



CREATED BY GUSNIP NTAE CENTER

GusNIP Project Summary

Annual Report: Sept 2020 – Aug 2021

Resource Prepared by
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Double Up Food Bucks (NY)

Annual Report: Sept 2020 - Aug 2021

Overview

This annual report highlights the successes of Field & Fork Network, Inc. in implementing Double Up Food Bucks (NY) during the annual summary period through the Gus Schumacher Nutrition Incentive Program (GusNIP).

What is GusNIP?

GusNIP is a multi-year effort funded by the U.S. Department of Agriculture (USDA) through the 2018 Farm Bill. Formerly known as the Food Insecurity Nutrition Incentive (FINI) program, GusNIP supports programs that provide financial incentives, specifically produce prescriptions and nutrition incentives (including SNAP incentives), to help families bring home more nutritious food, specifically fruits and vegetables (FVs). Under GusNIP, Nutrition Incentive Projects (NI) seek to increase the purchase of FVs by consumers participating in the Supplemental Nutrition Assistance Program (SNAP; formerly known as food stamps) by providing incentives at the point of purchase.

What are nutrition incentives?

By providing financial incentives at the point of purchase, NI projects can help close the nutrition gap among households experiencing low-income by increasing purchasing power and access to fruits and vegetables. NI projects operate at partnering farmers markets and mobile markets, supermarkets and corner stores, community-supported agriculture (CSA) programs, and more. Project implementation varies depending on contextual factors such as geographic location and populations served. The typical NI model allows SNAP customers to receive a discount or rebate on healthful qualifying purchases (i.e., fruits and vegetables). For example, NI projects commonly feature a 1:1 match, whereby shoppers receive a \$1 discount or rebate on SNAP-eligible fruits and vegetables for every \$1 they spend on a SNAP-eligible food. NIs take various forms, including vouchers, debit cards, tokens, and automatic discounts.

What is the Double Up Food Bucks (NY) project?

Double Up Food Bucks has operated in 24 counties across New York State since 2014. In 2020, the Field & Fork Network received a GusNIP Large Scale Project grant to support Double Up Food Bucks expansion in 45 counties across the state. The primary goals of this project are to expand into grocery store settings, implement and evaluate high-tech SNAP incentive systems, and provide interoperability such that incentives work across locations in a community. Field & Fork Network partners with CCNY (project evaluator), Cornell University Harvest NY, American Heart Association, Clinton County Health Department, Schenectady County Health Department, North Country Healthy Heart Network, and Epic Technology Solutions.

What is this annual report?

This report summarizes participant- and firm-level results from the data your GusNIP project reported between September 1, 2020 - August 31, 2021. The GusNIP Training, Technical Assistance, Evaluation, and Information Center (NTAE) provides individual grantee reports annually to report your project's results in a structured format that is user-friendly and can be shared with partners, other funders, or other audiences of your choice. The tables and figures included in this report were selected based upon common core metrics that all grantees utilize (participant and firm core metrics) and are meant to be descriptive. These descriptive tables and figures may help you understand the impact of your project, as well as inform reporting. If you have questions regarding this report and want help interpreting any of the tables or figures, please reach out to your Program Advisor.

Additional analyses

In addition to this annual report, the NTAE provides grantees with their raw data. Your team may wish to conduct additional analyses with an external evaluator, depending on your research questions and additional metrics you included in your evaluation beyond the core metrics (e.g., additional survey items, qualitative interviews, etc.).

Who is the report shared with?

The NTAE developed this report to share with the grantee and USDA NIFA. The NTAE will not share the report with others. The grantee can share the report or utilize specific tables and figures, as desired.

Full Sample Sociodemographics

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

This page describes the characteristics of participants enrolled.

Total number of participants		219	
Age		Full Sample	
Mean of age		50.74	
Standard deviation of age		16.29	
Age Groups		N	%
18-24		15	6.91%
25-34		24	11.06%
35-44		46	21.20%
45-64		76	35.02%
65+		56	25.81%
Missing		0	0.00%
Gender		N	%
Female		147	67.12%
Male		54	24.66%
Non-binary/third gender		7	3.20%
Prefer to self-describe		0	0.00%
Don't know/Not sure		0	0.00%
Prefer not to answer		7	3.20%
Missing		4	1.83%
Ethnicity		N	%
Hispanic or Latino/a/x		29	13.24%
Not Hispanic or Latino/a/x		183	83.56%
Don't know/Not sure		0	0.00%
Prefer not to answer		6	2.74%
Missing		1	0.46%
Race		N	%
American Indian or Alaska Native		4	1.83%
Asian		10	4.57%
Black or African American		50	22.83%
Native Hawaiian		0	0.00%
Other Pacific Islander		0	0.00%
White		120	54.79%
Other (please specify)		6	2.74%
More than one race		7	3.20%
Don't know/Not sure		4	1.83%
Prefer not to answer		14	6.39%
Missing		4	1.83%

Food Security Status Among Participants by Sociodemographics

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

This page describes the characteristics of participants by their reported food security status.

Total number of participants		219		
Age	Food Secure (N=116)		Food Insecure (N=101)	
Mean of age	54.68		46.21	
Standard deviation of age	15.94		15.56	
	Food Secure		Food Insecure	
Age Groups	N	%	N	%
18-24	4	3.45%	11	10.89%
25-34	10	8.62%	14	13.86%
35-44	21	18.10%	25	24.75%
45-64	43	37.07%	33	32.67%
65+	38	32.76%	18	17.82%
Missing	0	0.00%	0	0.00%
Gender	N	%	N	%
Female	82	70.69%	65	63.11%
Male	27	23.28%	27	26.21%
Non-binary/third gender	3	2.59%	4	3.88%
Prefer to self-describe	0	0.00%	0	0.00%
Don't know/Not sure	0	0.00%	0	0.00%
Prefer not to answer	3	2.59%	4	3.88%
Missing	1	0.86%	3	2.91%
Ethnicity	N	%	N	%
Hispanic or Latino/a/x	11	9.48%	18	17.48%
Not Hispanic or Latino/a/x	102	87.93%	81	78.64%
Don't know/Not sure	0	0.00%	0	0.00%
Prefer not to answer	3	2.59%	3	2.91%
Missing	0	0.00%	1	0.97%
Race	N	%	N	%
American Indian or Alaska Native	0	0.00%	4	3.88%
Asian	5	4.31%	5	4.85%
Black or African American	27	23.28%	23	22.33%
Native Hawaiian	0	0.00%	0	0.00%
Other Pacific Islander	0	0.00%	0	0.00%
White	66	56.90%	54	52.43%
Other (please specify)	1	0.86%	5	4.85%
More than one race	2	1.72%	5	4.85%
Don't know/Not sure	2	1.72%	2	1.94%
Prefer not to answer	10	8.62%	4	3.88%
Missing	3	2.59%	1	0.97%

Food secure participants represent those who scored high or marginal food security on the Household Food Security Survey Module, while food insecure participants represent those who scored low or very low food security. See Methods description in the Appendix.

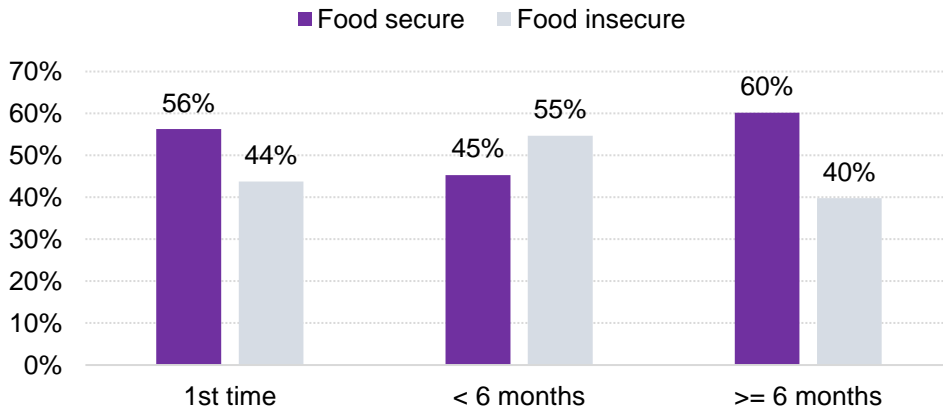
Food Security Status by Program Participation Length

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

Total number of participants

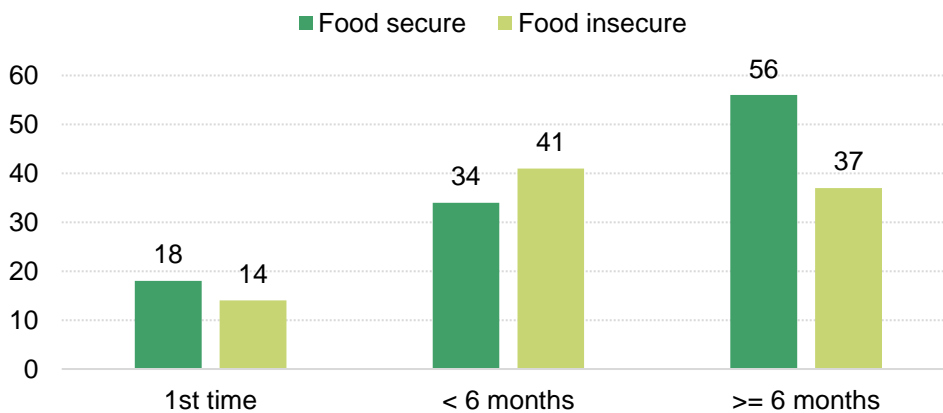
219

Food Security Status by Program Participation Length



This chart shows the percent of food secure and food insecure participants stratified by length of time participating in the nutrition incentive project. Length of time is used as a proxy for program impact since data are cross-sectional. Participants were considered either first time participants, <6 months of participation, or ≥6 months of participation.

Food Security Status by Program Participation Length



This chart shows the number of food secure and food insecure participants stratified by amount of time participating in the nutrition incentive project.

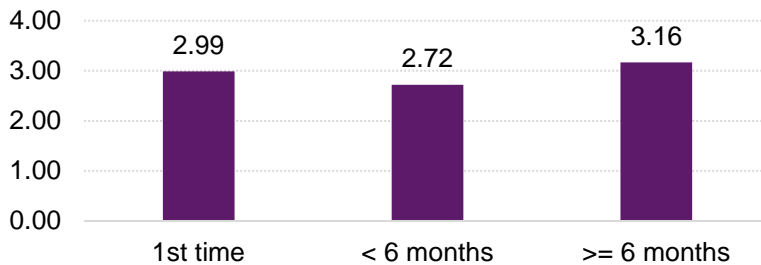
Average Daily Fruit and Vegetable Intake by Project Participation Length

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

Total number of participants

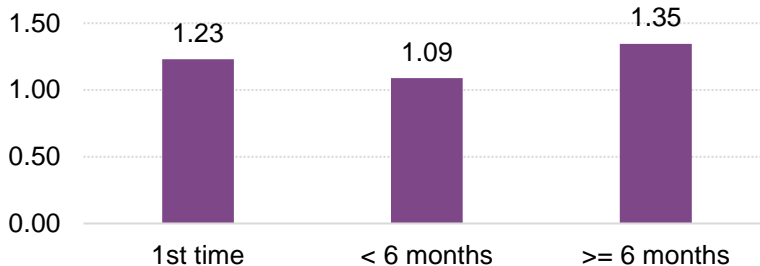
219

Average Daily Fruits and Vegetables Cup Equivalents by Project Participation Length



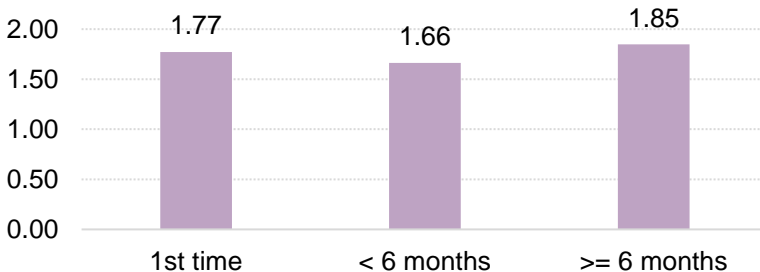
This chart shows the average daily cups of fruits and vegetables (including legumes, excluding french fries) consumed as measured by the 10-item DSQ, stratified by amount of time participating in the nutrition incentive project.

Average Daily Fruit Cup Equivalents by Project Participation Length



This chart shows the mean daily cups of fruit only consumed as measured by the 10-item DSQ, stratified by length of time participating in the project. As a reference point, the reported average fruit intake among U.S. adults is 0.96 cups per day.

Average Daily Vegetable Cup Equivalents by Project Participation Length



This chart shows the mean daily cups of vegetables only consumed (including legumes, excluding french fries) as measured by the 10-item DSQ, stratified by length of time participating in the project. As a reference point, the reported average vegetable intake among U.S. adults is 1.57 cups per day.

See Methods section in the Appendix for more information about the DSQ. Participants were grouped by length of time in the program (1st time, <6 months, >=6 months) as a proxy for impact.

Average Daily Fruit and Vegetable Intake by Sociodemographics

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

The following tables show the mean daily cups of fruits and vegetables, fruits only, and vegetables only consumed, as measured by the 10-item Dietary Screener Questionnaire (DSQ), calculated by age, gender, ethnicity, and race. Standard deviations (SD) (i.e., variance between responses) are also displayed. See Methods description in the Appendix. Note: one cup generally equals two servings.

Age Groups	Fruit and Vegetables		Fruits Only		Vegetables Only	
	Mean	SD	Mean	SD	Mean	SD
<18	0.00	0.00	0.00	0.00	0.00	0.00
18-24	3.55	1.11	1.41	0.44	2.28	0.78
25-34	3.14	0.71	1.34	0.51	1.77	0.48
35-44	2.90	0.93	1.16	0.59	1.76	0.59
45-64	2.88	0.93	1.16	0.58	1.74	0.54
65+	2.95	0.90	1.23	0.65	1.71	0.47
Gender*						
	Mean	SD	Mean	SD	Mean	SD
Female	2.84	0.81	1.20	0.54	1.64	0.46
Male	3.32	1.08	1.27	0.72	2.09	0.63
Ethnicity						
	Mean	SD	Mean	SD	Mean	SD
Hispanic or Latino/a/x	2.76	0.79	1.09	0.40	1.69	0.51
Not Hispanic or Latino/a/x	3.01	0.94	1.24	0.61	1.78	0.55
Don't know/Not sure	0.00	0.00	0.00	0.00	0.00	0.00
Prefer not to answer	2.66	0.79	0.67	0.13	1.95	0.91
Missing	0.00	0.00	0.00	0.00	0.00	0.00
Race						
	Mean	SD	Mean	SD	Mean	SD
American Indian or Alaska Native	2.85	0.33	1.32	0.16	1.76	0.53
Asian	2.93	0.81	1.04	0.23	1.90	0.66
Black or African American	3.12	1.02	1.28	0.59	1.83	0.59
Native Hawaiian	0.00	0.00	0.00	0.00	0.00	0.00
Other Pacific Islander	0.00	0.00	0.00	0.00	0.00	0.00
White	2.95	0.92	1.24	0.64	1.72	0.54
Other (please specify)	3.13	0.93	1.15	0.50	1.99	0.48
More than one race	2.74	0.46	1.16	0.31	1.60	0.18
Don't know/Not sure	2.18	0.44	0.76	0.20	1.40	0.24
Prefer not to answer	2.99	0.89	1.10	0.51	1.81	0.52
Missing	2.97	0.54	0.79	0.23	2.14	0.59

* The Dietary Screener Questionnaire does not account for non-cis gendered individuals in the algorithms that calculate cup equivalents. Frequency data for non-cis gendered individuals is available upon request.

Impact of COVID-19 on Food Access

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

The following tables show responses (number and percent of participants) for each of the three COVID-19 impact survey items, calculated by length of time participating in the program. Length of time is used as a proxy for program impact since data are collected at one point in time (i.e., cross-sectional). Participants were considered either first time participants, <6 months of participation, or ≥6 months of participation.

See Methods description in the Appendix.

	First Time Participants		< 6 Months Participation		≥ 6 Months Participation		Overall	
	N	%	N	%	N	%	N	%
COVID-19 made it hard to make ends meet								
Strongly disagree	5	15.6%	7	9.3%	13	14.0%	26	11.9%
Disagree	8	25.0%	18	24.0%	22	23.7%	51	23.3%
Neither agree or disagree	4	12.5%	17	22.7%	23	24.7%	48	21.9%
Agree	9	28.1%	13	17.3%	19	20.4%	46	21.0%
Strongly agree	5	15.6%	18	24.0%	13	14.0%	40	18.3%
Don't know/prefer not to answer	1	3.1%	2	2.7%	3	3.2%	8	3.7%
Missing	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	32	100.0%	75	100.0%	93	100.0%	219	100.0%

	First Time Participants		< 6 Months Participation		≥ 6 Months Participation		Overall	
	N	%	N	%	N	%	N	%
COVID-19 made it hard to purchase fruits and vegetables								
Strongly disagree	8	25.0%	6	8.0%	17	18.3%	31	14.2%
Disagree	7	21.9%	20	26.7%	23	24.7%	54	24.7%
Neither agree or disagree	4	12.5%	18	24.0%	21	22.6%	47	21.5%
Agree	8	25.0%	21	28.0%	26	28.0%	63	28.8%
Strongly agree	4	12.5%	8	10.7%	3	3.2%	16	7.3%
Don't know/Prefer not to answer	1	3.1%	2	2.7%	3	3.2%	8	3.7%
Missing	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	32	100.0%	75	100.0%	93	100.0%	219	100.0%

	First Time Participants		< 6 Months Participation		≥ 6 Months Participation		Overall	
	N	%	N	%	N	%	N	%
COVID-19 has resulted in use of emergency food outlets								
No	13	40.6%	21	28.0%	32	34.4%	75	34.2%
Yes	18	56.3%	51	68.0%	56	60.2%	133	60.7%
Don't know/Prefer not to answer	1	3.1%	3	4.0%	5	5.4%	11	5.0%
Missing	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	32	100.0%	75	100.0%	93	100.0%	219	100.0%

Health and Program Satisfaction

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

The following tables show responses (number and percent of participants) for perceived health status (top) and program satisfaction (bottom), calculated by length of time participating in the program. Length of time is used as a proxy for program impact since data are cross-sectional. Participants were considered either first time participants, <6 months of participation, or ≥6 months of participation.

See Methods description in Appendix A.

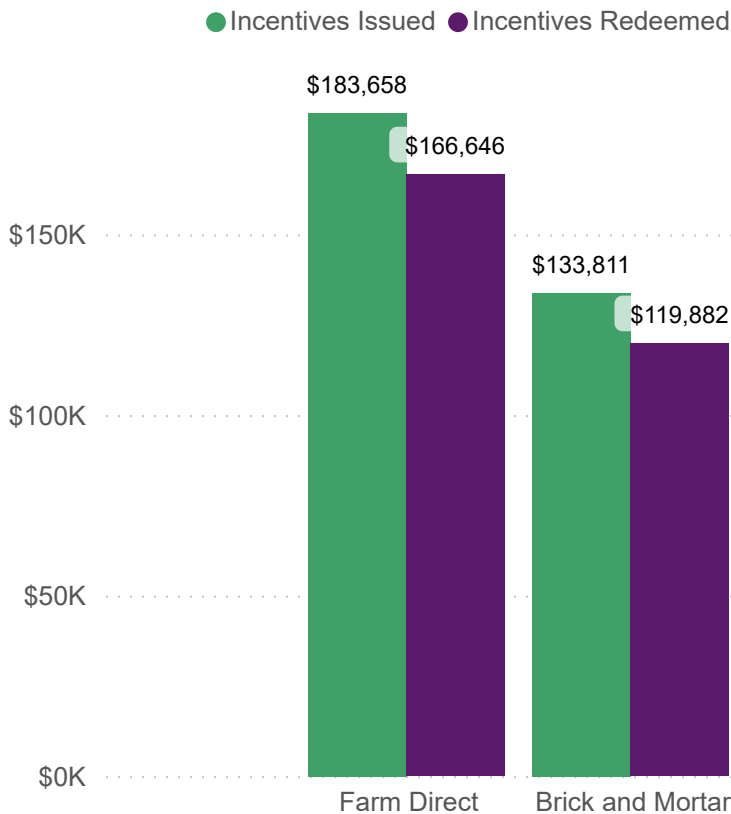
Self-Reported Health Status	First Time Participants		< 6 Months Participation		≥ 6 Months Participation		Overall	
	N	%	N	%	N	%	N	%
Poor	1	3.1%	4	5.3%	4	4.3%	9	4.1%
Fair	7	21.9%	24	32.0%	30	32.3%	68	31.1%
Good	12	37.5%	31	41.3%	36	38.7%	86	39.3%
Very good	7	21.9%	10	13.3%	14	15.1%	33	15.1%
Excellent	5	15.6%	3	4.0%	8	8.6%	17	7.8%
Don't know/Prefer not to answer	0	0.0%	2	2.7%	1	1.1%	5	2.3%
Missing	0	0.0%	1	1.3%	0	0.0%	1	0.5%
Total	32	100.0%	75	100.0%	93	100.0%	219	100.0%

Program Satisfaction	First Time Participants		< 6 Months Participation		≥ 6 Months Participation		Overall	
	N	%	N	%	N	%	N	%
Very negative	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Negative	0	0.0%	1	1.3%	2	2.2%	3	1.4%
Neutral	2	6.3%	1	1.3%	1	1.1%	5	2.3%
Positive	7	21.9%	16	21.3%	14	15.1%	40	18.3%
Very positive	22	68.8%	57	76.0%	76	81.7%	164	74.9%
Prefer not to answer	1	3.1%	0	0.0%	0	0.0%	6	2.7%
Missing	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total	32	100.0%	75	100.0%	93	100.0%	219	100.0%

How does Double Up Food Bucks (NY) help to increase participants' access to fruit and vegetables?

Double Up Food Bucks (NY): Sept 2020-Aug 2021

Total Value of Nutrition Incentives Issued and Redeemed by Firm Type



The project distributed nutrition incentives with a total value of:

Nutrition Incentives Issued
\$317,470

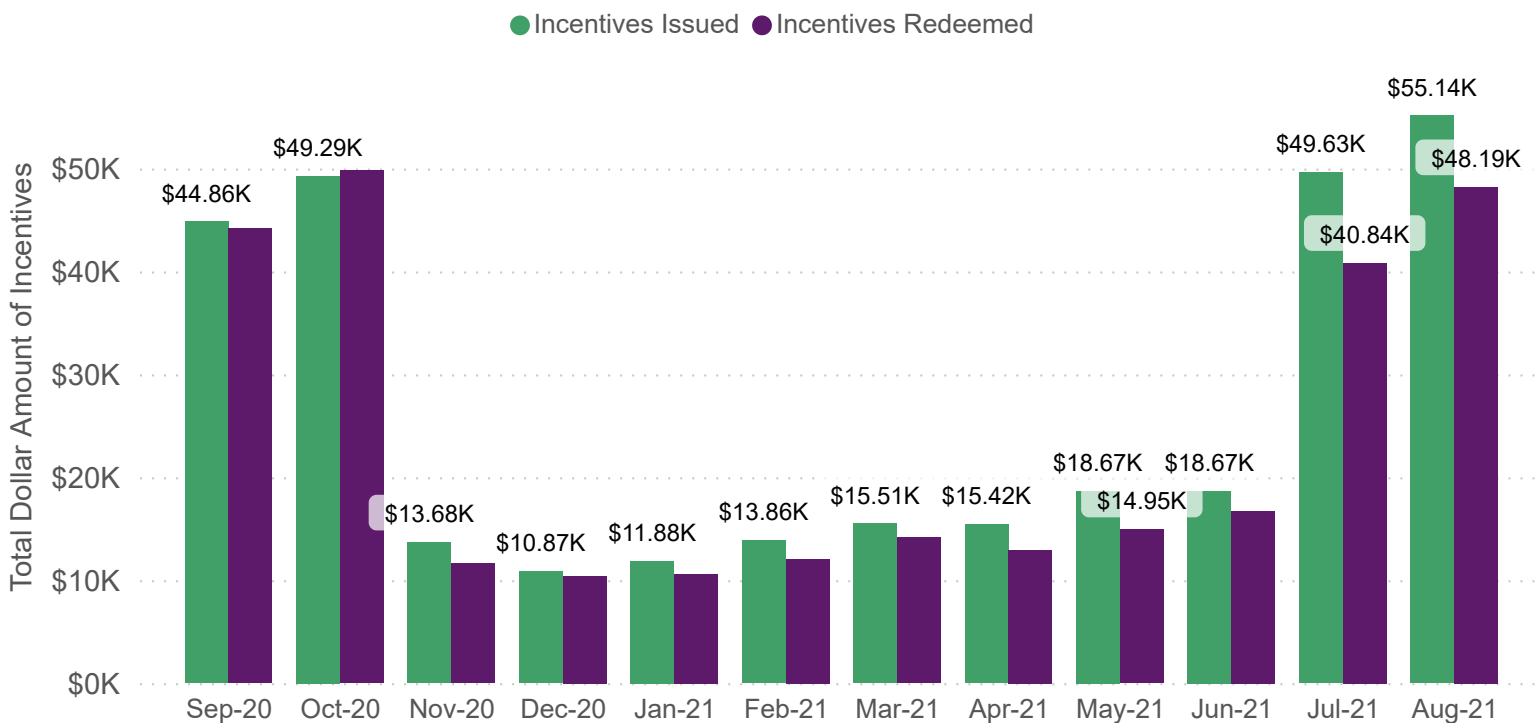
Project participants redeemed nutrition incentives with a total value of:

Nutrition Incentives Redeemed
\$286,528

% of nutrition incentives distributed by the project redeemed by participants during the annual summary period

Redemption Rate
90.3%

Monthly Dollar Amounts of Nutrition Incentives Issued and Redeemed

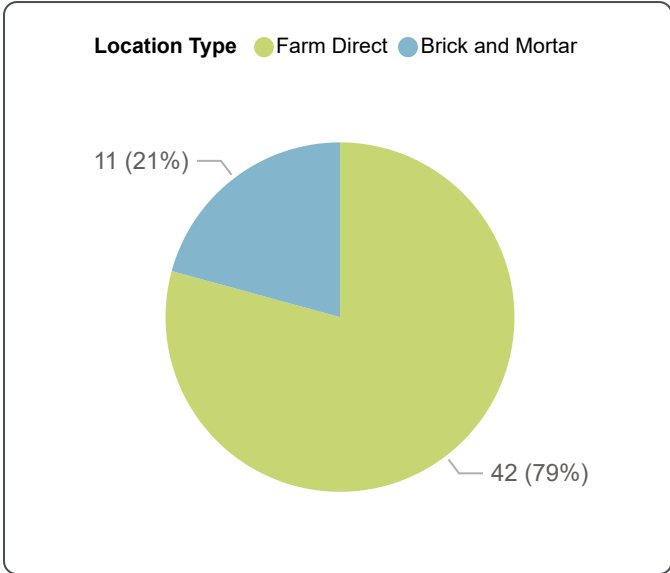


This chart describes the monthly dollar amounts of nutrition incentives issued and redeemed.

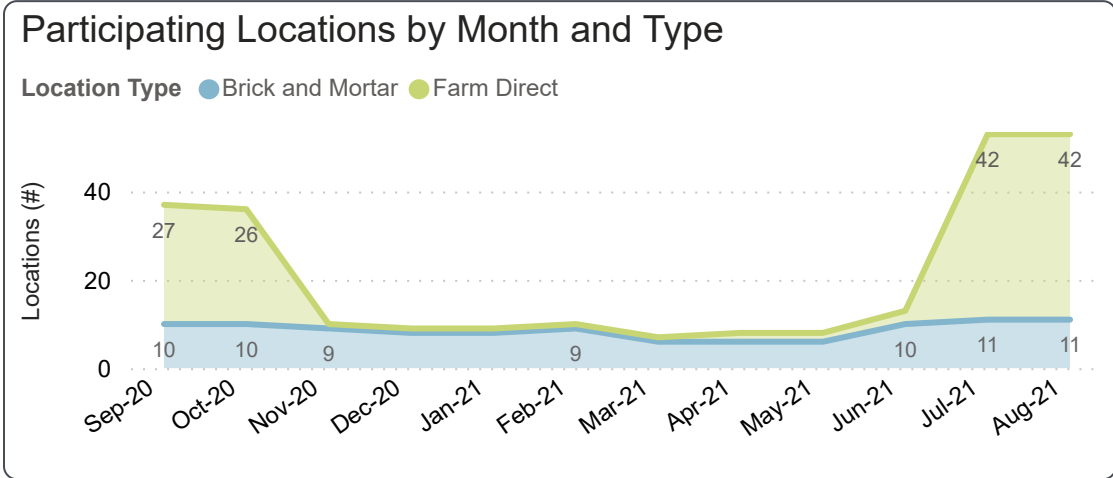
Where do Double Up Food Bucks (NY) participants redeem nutrition incentives?

Double Up Food Bucks (NY): Sept 2020-Aug 2021

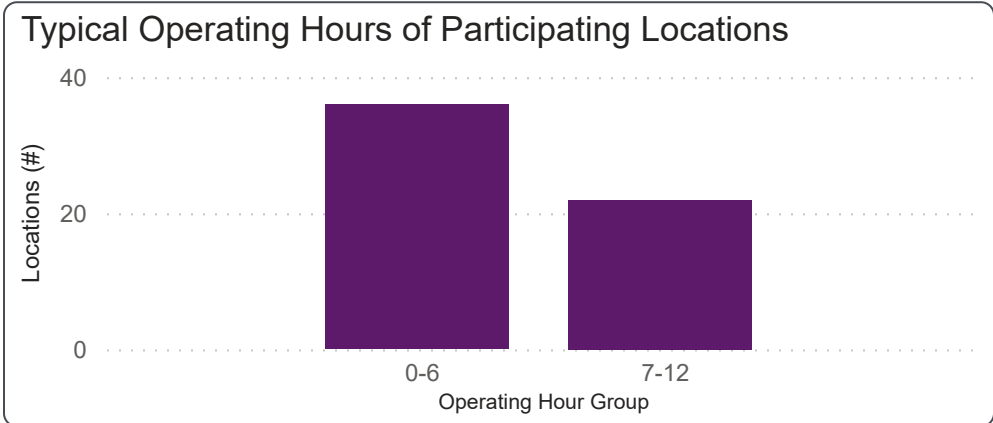
53 locations operated Double Up Food Bucks (NY)



Location Type	Retail Locations	% of Location Type
Farm Direct	42	100%
Mobile market	6	14%
Farmers market	33	79%
Farm stand	3	7%
Brick and Mortar	11	100%
Other small grocery or convenience	8	73%
Drug store	1	9%
Co-op grocery store	2	18%
Total	53	100%



This chart shows the monthly counts of participating locations by type.



Average Operating Hours per Month at Participating Locations

170

Average Operating Hours per Day at Participating Locations

8

"Operating Hours" refers to the number of hours operating the project at retail locations.

What is the local economic impact of Double Up Food Bucks (NY)?

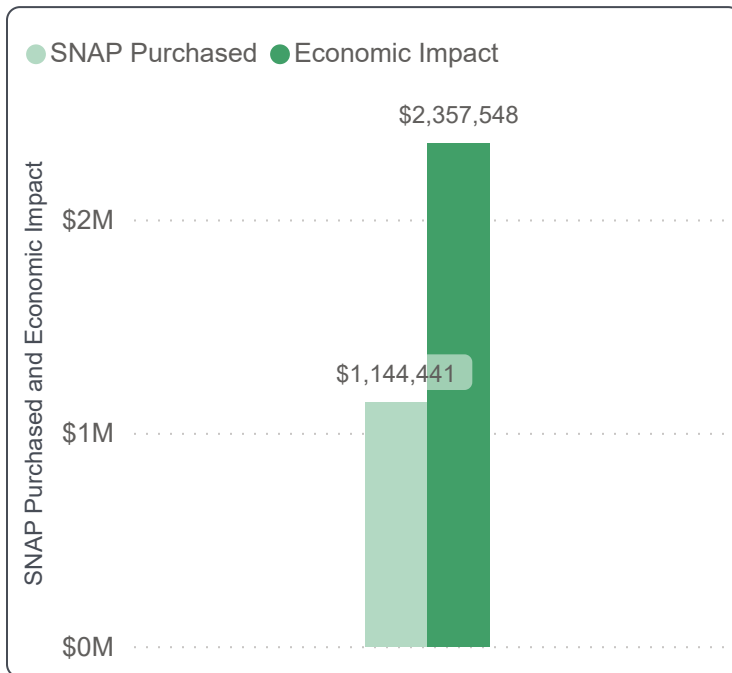
Double Up Food Bucks (NY): Sept 2020-Aug 2021

\$2,947,796

Estimated Economic Impact of Double Up Food Bucks (NY)

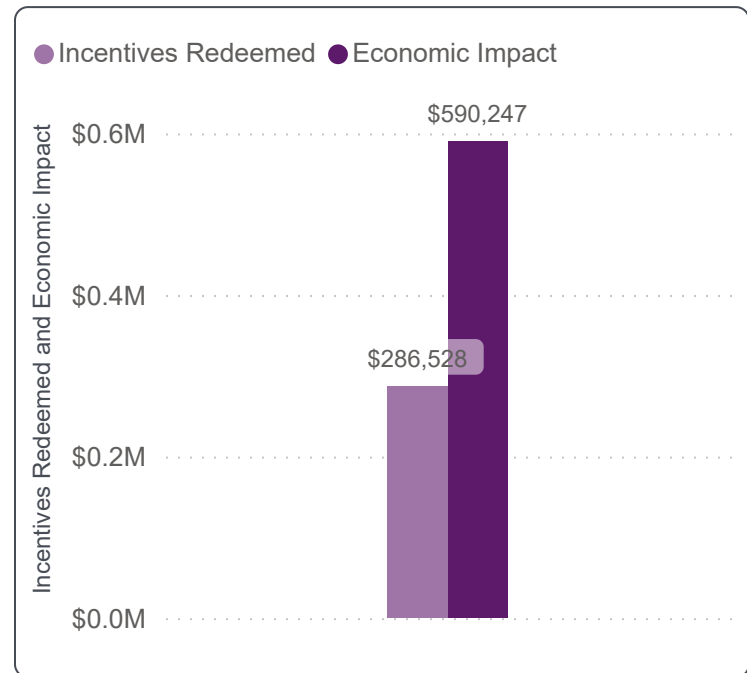
Economic Impact from SNAP Purchases

\$2,357,548



Economic Impact from Nutrition Incentives

\$590,247



What does this mean?

In the context of local food systems, the economic impact of an incentive program during this reporting period represents the economic benefit that the project has on the surrounding local economy. This includes both direct effects (e.g., sales at participating sites) and indirect effects (e.g., how sites spend the extra revenue) of nutrition incentives.

The economic impact values are calculated using the total dollar values for incentives redeemed and SNAP purchased multiplied by a local economic impact multiplier. This multiplier based on the calculation from the Local Food System Economic Impact Calculator: <https://calculator.localfoodeconomics.com/>

Supplementary Table for Double Up Food Bucks (NY)

Firm-level Data Descriptive Characteristics*

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Firm Operating Days Per Month	n	%
1-7	32	60.4%
8-14	10	18.9%
15-21	2	3.8%
22-28	9	17.0%
+28	15	28.3%

This table refers to the number and percentage of firms that report in each of the firm operating days categories, which represents the number of days a firm operates during a typical month as reported on firm monthly reports during this annual summary period.

Nutrition Education Activities	n	%
None	14	26.4%
Nutrition ed materials	34	64.2%
Recipes or cookbooks	4	7.5%
SNAP-Ed Programs	5	9.4%
Taste test-cooking demos	4	7.5%

This table refers to the number and percentage of firms that report in each of the nutrition education activities categories as reported on firm descriptive reports during this annual summary period. Firms may offer multiple nutrition education activities.

Nutrition Assist. Benefit Programs	n	%
None	7	13.2%
Other	7	13.2%
Senior FMNP	26	49.1%
WIC	22	41.5%
WIC FMNP	34	64.2%

This table refers to the number and percentage of firms that report in each of the federal nutrition assistance programs categories as reported on firm descriptive reports during this annual summary period. Firms may offer multiple federal nutrition assistance programs.

Financial Instruments for Incentives	n	%
Discount	1	1.9%
Loyalty account - plastic card	18	34.0%
Loyalty account - unique ID or phone number	1	1.9%
Token	33	62.3%

This table refers to the number and percentage of firms that report in each physical financial instrument category, which refers to the financial instrument used to redeem incentives at firms as reported on firm descriptive reports during this annual summary period. Firms may utilize multiple financial instruments for incentives.

*The numbers (n) reflect the number of firms that recorded a response to this question in descriptive reports. Firms that did not record a response were excluded from these estimates. Percentages are based on the number of firms that have data for the metric and may not always add up to 100% for multi-select responses.

Supplementary Table for Double Up Food Bucks (NY)

Firm-level Data Descriptive Characteristics*

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

Incentive Level Ratio (SNAP:Incentive)	n	%
1:1	52	98.1%
50% Off	1	1.9%

This table refers to the number and percentage of firms that report incentive ratio or discount percentage category as reported on firm descriptive reports during this annual summary period.

For example, Double Up programs have a ratio of 1:1 because \$1 of incentives are given for every \$1 of SNAP spent. Firms may offer multiple incentive ratios.

SNAP Eligible to Trigger Incentives	n	%
All fresh F&V	2	3.8%
All SNAP eligible items	51	96.2%

This refers to the number and percentage of firms that report in each category of purchase(s) made with SNAP dollars that are eligible to trigger a customer earning nutrition incentives as reported on firm descriptive reports during this annual summary period. Firms may have multiple types of purchases that are eligible to trigger incentives. The response option "All eligible SNAP items" also includes All fresh F&V, Canned F&V (no added salt/sugar), Dried F&V (no added salt/sugar), Frozen F&V (no added salt/sugar), Plants that produce herbs and F&V, Seeds that produce herbs and F&V.

Fruits and Vegetables Eligible to Redeem Incentives	n	%
All fresh F&V	53	100.0%

This refers to the number and percentage of firms that report in each category of fruit and vegetable product(s) that a customer can **redeem** nutrition incentives as reported on firm descriptive reports during this annual summary period. Firms may have multiple types of purchases that are eligible for incentive redemption.

Active Firms	n	%
Brick and Mortar	11	20.8%
Farm Direct	42	79.2%

This is the number of firms by firm type that operated the nutrition incentive program and reported at any point during this annual summary period.

*The numbers (n) reflect the number of firms that recorded a response to this question in descriptive reports. Firms that did not record a response were excluded from these estimates. Percentages are based on the number of firms that have data for the metric and may not always add up to 100% for multi-select responses.

Supplementary Table for Double Up Food Bucks (NY)

Firm-level Data Incentive and Participation Information

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

What do these statistics mean?

The “Mean” refers to the average value of the metric by firm.

The “Standard deviation” refers to the amount that any firm’s value typically differs from the average in a positive and negative direction (i.e., how much a value ‘deviates’ from the mean).

The “Min” refers to the minimum value of the metric.

The “Max” refers to the maximum value of the metric.

“Firms” refers to the number of firms with data for a metric.

Note these statistics may be skewed by firms that were unable to track a metric at any point.

Nutrition Incentives Issued	
Total incentives issued	\$136,785.49
Mean	\$2,849.70
Standard deviation	\$6,570.36
Min	\$0.00
Max	\$38,347.50
Firms	48

These tables include statistics for the dollar value of nutrition incentives issued to customers across the project’s reporting period this year at all active firms with data.

Farm Direct	
Total incentives issued	\$105,067.14
Mean	\$2,626.68
Standard deviation	\$6,382.49
Min	\$0.00
Max	\$38,347.50
Firms	40
Brick and Mortar	
Total incentives issued	\$31,718.35
Mean	\$3,964.79
Standard deviation	\$7,337.90
Min	\$26.98
Max	\$23,126.20
Firms	8

These are statistics for the dollar value of nutrition incentives issued to customers across the program’s reporting period this year at active farm direct and brick and mortar firms with data.

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The “Mean” refers to the average value of the metric by firm.

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“Firms” refers to the number of firms with data for a metric.

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Nutrition Incentives Redeemed	
Total incentives redeemed	\$132,548.87
Mean	\$2,761.43
Standard deviation	\$6,490.60
Min	\$0.00
Max	\$38,709.37
Firms	48

These tables include statistics for the dollar value of nutrition incentives redeemed by customers across the project's reporting period this year at all active firms with data.

Farm Direct	
Total incentives redeemed	\$102,407.91
Mean	\$2,560.20
Standard deviation	\$6,278.19
Min	\$0.00
Max	\$38,709.37
Firms	40
Brick and Mortar	
Total incentives redeemed	\$30,140.96
Mean	\$3,767.62
Standard deviation	\$7,380.64
Min	\$43.05
Max	\$23,126.20
Firms	8

These are statistics for the dollar value of nutrition incentives redeemed by customers across the program's reporting period this year at active farm direct and brick and mortar firms with data.

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Redemption Rate %	
Redemption rate	90.3%
Mean	100.0%
Standard deviation	36.3%
Min	35.9%
Max	254.3%
Firms	43
Farm Direct	
Redemption rate	90.7%
Mean	100.3%
Standard deviation	36.4%
Min	40.6%
Max	254.3%
Firms	35
Brick and Mortar	
Redemption rate	89.6%
Mean	98.4%
Standard deviation	35.7%
Min	35.9%
Max	155.8%
Firms	8

Redemption rate is the total amount of incentives redeemed divided by the total amount of incentives issued across the program's reporting period this year at all active firms with data.

Redemption rate is the total amount of incentives redeemed divided by the total amount of incentives issued across the program's reporting period this year at active farm direct and brick and mortar firms with data.

SNAP Purchased	
Total SNAP purchased	\$489,475.20
Mean	\$11,654.17
Standard deviation	\$44,237.84
Min	\$0.00
Max	\$283,493.25
Firms	42
Farm Direct	
Total SNAP purchased	\$130,489.02
Mean	\$3,345.87
Standard deviation	\$6,943.79
Min	\$0.00
Max	\$39,629.50
Firms	39
Brick and Mortar	
Total SNAP purchased	\$358,986.18
Mean	\$119,662.06
Standard deviation	\$119,197.03
Min	\$3,374.93
Max	\$283,493.25
Firms	3

These tables include statistics for the dollar value of SNAP redeemed (i.e., SNAP purchases made) during the project's reporting period this year at all active firms with data.

These tables include statistics for the dollar value of SNAP redeemed (i.e., SNAP purchases made) during the project's reporting period this year at active farm direct and brick and mortar firms with data.

Supplementary Table for Double Up Food Bucks (NY)

Firm-level Data Incentive and Participation Information

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

SNAP Transactions (#)	
Total SNAP transactions	25,371
Mean	563.80
Standard deviation	1737.03
Min	0
Max	8,795
Firms	45
Farm Direct	
Total SNAP transactions	13,881
Mean	347.03
Standard deviation	1238.09
Min	0
Max	7,759
Firms	40
Brick and Mortar	
Total SNAP transactions	11,490
Mean	2,298.00
Standard deviation	3392.51
Min	1
Max	8,795
Firms	5

These tables include statistics for the number of SNAP transactions during the project's reporting period this year at all active firms with data.

These tables include statistics for the number of SNAP transactions during the project's reporting period this year at active farm direct and brick and mortar firms with data.

Average SNAP Amount per Transaction	
Avg SNAP per transaction	\$19.08
Mean	\$21.71
Standard deviation	\$12.76
Min	\$4.69
Max	\$73.56
Firms	36
Farm Direct	
Avg SNAP per transaction	\$9.26
Mean	\$21.23
Standard deviation	\$12.96
Min	\$4.69
Max	\$73.56
Firms	34
Brick and Mortar	
Avg SNAP per transaction	\$30.94
Mean	\$29.88
Standard deviation	\$2.36
Min	\$27.52
Max	\$32.23
Firms	2

These tables include statistics for the average SNAP transaction amount, which is the total dollar value of SNAP redeemed divided by the number of SNAP transactions, during the program's reporting period this year at all active firms with data.

These tables include statistics for the average SNAP transaction amount, which is the total dollar value of SNAP redeemed divided by the number of SNAP transactions, during the program's reporting period this year at active farm direct and brick and mortar firms with data.

Supplementary Table for Double Up Food Bucks (NY)

Firm-level Data Incentive and Participation Information

Double Up Food Bucks (NY) Annual Report: Sept 2020-Aug 2021

SNAP Transactions Using Incentives	
Transactions using incentives	15,641
Mean	325.85
Standard deviation	863.10
Min	0
Max	4162
Firms	48
Farm Direct	
Transactions using incentives	10,232
Mean	255.80
Standard deviation	715.08
Min	0
Max	4162
Firms	40
Brick and Morttar	
Transactions using incentives	5,409
Mean	676.13
Standard deviation	1,328.82
Min	7
Max	4144
Firms	8

These tables include statistics for the number of SNAP transactions that used incentives during the project's reporting period this year at all active firms with data.

These tables include statistics for the number of SNAP transactions that used incentives during the project's reporting period this year at active farm direct and brick and mortar firms with data.

Average Incentive Amount per Transaction	
Average incentive amount	\$8.47
Mean	\$12.76
Standard deviation	\$5.80
Min	\$3.66
Max	\$28.07
Firms	44
Farm Direct	
Average incentive amount	\$10.01
Mean	\$14.15
Standard deviation	\$5.39
Min	\$3.66
Max	\$28.07
Firms	36
Brick and Mortar	
Average incentive amount	\$5.57
Mean	\$6.51
Standard deviation	\$2.52
Min	\$4.13
Max	\$12.61
Firms	8

These tables include statistics for the average incentive amount, which is the total dollar value of incentives redeemed divided by the number of incentive transactions, during the project's reporting period this year at all active firms with data.

These tables include statistics for the average incentive amount, which is the total dollar value of incentives redeemed divided by the number of incentive transactions, during the project's reporting period this year at active farm direct and brick and mortar firms with data.

Supplementary Table for Double Up Food Bucks (NY)

Appendix: Nutrition Incentive Overall Methods

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Sociodemographics

Age, sex, race, and ethnicity data were gathered from participants. Basic demographic information helps to show who your project is (and is not) reaching.

Food Security

Food security was measured using the USDA 6-Item Household Food Security Survey Module (HFSSM). The module consists of six questions about food eaten in the household over the last 30 days and whether participants can afford the food needed by their household. The HFSSM is scored using a USDA algorithm that assigns one point for each affirmative response, for a possible score range of 0-6. Participants with scores of 0-1 are considered to have “high or “marginal food security,” while those with scores of 2-4 are considered to have “low food security” and finally, those with scores of 5-6 are considered to have “very low food security.”

Fruit and Vegetable Intake

Fruit and vegetable intake was measured using the Dietary Screener Questionnaire (DSQ) in the National Health and Nutrition Examination Survey (NHANES). Participants were asked about their intake frequency of 10 food and beverage items: 100% fruit juice, fruit, salad, fried potatoes, other kinds of potatoes, cooked dried beans, other vegetables, salsa, pizza, and tomato sauce. Response options ranged from “never” to “6 or more times per day” for fruit juice and “never” to “2 or more times per day” for food items. Frequency responses were converted to daily frequencies and input into a scoring algorithm to determine daily cup equivalents of FVI, which are presented in the tables in this report.

COVID-19

Three items assessed the impact of COVID-19 on participants’ food access, as follows:

- “The coronavirus (COVID-19) has made it hard for me and others in my household to make ends meet.” Response options were on a 5-point Likert scale of “strongly disagree” to “strongly agree.”
- “The coronavirus (COVID-19) has made it hard for me and others in my household to get fresh fruits and vegetables.” Response options were on a 5-point Likert scale of “strongly disagree” to “strongly agree.”
- “Since the coronavirus (COVID-19) outbreak, have you or anyone in your household gotten free groceries from a food pantry, food bank, church, or other place that helps with free food?” Response options were “yes,” “no,” or “I don’t know.”

Health and Program Satisfaction

Participants responded to a single item about their health status. “Would you say in general that your health is poor, fair, good, very good, or excellent?”

Participants responded to a single item about program satisfaction: “Overall, how would you rate your experience with this program?” Response options were on a 5-point Likert scale of “very negative” to “very positive.”