

# Double Up Food Bucks – Pilot Project



- A Double Up Food Bucks Pilot Project, funded by private foundation dollars, was initiated from June 2015 to May 2016.
- Partners involved in the pilot project: Fair Food Network, Balls Price Chopper stores, Good Natured Family Farms, KC Healthy Kids, Health Care Foundation of Greater Kansas City, University of Kansas Medical Center and MARC.
- Initially the incentive was offered in four Price Chopper locations (two MO and two KS). Another KS Price Chopper was added in the fall of 2015 (not evaluated).

# Double Up Food Bucks – Pilot Project



- How the incentive works at Price Chopper:
  - For SNAP recipients: \$1 of LOCAL, fresh fruits and vegetables purchased with an EBT card = \$1 on their Chopper Shopper reward card to purchase ANY fruits and vegetables.
  - Limit of \$25 per day.
  - Tracking the earned incentive on the customer's Chopper Shopper card allows the customer to use the incentive later in the month or even later in the year when local produce is less abundant.

# Double Up Food Bucks – Pilot Project



- As of May 31, 2016, total SNAP purchases on local produce equaled \$52,707 (in all five stores).
- Total Double Up Food Bucks redeemed on produce: \$37,094.
- % Redemption: 70.4%

## Key elements to program:

- Getting the word out to SNAP recipients with the help of community partners. The incentive is REAL!
- Clear signage in the stores.
- Knowledgeable cashiers and produce staff

# Double Up Food Bucks – Pilot Project



Why an incentive pilot project in the Price Chopper grocery stores?

- To see how an incentive would work when tied to the purchase of local, fresh fruits and vegetables.
- To test how the incentive works with a store loyalty card.
- To see if SNAP participants buy more fresh fruits and vegetables (local and non-local) when they have Double Up Food Bucks waiting on their loyalty card.

# Next Steps: Double Up Heartland



In the fall of 2015, partners met to determine how Double Up Food Bucks program could be expanded.

- Partners included:
  - Mid-America Regional Council
  - Fair Food Network (Michigan-based organization)
  - Cultivate Kansas City
  - Douglas County, KS
  - University of Kansas Medical Center.

# Double Up Heartland: USDA Funding



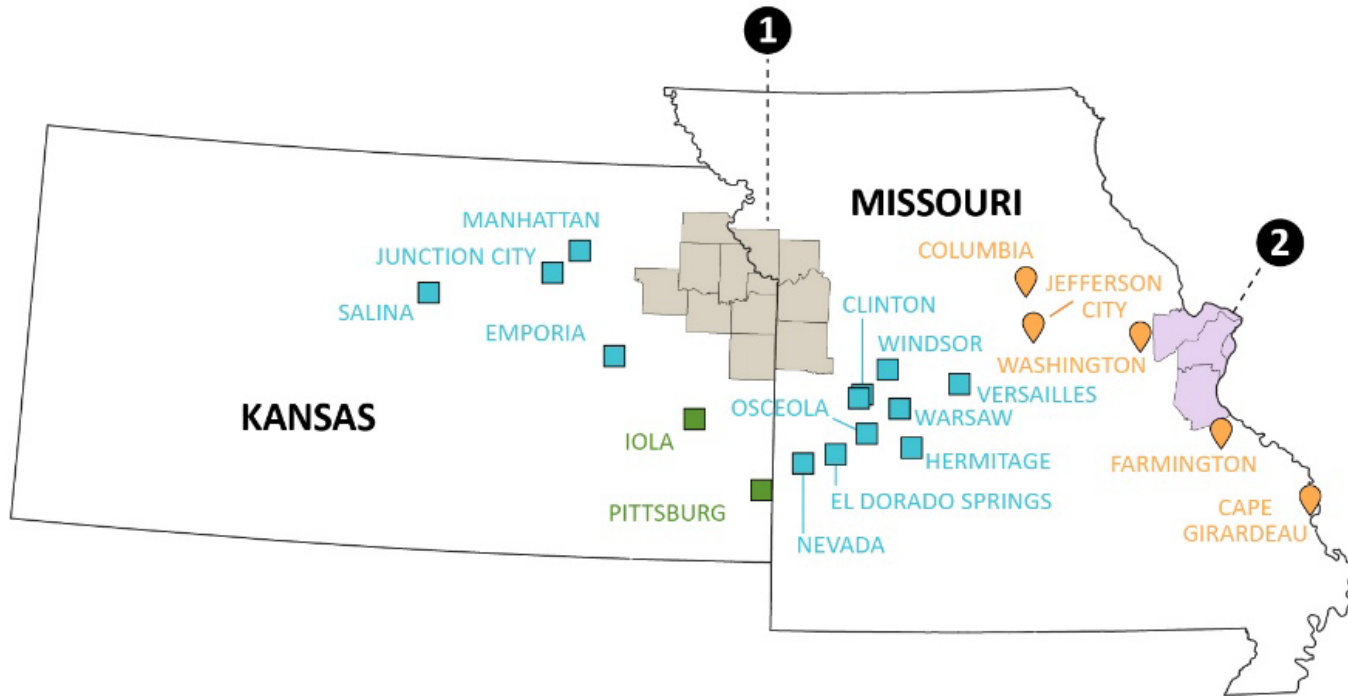
- The partners decided to apply for a USDA Food Insecurity Nutrition Incentive (FINI) grant.
- A proposal was submitted in mid-December.
- The grant program required that we have a dollar-for-dollar match for the amount of federal funding requested. 15 local funders have agreed to support this project.
- On May 23<sup>rd</sup>, we were notified that we were selected to receive the USDA grant.

# Double Up Heartland: Scope



Scope of the proposed project:

1. The incentive will be offered at both grocery stores and farmers markets.
2. Farmers markets will be located in the Kansas City area, west central Missouri, northeast rural Kansas, St. Louis and various other locations in eastern Missouri.
3. Grocery stores will be located in the Kansas City area (Price Chopper, Whole Foods and independent grocers); northeast rural Kansas (independent, rural grocery stores); and St. Louis/eastern Missouri (Schnucks and independent grocers).
4. The goal will be to expand the program to 185 more locations by 2019: 117 grocery stores and 68 farmers markets.





# Double Up Heartland: Approaches



Different approaches will be assessed through evaluation:

1. Grocery stores: Buy \$1 of local fruits and veggies with your EBT card, Earn \$1 FREE Double Up Food Bucks for any fresh fruits and veggies.
  - a. Price Chopper stores - Chopper Shopper card
  - b. All other grocery stores – coupons/vouchers
  - c. \$25 limit per day
2. Farmers markets: Buy \$1 SNAP tokens with your EBT card, get \$1 Double Up Food Bucks tokens FREE for fresh fruits and vegetables.
  - a. Two colors of tokens: one for SNAP and one for DUFB
  - b. \$25 limit per day – except for City Market (\$15 limit)

# Double Up Heartland



Main objectives:

1. Increase the amount of fresh fruit and vegetables purchased by SNAP customers.
2. Support local agriculture and encourage expansion of local production of fruits and vegetables.
3. Contribute to the local economy.

# Double Up Heartland



## QUESTIONS?

Contact:

Donna E. Field Martin, AICP, MPH  
Double Up Food Bucks Program Manager  
Senior Public Health Planner

[dmartin@marc.org](mailto:dmartin@marc.org)

816 701-8369