



DOUBLE UP FOOD BUCKS at Lane County Farmers Market July 2 – October 31, 2016

Total sales to SNAP shoppers: \$95,020

DOUBLE UP FOOD BUCKS is a nutrition incentive program in which funds are provided to encourage SNAP recipients to purchase fruits and vegetables at participating farmers markets. Shoppers receive up to \$10 in matching "food bucks" per market day.

600 customers have used their SNAP benefits at the market for the first time

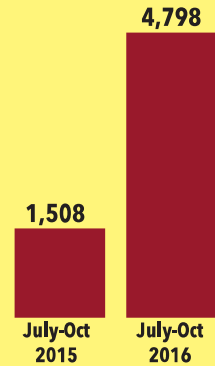
59% of SNAP customers surveyed reported that they visit the market "3 or more times per month"

88% reported that Double Up Food Bucks is "very important" in their decision to shop at the farmers market

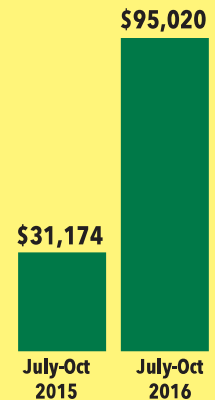
92% reported the amount of fruits and vegetables that they buy has increased (56% "increased greatly," 36% "increased some")

76% reported the amount of processed foods (like chips, candy, and cookies) that they eat has "decreased"

SNAP Transactions



SNAP Sales



FOOD BUCKS redeemed

\$40,287
July-Oct 2016



A program of Willamette Farm & Food Coalition
in partnership with Lane County Farmers Market



LaneFood.org



SNAP Shopper Quotes:

"It has enabled me to **eat healthier** than I ever have in my life, which has been invaluable as I am currently in a life-altering health crisis. It has also encouraged me to get out which has helped also."

"Allows me to **buy more local** fresh foods including fruit! Thanks so much! Eating better helps me in dealing with my depression – which is no small thing."

"Being a mom of a 5-year-old, it is so important to teach her **early** to eat healthy and to shop at the farmers market. Thank you for this **amazing program!**"

"I've been able to eat better, **more nutritious** food. Double Up has allowed me to add lots of fresh, local vegetables to my diet. Overall, I feel healthier and feel good about the food I am making and eating."

"It has made it **more affordable** to include, and increase more healthful food, in my diet. I also feel **more empowered** to support this kind of market – local growers, community – which is important to me."

"It has encouraged me to make visits to the farmers market a higher priority and trying to make it a **weekly visit** for the majority of my food shopping."

"The extra \$10 is a **blessing**, reduces my stress about providing food, good wholesome food, for my family. Thank you. Please continue this. I would support and volunteer when I can."

"It has allowed me to still buy food the last half of the month – it's such a bonus financially, plus being able to buy **great produce!**"

"Amazing program, **so grateful** for it. Love that it helps my daughter and I eat more local organic whole foods. We are both healthier and happier for it. Hope it continues!"

"I eat almost all of my meals freshly prepared at home now. I can afford to roast vegetables with dinner every night now. I'm feeling **healthier and wealthier** now."

"I love doubling up! It stretches my grocery budget so much further! **Thank you!**"

DOUBLE UP FOOD BUCKS at Lane County Farmers Market is sponsored in part by:

