



Double Up Nebraska

Pilot data from the fresh
fruit and vegetable
incentive-based program



DOUBLE UP™
NEBRASKA



EXTENSION



Introductions



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Food Access and Availability



Timeline

2015

NE Dept. of
Health &
Human
Services
food access
partnership

2016

National
Rural
Grocery
Summit

First Double
Up Meeting

2017

Double Up
Nebraska
Pilot

FINI
application
submitted

2018

Double Up
Nebraska
Expansion

Program Overview

- Fair Food Network's Double Up Food Bucks program - 2009
- Provides a dollar for dollar match to SNAP recipients on fresh fruits and veggies in retail stores and farmers markets





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Partnerships

- NE Department of Agriculture
- NE Extension Food Access Issue Based Team
- NE Extension Supplemental Nutrition Assistance Program-Education (SNAP-Ed)
- NE Grocery Industry Association
- CHI Health and Children's Hospital and Medical Center

Extension Connection



1. Extension's Food Access Issue-Based Team
 - Team members in over 30 counties across the state
2. Supplemental Nutrition Assistance Program Education (SNAP-Ed) as a policy, system, and environmental approach
 - Coverage in counties with highest SNAP population



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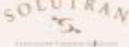


Nebraska Program Pilot

- 29 weeks
- Four sites
 - 3 Farmers Markets and 1 grocery store
- 24 different vendors
- 150 households



Nebraska Double Up Checks

| | | | | | |
|---|---|--|--|--|---------------|
|  DOUBLE UP FOOD BUCKS™ | NEBRASKA DOUBLE UP FOOD BUCKS PROGRAM Nebraska Department of Agriculture P.O. Box 94947 • Lincoln, NE 68509 800-422-6692 |  | Citizens Alliance Bank Howard Lake Branch Clara City, MN 56222 Account # 804000 | 00-0000 000 | 000000 |
| | <p>Pay to the order of authorized Nebraska Double Up Food Bucks Vendor VENDOR MUST HAVE AN OFFICIAL NDUFB NUMBER Deposit no later than June 30, 2021 Good for the purchase of fresh fruits and vegetables only. Any other use constitutes fraud.</p> | STAMP AUTHORIZED NDUFB VENDOR NUMBER HERE | 5/31/21 LAST DATE OF USE | PAY EXACTLY \$2.00 NO CHANGE GIVEN | |
| THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER. | | Registered Vendor Must Redeem by June 30, 2021 | | | |



Leveraging resources

People already identified the need and were doing something about it!





Evaluation - Farmers Market Customers (n=28)



- 29% would not have shopped at the farmers market that day



- 80% indicated the program was easy to use



Evaluation - Customers



- 30% indicated they used NE Double Up at other locations



- 94% reported they were shopping for children

Evaluation - Vendors (n=17)



- 44% have made more money

- 22% have a new customer base



- 11% sell more fruits and vegetables

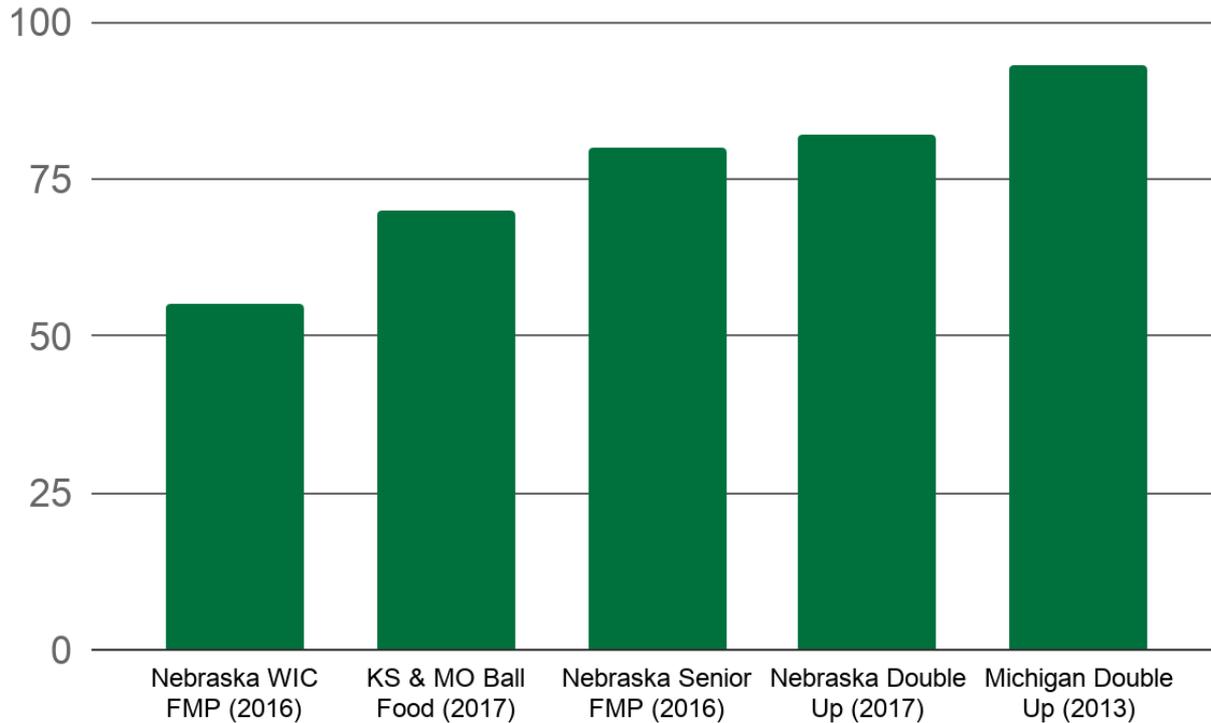
- 56% agreed their market is stronger.



- 11% reported they are very likely to increase the variety of crops grown and put more land into production.



Evaluation - Redemption rates



Evaluation

- Increase in SNAP sales between 27% and 47%
- SNAP participation increased, with over 100 new customers between the four sites.



Evaluation - Sales data

In 2016, SNAP participants spent an average \$21.21 each visit at a Lincoln farmers market. In 2017, that number increased by 41% to \$29.94.





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Results Highlights

- Engaged and established a network of varied partners
- Implemented new, simple technologies
- 82% redemption rate; 2%-49% higher than similar programs
- Made it easier for low-income Nebraskans to eat fresh produce
- Supported family farmers and grew the local economy.

“I think it’s awesome. I have to eat well due to health issues and fruits and veggies are pricey”

“Love it and it helps stretch food.... Great program!”



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Future Direction

Expansion of...

- Sites
 - 4 more FMs, 2 more grocers
- Since early May...
 - 58 new customers



Future Direction

Expansion of...

- Partners

- Local public health departments, County Extension offices, Local foundations, health care clinics/ systems

- Scope

- Regional Food systems
- Food Access advocacy and education
- Hunger as a vital sign - connection to primary care and community health improvement plans (CHIP)

Lessons Learned

- Extension is key
 - Nutrition Ed
 - Statewide network
 - Mission/ vision
- Healthcare values the outcomes - they are your allies
- Program is easy, outreach is where you spend your time
- Grocers ROI is evident - DUFB is a good investment

Thank you!

