

# DOUBLE UP FOOD BUCKS PROGRAM



Increasing Fruit and Vegetable Consumption in Our Communities



## 2018 AT A GLANCE

When shopping at Boulder County Farmers Markets, Double Up Food Buck participants receive an incentive that matches the amount spent in federal nutrition benefits toward the purchase of healthy, fresh, locally grown fruits and vegetables.

2,918 total transactions

905 unique transactions

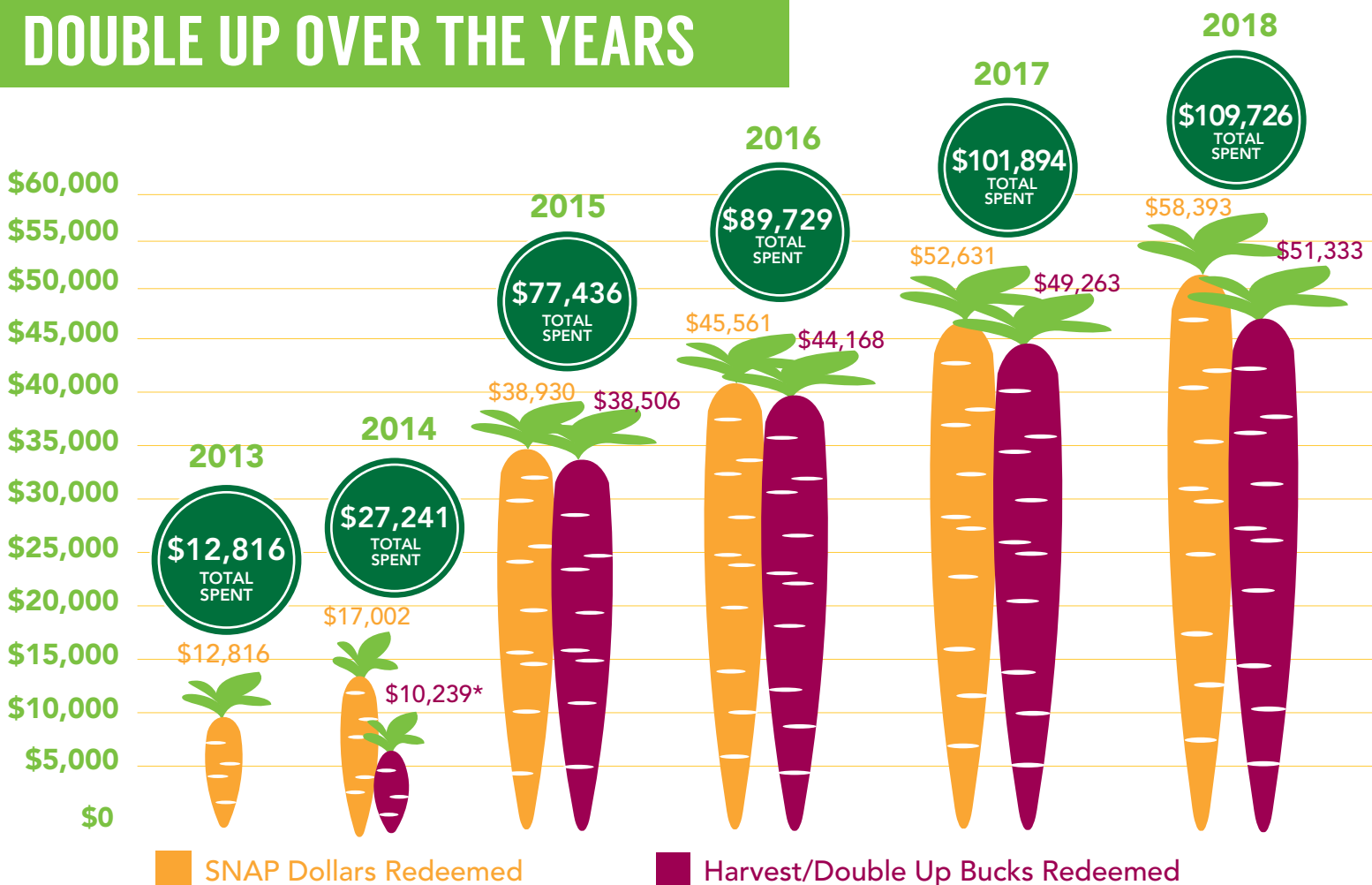
506 children served

\$58,393 SNAP dollars spent

\$51,333 Double Up Food Bucks spent

??% of Double Up Food Bucks spent in Colorado were in Boulder County

## DOUBLE UP OVER THE YEARS



\*2014 was a pilot. The program ran from August to September.

## Recipients **EAT MORE FRUITS AND VEGETABLES**

**95%**

increased their consumption of fruits and vegetables



*“I participate because I want to support the local farmers and economy. This allows me to do that plus eat much healthier!”*

*“Each time I come and get my money matched I am full of gratitude and relief - I often cry because I am so touched.”*



## Recipients **SUPPORT LOCAL FARMERS**

**88%**

reported purchasing at least half of their fresh fruits and vegetables at the farmers market (during market season)

**90%**

said they would not have come to the farmers market without the incentive



*“This helps my family be able to support local, shop at the market, and get clean food. It also lets us participate in one on Boulder’s activities and not be left out because of our income status.”*

*“This is the most amazing program, providing the opportunity for us to obtain high quality local produce. It is an invaluable resource, and I am so grateful.”*

## Recipients **PURCHASE MORE FRUITS AND VEGETABLES**

**93%**

said it was easier to purchase fresh fruits and vegetables as a result of shopping at a farmers market

*“Without this grant I would likely be eating potatoes, onions, and beans!”*

*“Without this program I could not shop at the farmers market. The program allows me to buy local, fresh fruit and vegetables, meat, and other products at prices I can afford. It has doubled my purchasing dollars. Many thanks!”*

