

Double Up Idaho!

A Win for Families, Farmers, Local Economies.



Partners in Idaho will unify and scale up successful healthy food incentive programs into a statewide effort that can serve more low-income families and farmers, and leverage USDA funding. The Double Up Food Bucks programs doubles the value of food stamp benefits when purchasing locally grown, fruits and vegetables at Idaho Farmers Markets.

Why here. 1 in 8 Idahoans rely on the food stamp program. Incentive programs like Double Up make it easier for low-income Americans to eat fresh fruits and vegetables while supporting family farmers and growing local economies. There is great potential to expand health and reduce food insecurity.

Why now. The past decade has seen the start of successful healthy food incentive programs in the region that match the value of food stamp dollars spent at participating sites, helping people bring home more locally grown fruits and vegetables, while supporting local farmers. Given new USDA funding, there is an opportunity to unify programs for broader impact for area families and farmers. 2016 pilot efforts include the following farmers markets:

- Hailey Farmers Market
- Ketchum Farmers Market
- Kootenai County Farmers Market (Coeur d'Alene and Hayden, ID)
- The Boise Farmers Market and Mobile Market
- Lemhi County Farmers Market in Salmon
- The Capital City Public Market
- Twin Falls Farmers Market
- One Sky, One Earth Farmers Market (Plummer, ID)
- Homedale Farmers Market

Our plan. Over the next several years, the lead organizations will work together to implement and promote incentives under a shared brand at an expanded number of sites, building upon existing momentum, expertise and interest from new communities, and providing a simplified experience for food stamp consumers. In 2016 the Idaho Farmers Market Association will apply to the Food Insecurity Nutrition Incentive (FINI) grant that to fund a statewide program.

It's Time to Collaborate

- **Broaden the availability of healthy food incentives**
- **Grow awareness** through region-wide branding shared by partner programs.
- **Make every dollar go further** by aligning programs to increase efficiency

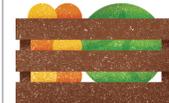
How Double Up Benefits a Community



At participating farmers markets Double Up matches food stamp purchases, up to \$20 per day for local produce.



It's a win-win-win!



The family brings home \$40 worth of healthy food for \$20.



Local farmers gain new customers, sell more produce, and make more money.



More food dollars stay in the local economy.



www.IdahoFMA.org
info@IdahoFMA.org