

PURPOSE

Double Up Food Bucks Alabama seeks to increase the purchase of fresh fruits and vegetables by low-income consumers participating in Supplemental Nutrition Assistance Program (SNAP).

HOW IT WORKS

Hunger Solutions Institute at Auburn University launched Double Up Food Bucks Alabama to offer fruit and vegetable incentives at **4 independent grocery stores and 8 farmers markets** throughout Alabama. For every dollar of SNAP benefits a participant uses to purchase fresh fruits or vegetables, Double Up Food Bucks Alabama provides a dollar incentive as a retailer-specific coupon or token to redeem for more fresh fruits and vegetables.



WHY ITS IMPORTANT

Low-income participants spend less per person on fresh fruits and vegetables than higher income populations.¹ Cost remains one of the main reasons. Double Up Food Bucks Alabama aims to help make up for those increased costs by incentivizing the purchase through additional funds, or “Double Up Food Bucks”. Studies have shown that when consumers are incentivized, purchase and consumption of healthy foods increases, and increased fruit and vegetable consumption is linked with improved health status.

COMMUNITY IMPACT



Drive economic development in communities throughout Alabama.



Positively impact the bottom line of producers and retailers in the food and agriculture industry.



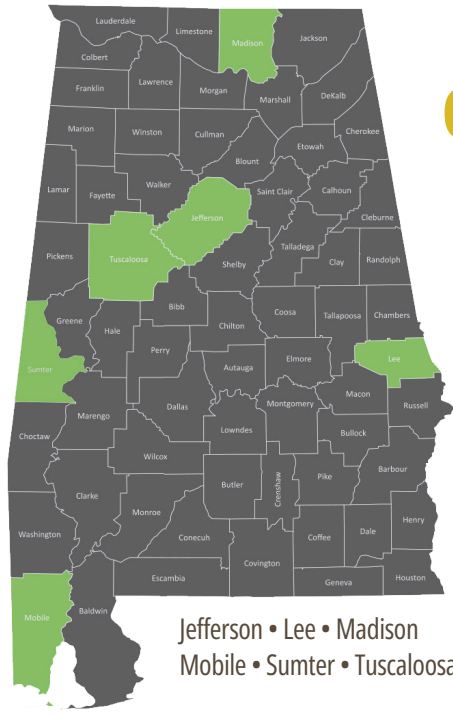
Support food and nutrition security of SNAP households.

“THE PRODUCERS LOVE DOUBLE UP FOOD BUCKS ALABAMA. THEY BENEFIT GREATLY FROM THE PROGRAM, AND WE HAVE SEEN AN INCREASE IN SNAP CUSTOMERS. THEY SEE THE IMPACT IT HAS MADE IN THEIR BOTTOM LINE.”

-ALEXIS, FARMERS MARKET MANAGER

¹ Blisard, Stewart, and Jolliffe, “Low-Income Households’ Expenditures on Fruits and Vegetables.”

² Polacek et al., “A Supermarket Double-Dollar Incentive Program Increases Purchases of Fresh Fruits and Vegetables Among Low-Income Families With Children.”



ECONOMIC IMPACT OF DOUBLE UP FOOD BUCKS ALABAMA

\$375,868

\$296,904

from **4** Independent Grocers

\$78,964

from **8** Farmers Markets

FRESH FRUITS AND VEGETABLES PURCHASED FROM DOUBLE UP FOOD BUCKS ALABAMA RETAILERS

\$247,420

at Independent Grocers

\$56,403

at Farmers Markets

FOOD AND NUTRITION SECURITY OF DOUBLE UP FOOD BUCKS ALABAMA PARTICIPANTS

Participants spent an average of **\$26.61**
(SNAP & DUFBS) on fruits and veggies at Farmers Market

Participants spent an average of **\$15.95**
(SNAP & DUFBS) on fruits and veggies at Grocery Stores

On average, **21.4%** of fruits and veggies bought by
participants were purchased with Double Up Food Bucks



AUBURN
HUMAN SCIENCES

DOUBLE UP FOOD BUCKS ALABAMA IS MANAGED
BY THE HUNGER SOLUTIONS INSTITUTE.