



Utah State University

From the Selected Works of Kelsey Hall

Spring 2022

Double Up Food Bucks Farm Stand Program

Kelsey Hall

Hannah Martin, *Utah Department of Health*



This work is licensed under a [Creative Commons CC BY](https://creativecommons.org/licenses/by/4.0/) International License.



Available at: https://works.bepress.com/kelsey_hall/38/



Double Up Food Bucks Farm Stand Program

Double Up Food Bucks (Double Up) is a statewide produce incentive program that allows Supplemental Nutrition Assistance Program (SNAP), formally known as food stamps program, customers to access more locally grown, fresh vegetables and fruits at farmers markets, farm stands, and community supported agriculture (CSA) programs. A program of the Utah Department of Health, the benefits of Double Up and SNAP are three-fold: families with low income eat more healthy food, local farmers gain new customers and make more money, and more food dollars stay in the local economy.

How It Works

Participating farm stands need to be SNAP approved vendors by the U.S. Department of Agriculture Food and Nutrition Service.



Customers shop your farm stand and purchase their SNAP-eligible products using their EBT Horizon card.



For every purchase of fresh vegetables and fruits bought with SNAP dollars at your farm stand, customers receive a 50% discount up to \$30 per day.



The 50% discount is reimbursed to the farm stand by Double Up Food Bucks.



Utah's Double Up season runs primarily from May to October 31, with select locations offering year-round produce.



Elements that Contribute to Success

It's important to have certain elements in place for the Double Up Food Bucks program to be successful at a farm stand.

Produce options

A variety of produce needs to be available at the farm stand, including locally grown produce.

Reliability

The farm stand must have consistent locations, days and hours of operation.

Good communications

A variety of communication methods (signs, banners, mailers, social media posts, etc.) must be used to inform SNAP customers about the program.

Training

New and existing employees must be trained in the state's Double Up Food Bucks program.

Expectations and Benefits

What can your farm stand location expect

- Marketing materials to assist in marketing your farm stand to SNAP shoppers (banner, vendor banners, community posters, direct-household marketing).
- Technical assistance about Point-of-Sale equipment from USU Extension's local food marketing specialist, if needed, to ensure a viable incentive system.
- Inclusion in a communications plan that employs a variety of methods including a direct mailing to SNAP customers, social media, and list of participating farmers markets and farm stands that are distributed by community partners, including Utah Workforce Services, Utahns Against Hunger, USU Extension.
- Feedback on the impact of participating in the program, based on data from evaluations.

What we will expect

- Data collection and the timely submission of reports.
- Regular updates and communication with program coordinator, Hannah Martin.
- Accommodation of evaluation teams to conduct surveys with SNAP customers, cashiers, managers, or farm stand owners.

Benefits We Hope Your Farm Stand Will Experience

- Increase in number of customers.
- Increased sales, particularly fruits and vegetables.
- Increased awareness of your community for participation in the Double Up program.

Benefits We Hope the Double Up Program Will Show

- Greater number of SNAP customers are able to access fresh vegetables and fruits.
- Increased consumption of fresh vegetables and fruits by SNAP customers.
- Improved health of SNAP customers.
- Increased support and income for Utah's local growers of fruits and vegetables.

Contact

Hannah Martin
Utah Department of Health

hmartin@utah.gov or doubleup@utah.gov

Kelsey Hall
Utah State University

kelsey.hall@usu.edu

