

Double Up Food Bucks: A SNAP Produce Incentive Program



A Resource for Improving Measurable Impact
October 4, 2021

What is Double Up Food Bucks?

The Double Up Food Bucks (Double Up) program is a Supplemental Nutrition Assistance Program (SNAP) Produce Incentive that matches SNAP spent on locally produced fresh fruits and vegetables at farmers' markets and selected grocery stores up to \$20.00/visit*. Double Up supports families by improving health and combating food insecurity, boosts business for local farmers, and strengthens rural and urban communities in the United States.¹⁻¹⁰

*Double Up in Austin, TX matches up to \$30 per person per visit at farmers' markets for recipients of SNAP, The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), and Farmers' Market Nutrition Program (FMNP).

Impact on Families

- In 2020, a total of 441,363 families nationwide participated in Double Up, purchasing more than \$30 million of fresh fruits and vegetables through Double Up and SNAP.²
- Families who participate in Double Up have greater food security and eat more fruits and vegetables, compared to families who do not participate in Double Up.^{1,5-10}
- In several states, 80% of Double Up participants reported eating less junk food than before participating in Double Up.¹
- Prediction models show Double Up has the potential to lower rates of cardiovascular disease and type 2 diabetes, as well as reduce healthcare spending, by supporting healthy eating.¹

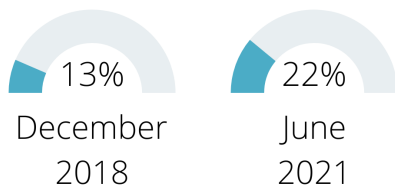
Impact on Farmers, Grocers, and Local Economies

- In 2020, 4,708 farmers nationwide participated in Double Up, earning \$4.6 million in Double Up and SNAP sales at 642 farmers' markets and fair stands.²
- Farmers report having new customers and hiring more staff because of Double Up.¹
- In 2020, over 400 grocery stores across 25 states participated in Double Up, selling \$22.36 million in fresh fruits and vegetables.^{2,11}

Double Up Food Bucks Outcomes and Opportunities in Texas

3.5+ million

Texans rely on SNAP benefits to provide food for their families.^{12,13}



Food insecurity in Texas has nearly doubled from December 2018 to June 2021 and remains high as the pandemic continues.^{14,15}

- In 2021, Double Up Food Bucks is available at more than 40 locations in Texas, including the Amarillo, Austin, Houston, Lubbock, Dallas, Fort Worth, and Waco areas.¹⁶
- Among Double Up participants in Austin, 72% of SNAP recipients and 78% of WIC recipients reported they would not have visited the farmers' market without Double Up.¹⁷
- In Houston, SNAP transactions increased from 2 per market per month to 25 per market per month with Healthy Houston Bucks in 2017.¹⁷



- Efforts to expand Double Up in Texas grocery stores have been successful.
- In April 2021, H-E-B and the Central Texas Food Bank launched a Double Up effort at one of their busiest locations in Austin. This work is being funded by the Michael & Susan Dell Foundation, St. David’s Foundation, and the City of Austin. Future funding may allow for expansion of Double Up.¹²

Number of Households Reached of SNAP Produce Incentive Programs in Texas, July 2020¹⁷

Incentive Program	Location	Venue	# Sites	Year Incentive Program Began	Households Reached
Double Up Food Bucks	Austin, Del Valle	Farmers markets, mobile markets, retail stores*	18	2012	911*
	Houston	Farmers markets	13	2019	152
	Waco	Farmers markets	1	2018	70
	Fort Worth	Farmers markets	2	2020	46
	South Plains: Lubbock, Plainville, Amarillo	Farmers markets	7	2017	4,006
	South Plains: Littlefield, Brownfield, Dimmit	Retail stores	4	2018	4,006
Eating Local is a SNAP	Dallas	Farmers markets	2	2018	n/a
Healthy Houston Bucks	Houston	Farmers markets, retail stores	6	2017	n/a

Table recreated from Texas Health and Human Services Commission (2020): [Study on SNAP Fruit and Vegetable Incentive Programs in Texas](#)

*The first retail store Double Up effort was launched in April 2021 and is not yet reflected in households reached.

Recommendations to Improve Double up Food Bucks Utilization

- Expand funding and partnership opportunities statewide for Double Up Food Bucks, especially in regions with high food insecurity and low healthy food access, like the Lower Rio Grande Valley and Brownsville. These regions have expressed interest in launching Double Up efforts but do not currently have the funding or capacity to participate.
- Expand support for the Gus Schumacher Nutrition Incentive Program (GusNIP) to increase opportunities for federal grant funding in Texas.
- Pilot Double Up Food Bucks at more grocery stores in both urban and rural locations and implement robust evaluation.
- Provide funding opportunities for marketing campaigns to expand awareness of Double Up and reach low-income communities.¹⁷
- Assist grocery stores and supermarkets to increase their selection of local produce. This strategy has been shown to improve Double Up Food Bucks redemption rates in intermediate retailers.¹⁷
- Continue to support programmatic efforts to combat food insecurity – especially during the COVID-19 pandemic.¹⁸

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Other TX RPC Resources Related to SNAP and Food Security:

1. [SNAP Utilization and Eligibility in Texas and Texas Legislative Districts, October 2020](#) (see reference 12)
[Impact of COVID-19 on Food Insecurity, April 2021](#) (see reference 14)
2. [Data Brief: Food Insecurity in Texas and Texas Legislative Districts, January 2021](#) (see reference 17)
3. [Supplemental Nutrition Assistance Program \(SNAP\): Vehicle Value Limits, May 2021](#)
4. [Supplemental Nutrition Assistance Program \(SNAP\): Work Requirements, May 2021](#)

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