Pilot Data From the Nebraska Double Up Food Bucks Fresh Fruit and Vegetable Incentive-based Program

Morgan Hartline
University of Nebraska-Lincoln

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Double Up Nebraska

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

Morgan Hartline
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University of Nebraska-Lincoln
SNAP-Ed Food Equity

Vanessa Wielenga
Extension Educator
University of Nebraska-Lincoln
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

NEBRASKA DOUBLE UP FOOD BUCKS PROGRAM
Nebraska Department of Agriculture
P.O. Box 94947 • Lincoln, NE 68509
800-422-6692

NEBRASKA DOUBLE UP FOOD BUCKS PROGRAM
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.

THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER.
Registered Vendor Must
Redeem by June 30, 2021

STAMP AUTHORIZED NDUFB
000000
5/31/21
LAST DATE OF USE
PAY EXACTLY
$2.00
NO CHANGE GIVEN

VENDOR NUMBER HERE
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

- Nebraska WIC FMP (2016)
- KS & MO Ball Food (2017)
- Nebraska Senior FMP (2016)
- Nebraska Double Up (2017)
- Michigan Double Up (2013)
Evaluation

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