FARMERS MARKET FUND MISSION

We make healthy, locally grown food accessible to under-served Oregonians.

Our work comes from the core belief that no person should be denied access to the foods they need to eat well.

OUR PROGRAMS

**Double Up Food Bucks:**
Double Up Food Bucks allows SNAP shoppers to get DOUBLE the fruits and vegetables at CSA shares, farmers markets, farm stands, and grocery stores across Oregon!

**Produce Match:**
Allows SNAP participants who receive Cash benefits onto their Oregon Trail card (rather than SNAP benefits) to double their SNAP Cash at market just like Double Up Food Bucks!

**Growth Grant:**
Funding that supports Oregon farmers markets with existing SNAP programs, or a market interested in accepting SNAP benefits by offsetting the cost of supplies, training, and more.

2023 DOUBLE UP SNAPSHOT

$2.95M incentives redeemed across all outlets

92K+ Oregonians served

131 DUFB locations

910+ Farmers supported
FMF provides funds to Farmers Markets

State, government, private grants and donations

Farmers Market Fund

FMF subcontracts Pacific NW Community Supported Agriculture (PNWCSA)

FMF subcontracts Oregon Food Bank (OFB)

DUFB at farmers markets

DUFB at grocery stores

DUFB at CSAs

dollars back into local economy
TESTIMONY

"A fantastic program which imparts dignity, a sense of possibilities, love, community strength and vibrancy. It pulls the struggling up from despair. Just to know that I can receive this supports my mental health!" - DUFB Shopper

"Farmers markets can sometimes feel out of reach for customers with limited or fixed incomes. DUFB helps us ensure we’re lowering those barriers and making the farmers market and local food more accessible to everyone in our community. This translates to more vibrant market spaces where everyone feels welcome!" - Market Manager

"Being able to participate in the SNAP program through the Bend Farmers Market was and is something we will continue to put forward for our farm. Everyone deserves to have access to fresh food and this program being available at the farmers market allowed consumers that usually would not be able or willing to purchase our products to do so." - DUFB Farmer
In 2023 we expanded the Double Up Food Bucks program to farm stands!
Through the program, folks using SNAP to purchase local produce at a participating farm stand receive a 50% discount.
Two farm stands joined in 2023 with great success.
- Whistling Duck Farm & Store in Grants Pass (Josephine County)
- Sun Gold Farm – Market at the Farm in Forest Grove (Washington County).
The farm stands processed $22.5K in SNAP sales & issued $6K in DUFB incentives
We are working on adding eight more farm stands in 2024 for a total of 10.

“The incentive funding provided by DUFB is a critical component to making our farm-store more accessible for people of all income levels. Without FMF’s financial support of the DUFB program we would be limited in the ways we could continue to offer this benefit to the community... In the one short month we have been involved with [DUFB], we have already seen our produce sales through EBT expand; we feel this trend will only continue, and have planned our future production accordingly!” – Mary Alionis, Whistling Duck Farm

“It’s been incredibly rewarding to witness firsthand how this initiative empowers our customers, making healthy, locally-grown produce more accessible to everyone.” – Chris Hertel, Sun Gold Farm – Market at the Farm
**ECONOMIC IMPACT ASSESSMENT**

- Contracted with Highland Economics to create an economic impact assessment of the DUFB program.
- Main Findings:
  - DUFB created $1.3M in labor income in 2022.
  - Redemptions grew by 132% between 2021 to 2022.
    - This growth was largely attributed to the increase in DUFB limits from $10 to $20 per transaction implemented in fall of 2021 as well as 9 new brick and mortar participants enrolled since 2021.
  - Food insecure persons in Oregon fall short of their food budgets by approximately $275.3 million annually. If all eligible households participated in DUFB, it would be enough to fulfil 94% of this shortfall.
  - More than 80% of the low income and low access population in Oregon have access to DUFB outlets.

**GROWTH GRANT**

- We gave out $91.2K in Growth Grant funding to support 86 markets (through 66 market organizations) in administering the DUFB program.
- 73 markets were already implementing DUFB and 13 were new to the program.
- **Impact Quote:** “Thank you all for the hard work that you do to make this program possible, and especially thank you to [FMF Program Director] for reaching out mid-season with the opportunity to apply for additional Growth Grant funds. It made a huge difference for the customer experience at our market as we experienced growth in participation, and we are really grateful!” - OSU evaluation
INTERNAL UPDATES

- **Executive Director**: Transitioned from Molly Notarianni to Rachael Ward as Executive Director in March.
- **Staff**: Moved from 4 staff to 5 (added 0.5 FTE Admin Coordinator).
- **Salaries and Benefits**: Raised staff salaries and benefits with an eye for pay equity and market competitiveness.
- **Consultants**: Hired consultants to assist with fund development, communications, and DEIJ training resulting in...
  - A 433% increase in grant applications (16 completed in 2023 vs. 3 in 2022).
  - A 9.9K reach on Instagram (254% increase) and 7.1k reach on Facebook (27% increase).
  - Three DEIJ trainings offered to board and staff focused on equitable internal policies and procedures and supporting broader food justice goals in our external programming.

ANNUAL BUDGET

A majority of our budget in 2022 went towards the Double Up Food Bucks program and costs related to administering it. This includes incentives to farmers markets and farm stands, subawarding to partners that run the grocery and CSA programs, and costs associated with managing and administering the program.
FARMERS MARKET FUND

THANK YOU

2023