Double Up Food Bucks (DUFB) is a SNAP (Supplemental Nutrition Assistance Program formerly known as food stamps) incentive program delivered at local farmers markets and retailers as a way to increase the access to and the affordability of fresh fruits and vegetables for low-income individuals and families. DUFB provides a $1 for $1 match on any SNAP purchase up to $20 per market visit per day. The Double Up Food Bucks incentive can only be used to purchase Colorado-grown fresh fruits and vegetables thereby promoting healthier eating habits among the participants and redirecting federal food assistance dollars into the local food and agriculture economy. In 2017, the Double Up Food Bucks was available primarily April 1 through October 31, with some locations operating year-round.
Double Up Food Bucks expands upon the existing efforts of farmers markets across the state to accept SNAP. In 2016, DUFB was accepted at a variety of community-based markets, including farmers markets, farm stands, Community Supported Agriculture (CSAs or weekly food boxes), and small grocery retailers.

In our 2017 season, DUFB was administered at over 85 locations in 28 counties statewide. The program was available at a variety of locations including: farmers markets, farm stands, community supported agriculture programs, neighborhood grocery, and the supermarket chain Lowes Mercado.
Double Up Food Bucks relies on local community partners to spread the word to SNAP recipients. The program engages over 200 Department of Public Health agencies, Department of Human Service agencies, community organizations, schools, healthcare practitioners, etc. to tell their communities about Double Up Food Bucks. LiveWell Colorado provides materials such as flyers, posters, and door hangers to partners at no cost, with both Spanish and English available. Over half (56%) of participants reported hearing about the program through a community partner.

Along with partners, LiveWell Colorado implemented paid media including: radio, billboards, social media ads, and newspapers. In 2017, the campaign created over 42,000,000 impressions which is the number of times someone had the potential to see or hear an advertisement for Double Up.

Lastly, in 2017 LiveWell piloted a Community Food Advocate program to increase participation of SNAP recipients in DUFB. The pilot launched with six Advocates in Denver, Archuleta, La Plata, and Montezuma Counties. The program works with local ambassadors to share the Double Up program with community members and organizations to increase community participation. The advocates provided vital feedback regarding barriers for participation and effective outreach strategies.
DOUBLE UP FOOD BUCKS

Results in Colorado

2017
$334,074 Total Spent
SNAP $188,176
DUFB $145,898

2016
$160,946 Total Spent
$92,587 SNAP
$68,359 DUFB

Customer Evaluation

85% of customers said they bought more fruits & vegetables

84% of customers said that they ate more fruits & vegetables

This is amazing program I am so excited to use this. With food prices going up it’s very hard to buy healthy and fresh fruit and veggies this will help my family greatly!!! Thank you double up”
– Colorado Springs resident

44% of customers visited the farmers market more than once

64% of customers agreed that DUFB inspired them to try new fruits & vegetables

$17 Average DUFB amount spent per visit

Vendor Evaluation

“This program is strengthening our community. Thank you!”
– Farmer, Durango CO

49% of farmers reported making more money

66% of farmers reported they sold more fruits & vegetables

54% of farmers reported having a new customer base
THANK YOU TO OUR PARTNERS!

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