

Double Up Food Bucks Oregon

2019-2021

FINAL ACTIVITY REPORT

A Win for Families, Farmers, and Local Economies



In 2019, the State of Oregon appropriated \$1.5 million in one-time funds to support the expansion of the Double Up Food Bucks program during the 2019-2021 biennium. This report highlights the impacts and successes of that investment, showing that a state investment can leverage additional federal funding to increase the purchase of fresh fruits and vegetables by SNAP participants. Double Up Food Bucks is **a triple win** that helps families bring home more fruits and vegetables, boosts business for family farmers, and ignites local economies.

DOUBLE UP FOOD BUCKS

OREGON

HOW IT WORKS

1 MATCH

Double Up Food Bucks (DUFB) matches SNAP (Supplemental Nutrition Assistance Program, formerly known as food stamps) benefits at farmers markets, groceries, and CSAs across Oregon so shoppers can bring home twice as much fresh produce.



2 DOUBLE

For every dollar spent on SNAP-eligible foods at participating sites shoppers receive an additional dollar to spend on Oregon-grown fruits and vegetables, up to \$10 per visit.



3 RESPOND

Double Up is helping Oregon respond to and recover from the COVID-19 pandemic, ensuring people have access to fresh produce while investing in local farmers & economies.



2019-2021 IMPACT BY THE NUMBERS

\$4,134,700
Million
in Combined SNAP and
Double Up sales of Fruits and
Vegetables since 2019

33,235
Families Benefiting from
DUFB Annually*

86,410
Individuals Benefiting
from DUFB Annually

14,100 New Customers
Using SNAP at Farmers Markets since 2019

654
Farmers Benefitted from
DUFB in 2021**

109 Double Up Sites in **24** Oregon Counties, including

62 Farmers markets, **13** Grocery Stores, and **34** CSAs

* Based on 2021 DUFB participation. This is an estimate based on case studies that suggest the average participating family redeems \$26.90 per year.

** This is an estimate based on case studies that suggest the average farmers market includes 10 farmers & that the average CSA includes 1.



HEALTHY IMPACT ON OREGON

FAMILIES WIN

83% of SNAP participants surveyed reported that the amount of food they have in their house increased because of DUFB

87% of SNAP participants surveyed reported that their overall health has improved because of DUFB

FARMERS WIN

71% of farmers surveyed said their customer base expanded because of DUFB

70% of farmers surveyed reported making more money because of DUFB

OREGON THRIVES

- Every SNAP dollar spent at a farmers market can generate **\$1.79** in local economic activity
- Using this “multiplier,” DUFB supported more than **\$5,800,000** of local economic activity across Oregon during the biennium.



**DOUBLE UP
FOOD BUCKS™**
OREGON

**2021
DOUBLE UP
FOOD BUCKS
SITES**

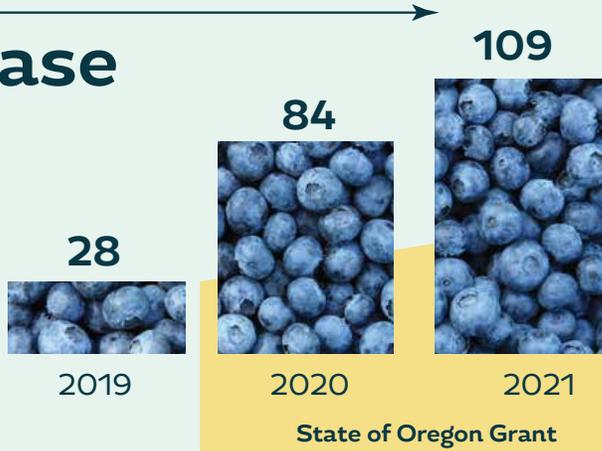
INCREASING PURCHASE OF LOCAL FRUIT & VEGGIES

State of Oregon Funds fueled...

289% Increase

in the number of outlets participating in the DUFB program from 2019 - 2021

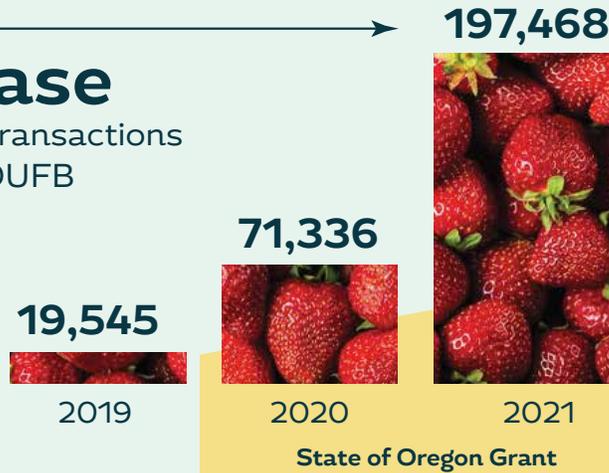
Participating DUFB Outlets



910% Increase

in the number of SNAP transactions at sites participating in DUFB from 2019-2021

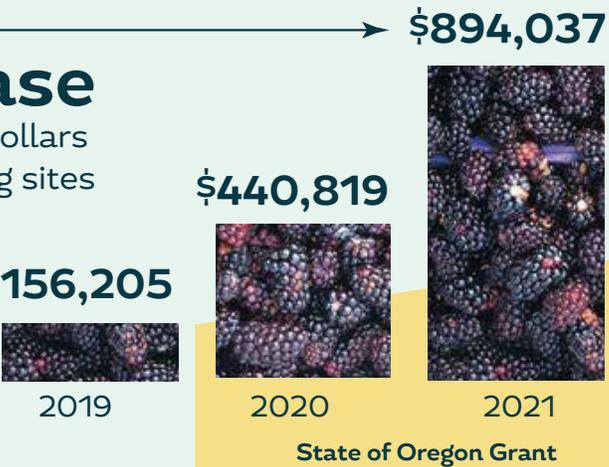
SNAP Transactions



472% Increase

in the amount of DUFB dollars redeemed at participating sites from 2019 - 2021

DUFB Dollars Redeemed



RESPONDING TO UNPRECEDENTED NEED



FOOD INSECURITY in Oregon has nearly doubled since the beginning of the COVID-19 pandemic. Farmers Market Fund and other Double Up partners adapted in incredible ways to address pandemic-related challenges, connect more families with fresh produce, and provide additional income for family farmers.

How did the pandemic affect Double Up Food Bucks use?*



2019

2020

CHANGE
(% Increase)

	2019	2020	CHANGE (% Increase)
SNAP Sales	\$250,717	\$713,536	185%
DUFB Sales	\$168,453	\$386,662	119%
# of DUFB Transactions	17,955	37,764	110%

Key Takeaway → Double Up Usage More Than Doubled

* Based on DUFB use at all participating farmers markets in 2019 & 2020

THE POWER OF PARTNERSHIP

Double Up Food Bucks Oregon is rooted in partnerships!

Farmers Market Fund, the Oregon Farmers Markets Association, the Oregon Food Bank, and the Pacific Northwest CSA Coalition all work together to implement the program. These four organizations are dedicated to ending hunger and supporting farmers with complementary perspectives, and have collaborated closely since 2015.



LEVERAGING STATE FUNDS



Double Up Food Bucks partners leveraged the **State of Oregon's \$1.5 Million** investment in DUFB to secure an additional **\$1.9 Million** in federal funding through the federal **USDA Gus Schumacher Nutrition Incentive Program**, further expanding the reach of DUFB Oregon.

“ I can not express how grateful and happy I am that this program is being offered, I feel that I am able to have more healthy food in my life. Thank you from the bottom of my heart to the top of my belly!

DUFB Grocery Shopper

“ Week after week people were able to walk home with \$20 worth of veggies...it was so rewarding to be a part of as a farmer! It was so easy to see that is where building a healthy community begins. Easy affordable access to fresh fruits and veggies for people of all ages ”

Farmers Market Vendor

“ Double Up Food Bucks makes me feel like my community is looking out for me, and allows me to eat healthier, fresher foods while getting to know my local farmers. ”

DUFB Farmers Market Shopper

“ I love this program and tell everyone about it! I eat so many more fresh vegetables and I feel happy doing it. I love seeing what is in season at my farmers market and it makes cooking healthy a lot more fun. ”

DUFB Farmers Market Shopper

“ Double Up Food Bucks...has allowed my family to increase their fresh fruit and vegetable intake greatly. Having two teenagers, [DUFB] opens an opportunity up for us to eat better and try fruits and vegetables that maybe we wouldn't have tried before because of how much they cost. ”

DUFB Grocery Shopper

“ I feel like a million bucks having this program! My family grocery bill has gone down! It's as if we are eating straight from the garden all the time. I cannot say enough good things about this! ”

DUFB CSA Shopper



Brought to you by **FARMERS MARKET FUND** and partners

For more information, visit doubleuporegon.org