



DOUBLE UP FOOD BUCKS at Farmers Markets in Lane County

Farmers Markets are for *Everyone!*

DOUBLE UP FOOD BUCKS helps SNAP participants purchase fruits and vegetables at participating farmers markets. Shoppers receive up to \$10 in matching “food bucks” per market day.

SNAP is the USDA Supplemental Nutrition Assistance Program (also known as food stamps)

In 2017, Double Up was offered at these farmers markets in Lane County:

Creswell Farmers Market | Dexter Lake Farmers Market | FOOD for Lane County Youth Farm
Lane County Farmers Market | South Valley Farmers Market
Spencer Creek Community Growers Markets | Springfield Farmers Market

62% of SNAP customers surveyed reported that they visit the market *3 or more* times per month.

82% reported that the *price* of fruits and vegetables at the market is about the *same or less expensive* compared to where they usually shop.

90% reported the *amount* of fruits & vegetables they buy has *increased*.

68% reported the *amount* of processed foods they eat has *decreased*.

88% reported that their overall *health* has improved *because* of Double Up.

Double Up by the Numbers (2016 & 2017)

\$275,242

Total sales to SNAP customers at participating farmers markets

\$113,340

Value of “food bucks” redeemed at participating farmers markets

12,906

Number of times SNAP customers shopped at a participating market

1,654

Number of new customers using SNAP for the first time at a participating market



A program of Willamette Farm & Food Coalition in partnership with Farmers Market Fund and Local Farmers Markets

willamettefarmandfood.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
is sponsored in part by:*



**To help sponsor the 2018 season,
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Willamette Farm & Food Coalition
at (541) 341-1216**