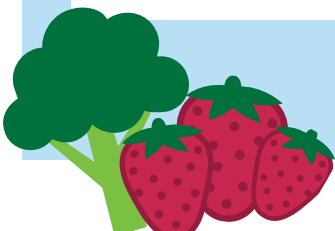
- In 2016, low-income Idaho shoppers spent \$42,710 in combined SNAP and Double Up Food Bucks to purchase fresh, nutritious fruits & vegetables
- A market manager reported that "more people started believing that the market is an affordable place to buy food!" [as a result of Double Up]

### HELPS IDAHO FARMERS

- 84% of Double Up farmers market managers said the diversity of shoppers at the market has increased
- 100% reported more new customers are going to their markets since launching Double Up

*Totals reflect data while Double Up Food Bucks is in operation.  
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[fairfoodnetwork.org](http://fairfoodnetwork.org) | [idahofma.org/doubleup](http://idahofma.org/doubleup)



## 2017 PARTICIPATING LOCATIONS

In 2017, Double Up will run at 13 farmers markets across Idaho.

"Absolutely include Double Up in your market. Not only does it increase sales, it affects local environment, helps with advertising, and supports the community in reducing the economic disparity."

– FARMERS MARKET MANAGER

"Thanks to the Double Up, people are buying things they might not have tried or felt like they could afford prior to the program."

– FARMERS MARKET MANAGER



The majority of farmers market programs run from April through December with select winter markets running year-round.

### CONTACT

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