

DOUBLE UP FOOD BUCKS

OREGON



A close-up photograph of a woven basket filled with fresh produce. In the foreground, there are several purple radishes with their roots visible. Behind them, a bunch of green onions with white stalks and green tops is visible. The background is slightly blurred, showing more of the basket and its contents.

FARMERS MARKET FUND MISSION

**We make healthy, locally grown food
accessible to under-served Oregonians.**

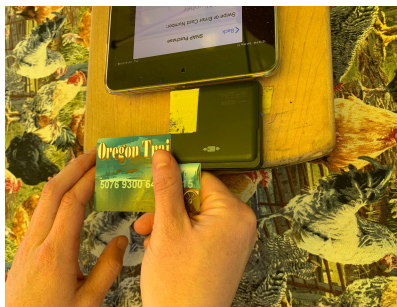
*Our work comes from the core belief that no
person should be denied access to the foods they
need to eat well.*

Double Up Food Bucks - How it works



www.doubleuporegon.org

Double Up Food Bucks - Spend \$20, get \$40



1. Swipe EBT Card at the Farmers Market Info Booth

2. Receive SNAP Tokens & Double Up Food Bucks

FOOD BUCKS CAN ONLY BUY:



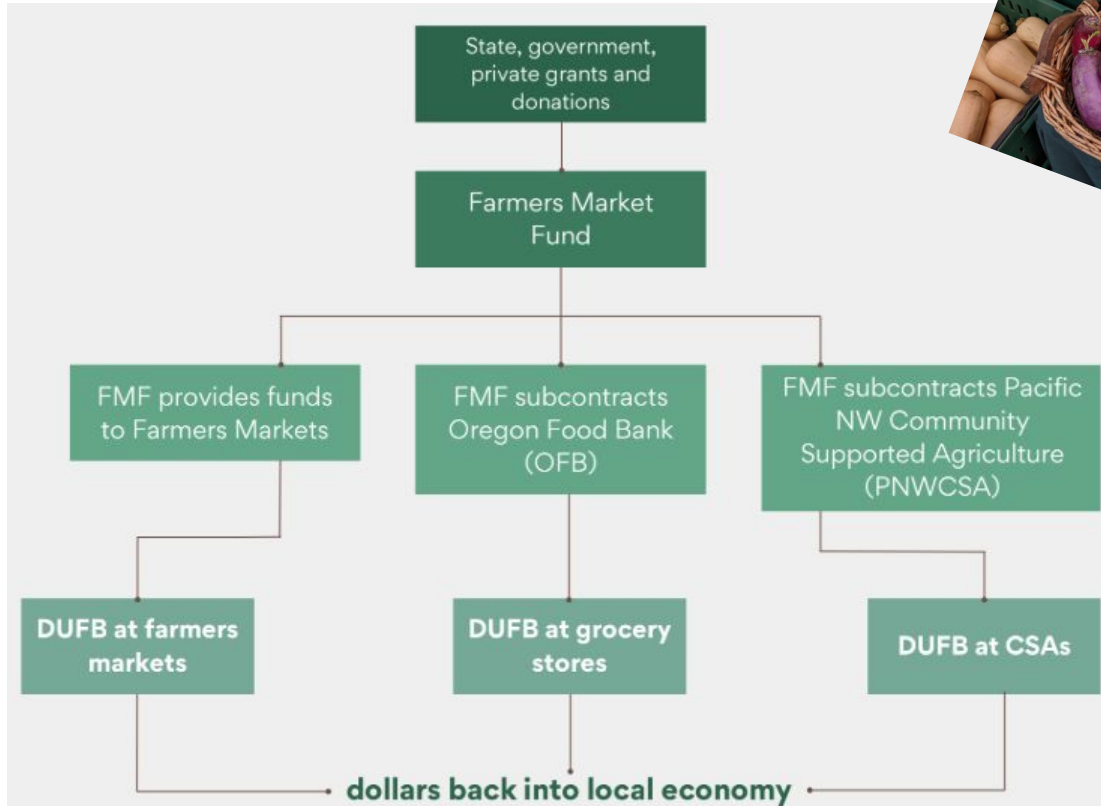
**FRUIT • VEGETABLES • MUSHROOMS
BEANS • HERBS • VEGGIE STARTS**

3. Redeem SNAP tokens and DUFBS for fresh fruits and vegetables!

Oregon partners



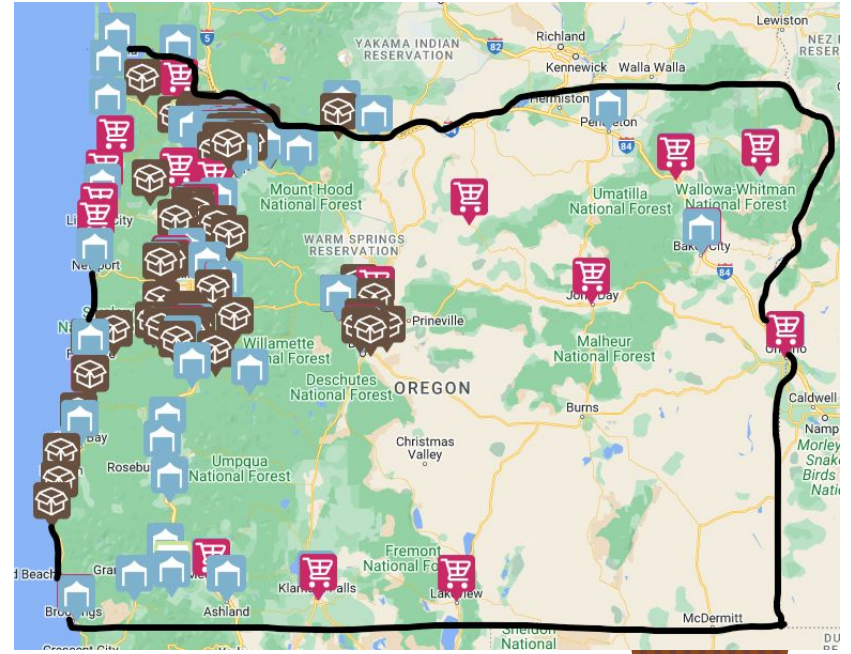
Double Up Funding Flow



Double Up Food Bucks - 2024 Sites

DUFB Operates in 34 of Oregon's 36 counties at:

- 91 Farmers Markets
- 9 Farm Stands
- 71 CSAs
- 42 Grocery stores



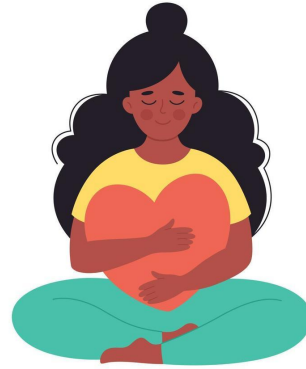
Visit doubleuporegon.org to find a site near you!

Double Up Impact- 2024

- **\$3.4 million** in Double Up was redeemed for fresh produce across all outlets
 - **\$1.6 million** at farmers markets and farm stands
- Estimated to reach about **80,000** unique individuals with almost **800,000** transactions
- **82%** of survey respondents said their health has improved due to Double Up
- **97%** of participants say they visit a farmers market or farm stand more because of Double Up



The Ripple Effects of Double Up



- Farmers reach more customers
- All market food vendors make more money
- Draws customers to the market

- More fruits & veggies
- Opens access to community resources
- Equity and inclusion work at markets
- Frees up money to spend elsewhere

- \$2M in additional food spending
- \$6M in Oregon labor income created
- \$8.8M in avoided healthcare costs



Double Up Advocacy

2019: **\$1.5M**

2021: **\$4 Million** appropriation of one-time funds

2023: Asked for **\$8 Million**, received **\$4.16 Million** in the DHS budget!

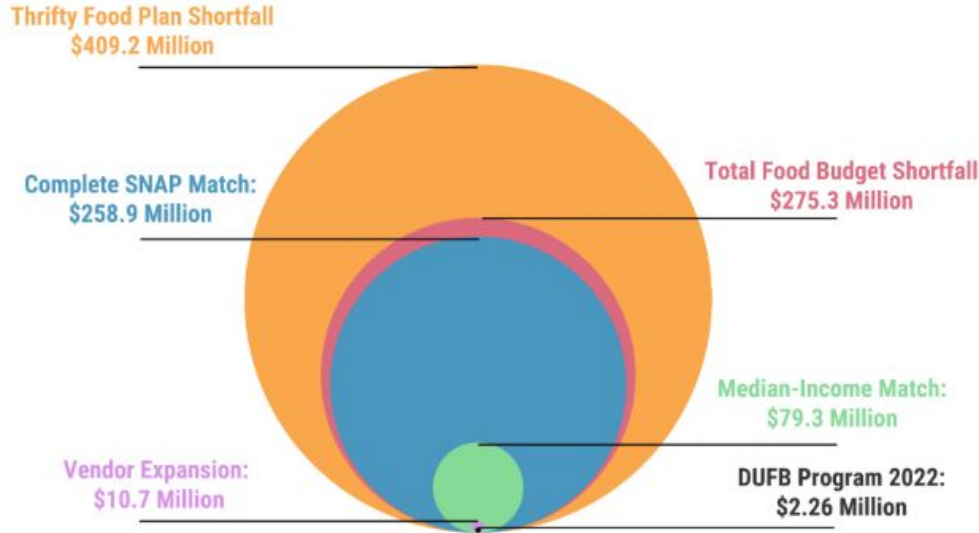
Leveraged **\$15 Million** in additional federal grants since 2019 (including \$5.4 M GusNIP grant for 2024-2026)

2025: Seeking renewed funding in Oregon Department of Human Services agency budget.

Vehicle: ODHS Agency Budget



Why Continue State Funding?



Double Up success has direct correlation to funding. The more the program is funded, the larger the impact is.

If all 424,000 Oregon households eligible for SNAP participated in Double Up, redemptions could total \$259 million, or more than 100 times the current program size

DUFB Economic Impact Assessment



THANK YOU!!

“SNAP and the Double Up program definitely makes our little market thrive. It’s a huge generator of local economic activity in all directions. My business has been elevated along with everyone else’s at market.”



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www.FarmersMarketFund.org

www.DoubleUpOregon.org