Double Up Food Bucks (DUFB) is a SNAP (Supplemental Nutrition Assistance Program formerly known as food stamps) incentive program delivered at local farmers markets and retailers as a way to increase the access to and the affordability of fresh fruits and vegetables for low-income individuals and families.

DUFB provides a $1 for $1 match on any SNAP purchase up to $20 per market visit per day. The Double Up Food Bucks incentive can only be used to purchase Colorado-grown fresh fruits and vegetables thereby promoting healthier eating habits among the participants and redirecting federal food assistance dollars into the local food and agriculture economy. In 2016, DUFB operated from July 1 through October 31.

### LiveWell Colorado

LiveWell Colorado increases access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color.

<table>
<thead>
<tr>
<th># OF NEW SNAP CUSTOMERS SHOPPING AT PARTICIPATING FARMERS MARKETS</th>
<th>TOTAL FOOD ASSISTANCE TRANSACTIONS SNAP + DUFB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,171</td>
<td>7,748</td>
</tr>
<tr>
<td>2016</td>
<td>2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL PROGRAM DOLLARS SPENT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$92,587 SNAP DOLLARS REDEEMED</td>
<td>$68,359 DUF B DOLLARS REDEEMED</td>
</tr>
<tr>
<td>2016</td>
<td>2016</td>
</tr>
</tbody>
</table>
Double Up Food Bucks expands upon the existing efforts of farmers markets across the state to accept SNAP. In 2016, DUFB was accepted at a variety of community-based markets, including farmers markets, farm stands, Community Supported Agriculture (CSAs or weekly food boxes), and small grocery retailers.

In our 2016 season DUFB was administered at 42 locations (some markets operating at multiple sites) in 20 different counties across Colorado.

### OUR MARKETS

#### PARTICIPATING MARKETS

**DENVER METRO**
- Boulder Farmers Market
- Broomfield Farmers Market
- Denver Botanic Gardens Farm Stands
  - @Denver Human Services: Sun Valley
  - @Denver Human Services: Montbello Office
- Denver Urban Gardens Youth Farmers Markets
- GoFarm
- The GrowHaus
- Longmont Farmers Market
- Re:Vision
- Sprout City Farms
  - @Dahlia Campus Community Farm Stand
  - @Mountair Park Community Farm Stand
  - @Denver Green School
- Union Station Farmers Market

**FRONT RANGE**
- Colorado Farm and Art Market
- Drake Road Farmers Market
- Fort Collins Farmers Market
- Greeley Farmers Market
- Larimer County Farmers Market
- Loveland Farmers Market

**MOUNTAIN WEST**
- Glenwood Springs Downtown Market
- Montrose Farmers Market
- New Castle Community Market
- Rifle Farmers Market

**SOUTH/SOUTHWEST**
- 4th Street Food Store
- Alamosa Farmers Market
- Buena Vista Farmers Market
- Cortez Farmers Market
- Cañon City Farmers Market
- District One Farmers Markets
- Durango Farmers Market
- Pagosa Springs Farmers Market
- Salida Farmers Market
- South Fork Farmers Market
- Trinidad Community Farmers Market
- Valley Food Co-Op
Marketing and outreach are key components of a successful DUFB program. LiveWell Colorado provided markets with hands-on training and a variety of marketing and promotional tools including flyers and posters, banners, and signage for participating vendors.

LiveWell Colorado, with assistance from market managers, evaluated DUFB with tools including customer surveys and focus groups, vendor surveys, and market manager surveys. This evaluation informed our understanding of the impact on SNAP recipients and participating vendors with the program.

**OUR CUSTOMERS**

“I was brought to tears of happiness and gratitude when I discovered the sign advertising the Double Up program at the market. I had originally planned to go and spend minimally just enough to support one vendor each week and get a little treat for myself. With the Double Up dollars I can now support both the farmers market and myself with more fresh fruits and veggies, as well as locally made bread, meat, eggs, etc. SO very thankful!”

**OUR VENDORS**

“We sold more because the shopper had more coupon dollars to spend. Thank you!”

“This program is strengthening our community. Thank you!”

**MARKET MANAGERS**

“LOVE IT! And I love having a flyer that helps me direct people to other places that they can use Double Up. Being a DUFB partner has been so great for all of our programs. We really hope to expand our Local Food Share to include more SNAP participants using DUFB next year. We did a small pilot of that this year, but hoping to do more next year.”
DOUBLE UP FOOD BUCKS
Results in Colorado
2016

$160,946
Total Spent
$92,587 SNAP
$68,359 DUFB

**Customer Evaluation**

90% of customers said they bought more fruits & vegetables

When I heard about this I thought it was amazing. Everyone talks about eating right and now here’s an amazing way to actually do it without spending all of your money on a basket of fruit/vegetables. Two of my kids are allergic to dairy so it does put a twist into grocery shopping. Thank you!!

-DUFB Customer

81% of customers said that they ate more fruits & vegetables

46% of customers visited the farmers market more than once

49% of farmers reported making more money

Vendor Evaluation

69% of customers agreed that DUFB inspired them to try new fruits & vegetables

66% of farmers reported they sold more fruits & vegetables

$14.90 Average DUFB amount spent per visit

54% of farmers reported having a new customer base

The DUFB program has saved my market. This grant has quintupled the number of SNAP users coming to the market. That’s money that comes into the market that we may have not seen.

-DUFB Vendor

90%

46%

69%

$14.90

54%
THANK YOU TO OUR PARTNERS!

And dozens of implementing partners across the state.

Double Up Food Bucks, c/o LiveWell Colorado
1490 Lafayette St., #404
Denver, CO 80218
doubleup@livewellcolorado.org
DoubleUpColorado.org