



2020 Double Up Food Bucks sites

# 2020 ANNUAL REPORT



## HOW IT WORKS

### 1 MATCH

Double Up Food Bucks matches SNAP (Supplemental Nutrition Assistance Program, formerly known as food stamps) benefits at farmers markets across Oregon so shoppers can bring home twice as much fresh produce.



### 2 DOUBLE

For every dollar spent on SNAP-eligible foods at participating farmers markets, shoppers receive an additional dollar to spend on Oregon-grown fruits and vegetables, up to \$10 per visit.



### 3 RESPOND

Double Up is helping Oregon respond to the COVID-19 pandemic, ensuring people have access to fresh produce while investing in local farmers and economies.



#### FAMILIES WIN

#### FARMERS WIN

#### OREGON THRIVES

**93%** of SNAP participants surveyed reported buying more fruits and veggies because of Double Up

**87%** of surveyed participants reported that the amount of food they have in their house increased because of DUF

**71%** of farmers surveyed said their customer base expanded

**79%** reported making more money because of Double Up Food Bucks

- Every SNAP dollar spent at a farmers market can generate \$1.79 in local economic activity
- Using this “multiplier,” DUF supported more than \$2,210,000 of local economic activity in 2020

**\$1,100,198**  
Spent in SNAP & Double Up in 2020



**43,122**  
SNAP Households Benefited from Double Up



**53**  
Participating Farmers Markets in **18** Counties



**FOOD INSECURITY** in Oregon has nearly doubled since the beginning of the COVID-19 pandemic. Farmers Market Fund has adapted in incredible ways to address challenges, connect more families with fresh produce, and provide additional income for family farmers.

## How has the pandemic affected Double Up Food Bucks use?



2019

2020

**CHANGE**  
(% Increase)

	2019	2020	CHANGE (% Increase)
<b>SNAP Sales</b>	\$250,717	\$713,536	185%
<b>DUFB Sales</b>	\$168,453	\$386,662	119%
<b># of DUFB Transactions</b>	17,955	37,764	110%
<b># of New Customers</b>	1,707	5,563	226%

**Key Takeaway** → Double Up usage has more than doubled over the last year.

“ DUFB DUFB has allowed me to shop for healthy, local produce with less stress and anxiety about running out of SNAP dollars. It has encouraged me to go to the farmer’s market regularly, which has been life changing— I feel more connected to community and to my well-being. ”

Shopper

“ I definitely eat more fresh fruits and vegetables because of DUFB. Also it completely shifts where I spend my allowance. Now about 50% of my food stamp benefit money goes to local businesses rather than 10%. ”

Shopper

“ Week after week people were able to walk home with \$20 worth of veggies...it was so rewarding to be a part of as a farmer! It was so easy to see that is where building a healthy community begins. Easy affordable access to fresh fruits and veggies for people of all ages. ”

Farmer

Thank you Funders!

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