



# DOUBLE UP FOOD BUCKS

NEW YORK  
2021

Field & Fork Network's Double Up Food Bucks (DUFb) program matches SNAP spending dollar for dollar, up to \$20 per day on locally grown produce.

## Double Up makes each SNAP dollar work harder

Nutrition incentives improve health, hunger, community and economic development in rural and urban communities across New York State.



### Families Eat More Healthy Food

- \$1.9 Million in SNAP & Double Up dollars spent on fruits and vegetables.
- 32,000+ New Yorkers served
- 93% customer satisfaction



### Farmers Make More Money

- \$345,867 in SNAP & Double Up dollars spent at farm direct sites.
- 378 farmers benefited.
- 167 participating farmers markets, mobile markets and farm stands



### Growing Local Economies

- \$1.47 Million in SNAP & Double Up dollars spent at corner & grocery stores.
- 11 brick & mortar sites

## PLANNING FOR THE FUTURE

- \$3M GUSNIP federal grant
- Technology advancements
- Partnership with the Buffalo Bills
- Secured local government funding

40%  
MORE SITES

64%  
MORE DUFb  
DISTRIBUTED

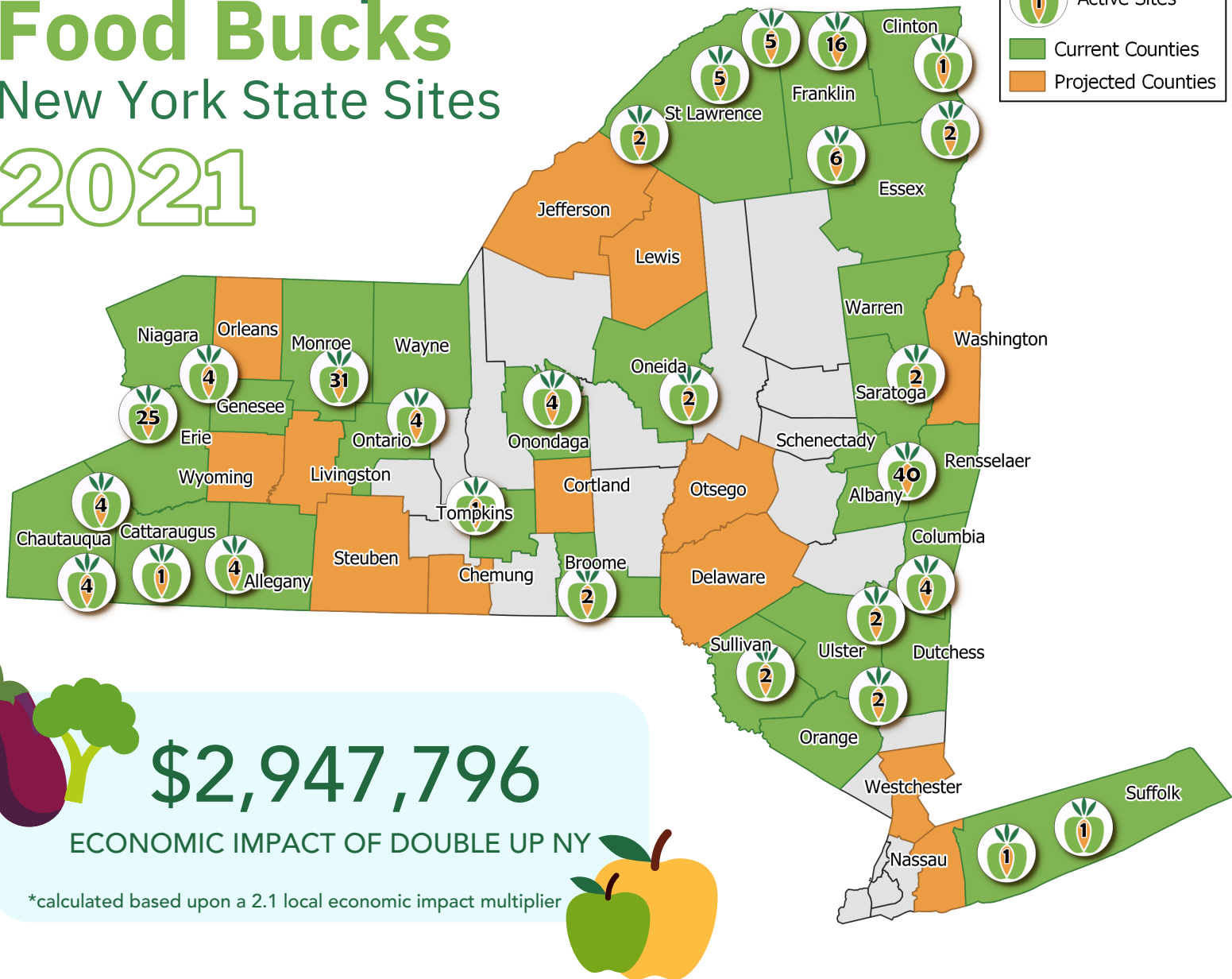
76%  
MORE  
CUSTOMERS

90%  
DUFb  
REDEEMED

UNPRECEDENTED  
GROWTH IN 2021

# Double Up Food Bucks

## New York State Sites 2021



### FOCUS ON RETAIL

COVID 19 continued to impact the lives of New Yorkers in 2021, only exacerbating inequities in food access and security. The Double Up program became an important resource to help families stretch their food budgets. To meet these needs, Double Up focused expansion efforts on grocery stores that could operate the program year round. In 2021, DU launched at 3 Grocery stores, with 3 other locations set to launch in early 2022. .

- **The Brady Market, Syracuse, NY**
- **Bargain Grocery, Utica, NY**
- **Greater Good Grocery, Binghamton, NY**
- **Syracuse Cooperative Markets (2), Syracuse, NY**
- **Honest Weight Food Co-op, Albany, NY**