

# DOUBLE UP FOOD BUCKS NY 2023 IMPACT REPORT



A program of Field & Fork Network, Inc.

## DOUBLE UP FOOD BUCKS NY IS A WIN-WIN-WIN

With Double Up Food Bucks, low-income families bring home more healthy food, New York farmers gain new customers and make more money, and more food dollars stay in the local economy.

## PUBLIC PRIVATE PARTNERSHIP WITH USDA & NY STATE UNLOCKS MORE HEALTHY OPTIONS

The USDA National Institute of Food & Agriculture has committed \$8 million through the Gus Schumacher Nutrition Incentive Program to support Double Up Food Bucks NY over the next four years. Field & Fork Network successfully leveraged the state's \$2 million investment from fiscal year 2024 to unlock the first \$2 million in federal funding as required by the grant's non-federal match requirement. This collaborative investment of state and federal dollars allows for the implementation of Double Up Food Bucks NY into more grocery stores providing increased access to healthier food options where most Supplemental Nutrition Assistance Program (SNAP) shoppers purchase food for themselves and their families.



### IN 2023:

**\$744K**

DOUBLE UP SPENT ON FRESH PRODUCE BY SHOPPERS

**77.8K**

NUMBER OF TIMES SHOPPERS ENGAGED WITH THE PROGRAM



Shoppers spent 83% of their earned Double Up Food Bucks to buy fresh fruits and vegetables.

- 6% higher than the national average -

**\$1.13M+**

HEALTHY FOOD SALES GOING BACK INTO LOCAL ECONOMIES

**\$289K**

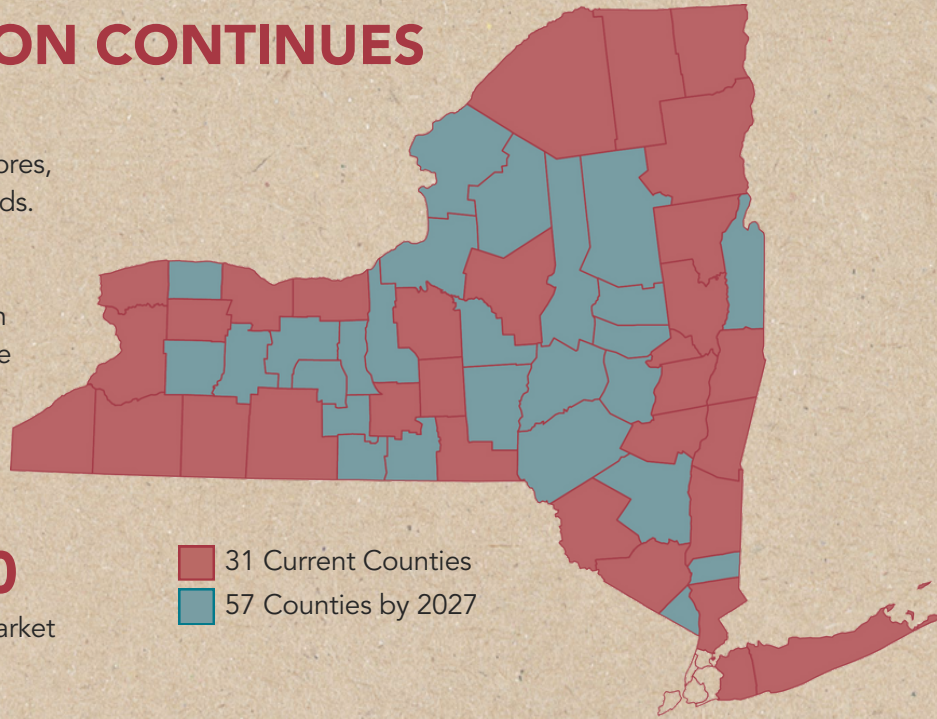
GOING DIRECTLY TO NEW YORK FARMERS

\*Data reported here represents cumulative data collected from January 1 - December 31, 2023.



# STATE-WIDE EXPANSION CONTINUES

Offered at more than 56 farmers markets and farm stands, 150 mobile market sites, and 29 grocery stores, we're meeting shoppers right in their neighborhoods. Embracing innovative technology and strategic partnerships, our goal is to expand from 31 to 57 counties by 2027 ensuring that SNAP shoppers can easily access nutritious options where they shop the most.



## Our current footprint:

**29**

Grocery Stores

**56**

Farmers Markets  
& Farm Stands

**150**

Mobile Market  
Sites

## REMOVING BARRIERS WITH INNOVATIVE TECHNOLOGY

Removing barriers to access through innovative technology solutions continues to be a top priority of program implementation and a key to the success and growth of Double Up Food Bucks NY.

### Piloting Groundbreaking Solutions in Grocery

Field & Fork Network formed a strategic partnership with Tops Friendly Markets to increase access to Double Up Food Bucks NY by automatically offering the incentive to anyone using SNAP benefits. This groundbreaking solution makes earning and spending the Double Up Food Bucks nutrition incentive as simple as using your SNAP benefits to purchase fresh produce.

### Expanding with SNAP Online

In partnership with Forage, Grocerist, and Essex Food Hub, Field & Fork Network established the first automated integration of Double Up Food Bucks with SNAP Online, creating a replicable model that can be used by independent retailers across the country. With the click of a button, customers can access incentives when shopping for produce online.

### Increasing Access to New York Grown Produce

Field & Fork Network will be expanding Double Up Food Bucks NY to include Community Supported Agriculture (CSAs). This will allow direct interactions between SNAP shoppers and New York farmers, both enhancing the business of the farmer and increasing affordability and access to local, healthy produce for SNAP shoppers.

## HOW IT WORKS

-  Shop for fresh fruits and vegetables at a participating Double Up Food Bucks NY location.
-  Pay with SNAP benefits and for every \$1 spent, earn \$1 in Double Up Food Bucks, from \$5-\$20 a day.\*
-  Use Double Up Food Bucks to buy fresh fruits and vegetables on a future shopping trip.

\*Double Up Food Bucks NY locations have different earning amounts per day based on the program implementation.

**BUY \$1  
GET \$1 FREE  
FRUITS & VEGGIES  
WITH DOUBLE UP FOOD BUCKS**



**For more information please contact:**  
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Double Up Food Bucks NY is a program of Field & Fork Network, Inc.  
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