



Field & Fork Network connects communities to innovative solutions that foster a sustainable food system.

Double Up Food Bucks NY Fact Sheet

1. History

- a. Double Up Food Bucks NY is a statewide nutrition incentive program in New York State. The program started in 2014 at just 7 regional farmers markets in Western New York and has since grown exponentially, being offered at more than 220+ locations all across the state at farmers markets, mobile markets, farm stands, coops, small grocery stores and large chain grocers.

2. Win-Win-Win

- a. Double Up Food Bucks NY increases the accessibility and affordability of local, fresh fruits and vegetables for families, creates new economic opportunities for NY farmers, and supports local economies.

3. Operations and Locations

- a. Double Up Food Bucks NY matches SNAP purchases dollar-for-dollar, up to \$20/day, to spend on fresh fruits and vegetables, with an emphasis on local produce. We currently operate at over 220+ unique market locations across 32 counties in New York State.
- b. How It Works
 - i. Visit doubleupnys.com/locations to find a participating market or store near you.
 - ii. Visit the market or store and shop for fruits & veggies.
 - iii. Pay with your SNAP benefits & get Double Up Food Bucks to buy free fruits & veggies next time you shop.

4. Historical Impact

- a. Since the program's inception in 2014, Field & Fork Network has distributed over \$2.6 million in Double Up Food Bucks to communities across the state. We have worked with over 550+ farmers and produce vendors over the years, with more than \$422,000 going directly to New York farmers in 2022 alone.

5. Why It Works

- a. Nutrition incentive programs provide incentives to purchase fruits and vegetables among individuals using the Supplemental Nutrition Assistance Program (SNAP) and other nutrition assistance programs. According to a recent [report](#) from the Gretchen Swanson Center for Nutrition, nutrition incentive programs are proven to increase fruit and vegetable consumption among participants, and these habits were shown to last even after the programs ended.

6. Nutrition Incentives vs Emergency Food Distribution

- a. While emergency food distribution systems including food banks and food pantries are an essential and necessary resource for communities, they are only a temporary solution for the larger, more systemic issues of hunger and food insecurity- nutrition incentive programs play an entirely different role in the food system. Nutrition incentives offer individuals freedom of choice when shopping and provide a long-term, sustainable solution to addressing hunger and food insecurity while simultaneously improving nutrition and increasing access to healthy, local food.

7. Key Messages

- a. Double Up Food Bucks NY supports families, farmers, and local economies.
- b. Double Up Food Bucks NY is a statistically proven model to increase fruit and vegetable consumption.
- c. Field & Fork Network successfully secured federal funds for the Double Up Food Bucks NY program via the Gus Schumacher Nutrition Incentive Program (GusNIP); however, these funds need to be matched dollar-for-dollar to be unlocked, making a New York State investment critical for program sustainability.

8. Get Involved!

- a. Call your reps
- b. Email your reps
- c. Join us for a meeting
- d. Sign up for advocacy updates and alerts here:
<https://www.fieldandforknetwork.com/advocacy/>
- e. Email K. Cooper Rohan at crohan@fieldandforknetwork.com to learn more about how you can get involved.

2495 Main Street, Suite 311, Buffalo, NY 14214

www.fieldandforknetwork.com

www.doubleupnys.com