



# NEW YORK STATE FY 2025 REQUEST

## UNLOCKING FEDERAL FUNDS WITH A MATCHING NEW YORK STATE INVESTMENT OF \$2 MILLION

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.

**Field & Fork Network is poised to unlock another \$2 million in federal funds to support Double Up Food Bucks NY. The unlocking of these federal funds, however, is contingent upon securing a commitment of an equal non-federal match of \$2 million by New York State.**

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.



## 10 YEARS OF IMPACT\*

**\$2.56M**

**DOUBLE UP SPENT  
ON FRESH PRODUCE  
BY SHOPPERS**

**286K+**

**NUMBER OF TIMES  
SHOPPERS ENGAGED  
WITH THE PROGRAM**



Shoppers are spending 87% of their earned Double Up Food Bucks to buy fresh fruits and vegetables, which is 10% higher than the national average.

**\$4.03M+**

**HEALTHY FOOD SALES  
GOING BACK INTO  
LOCAL ECONOMIES**

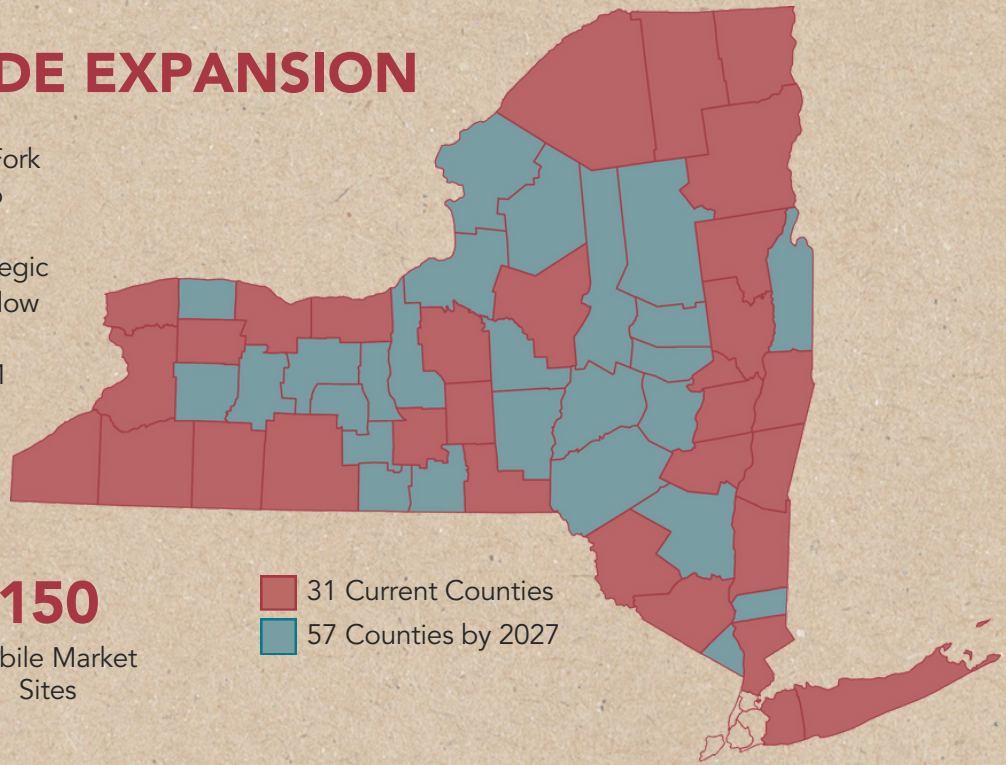
**\$1.5M+**

**GOING DIRECTLY TO  
NEW YORK FARMERS**

*\*Data reported here represents cumulative data collected from 2014-2023.*

# DRIVING STATE-WIDE EXPANSION

With New York State's investment, Field & Fork Network will continue to expand Double Up Food Bucks NY ensuring that more SNAP shoppers can access the program. Our strategic partnerships with large grocery stores will allow us to bring the program to where SNAP shoppers shop the most, expanding from 31 counties into 57 counties by 2027.



## Our current footprint:

**29**

Grocery Stores

**56**

Farmers Markets  
& Farm Stands

**150**

Mobile Market  
Sites

31 Current Counties

57 Counties by 2027

## 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**



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Double Up Food Bucks NY is a program of Field & Fork Network, Inc.  
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Field & Fork Network