

2022 Double Up Food Bucks sites

2022 ANNUAL REPORT



HOW IT WORKS

1 MATCH

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



2 DOUBLE

For every dollar spent on SNAP-eligible foods at participating farmers markets, shoppers receive an additional dollar to spend on Oregon-grown fruits and vegetables, up to \$20 per visit.



3 RESPOND

Double Up is helping Oregon respond to the impacts of unprecedented inflation, ensuring people have access to fresh produce while investing in local farmers & economies.



FAMILIES WIN

FARMERS WIN

OREGON THRIVES

95% of SNAP participants surveyed reported buying more fruits and veggies because of Double Up

87% of surveyed participants reported that the amount of food they have in their house increased because of DUF

82% of farmers surveyed said their customer base expanded

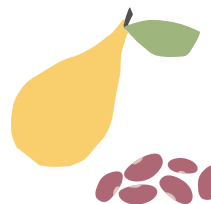
88% reported making more money because of Double Up Food Bucks

- Every SNAP dollar spent at a farmers market can generate \$3 in local economic activity
- Using this “multiplier,” DUF supported nearly \$10 Million in local economic activity in 2022

\$3,324,995
Spent in SNAP & Double Up in 2022



152,488
SNAP Households Benefited from Double Up



78
Participating Farmers Markets in **27** Counties



Everyone deserves access to nutritious food that helps us thrive. The cost of food has increased by over 10% in 2022, which impacted communities already facing disparities the hardest. Double Up Food Bucks serves an immediate need of feeding people while investing in local farmers and local economies.

Snapshot of Double Up's Impact in Oregon



2021

2022

CHANGE
(% Increase)

SNAP Sales

\$1,471,017

\$1,957,680

33%

DUFB Sales

\$745,358

\$1,367,315

83%

of DUFB Transactions

61,381

80,503

31%

of New Customers

8,613

10,833

26%

Health Impact → Double Up users don't just eat more produce than the average SNAP participant. They eat more produce than the average American. Source: GusNIP NTAE Year 2 Evaluation

“This program seriously changes my quality of life... Being able to get the \$20 match makes a DRASTIC difference in my financial stability. I am able to get all the produce I need for a week. Being able to connect to my food sources is extremely impactful to me.”

Shopper

“DUFB has allowed me to shop for healthy, local produce with less stress and anxiety about running out of SNAP dollars. It has encouraged me to go to the farmer's market regularly, which has been life changing—I feel more connected to community and to my well-being.”

Shopper

“This is a great program that is a boon to my farm and to the customers I sell produce to. It not only brings more customers to my business, but also allows me to get the price for my produce that I need to make ends meet while at the same time allowing people to access organic, healthy produce at the price that they need to make ends meet!”

Farmer

Thank you Funders!



Brought to you by

FARMERS MARKET FUND

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