



# DOUBLE UP FOOD BUCKS

OREGON







# Farmers Market Fund

*We make healthy, locally grown food accessible to underserved Oregonians.*

*Our work is grounded in the belief that no one should be denied access to the foods they want and need to eat well.*



# Farmers Market Fund



- FMF has been coordinating DUFBS in Oregon since 2015. We believe Farmers Markets are for everyone
- We are a small 5.0 FTE organization
- We are funded primarily by an appropriation from the State of Oregon, a federal GusNIP grant, and a federal GusCRR grant
- FMF started as a program of Portland Farmers Market, but is now its own standalone 501(c)3 organization





# How It Works: Buy \$20 get \$40!

A \$ for \$ match up to \$20 per day!



1. Swipe EBT Card at the Farmers Market Info Booth

2. Receive SNAP Tokens & Double Up Food Bucks

3. Redeem SNAP tokens and DUFB for fresh fruits and vegetables!

**FOOD BUCKS CAN ONLY BUY:**



**FRUIT • VEGETABLES • MUSHROOMS  
BEANS • HERBS • VEGGIE STARTS**



# Double Up Food Bucks

Win – Win – Win!



Farmers make more money



Families bring home more food

Keeps money in our  
local economy



# Double Up Food Bucks: Oregon

In 2023:

- \$3.6 million in combined SNAP & DUFB sales!
- 700+ producers
- 10,300 new customers
- 88 Farmers Markets in 26 Counties
- Statewide \$20 match institutionalized
- Produce Match program for SNAP Cash in the Portland area





## Feb 2023: End of SNAP Emergency Allotments

Record Inflation - 10%!

**\$342**

Approx. monthly cost  
of food per person  
(U.S.)

**\$162**

Average monthly  
SNAP benefit per  
person

Average daily cost of  
food per person (U.S.)

**\$11.04**


Average daily SNAP  
benefit per person

**\$5.32**





# Snapshot of DUFB use in Farmers Markets



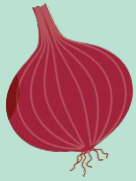
	2022	2023	CHANGE (% Increase)
SNAP Sales	\$1,957,680	\$2,055,233	5%
DUFB Sales	\$1,367,315	\$1,609,611	18%
# of DUFB Transactions	80,503	89,172	11%

**Key Takeaway:** Despite having less SNAP benefits to spend, customers still increased the amount of DUFB they used





# Oregon partners



**Pacific  
Northwest CSA  
Coalition**



**Farmers  
Market Fund**

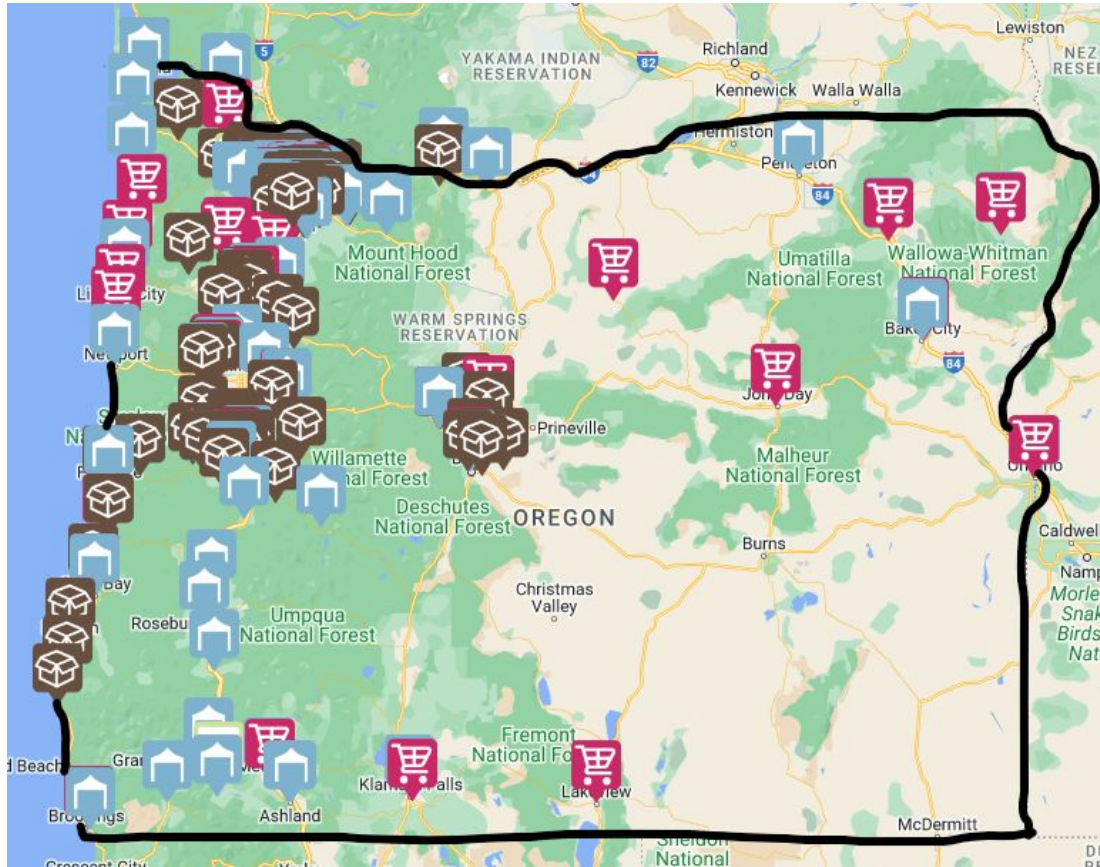


**Oregon Food  
Bank**



**Oregon Farmers  
Markets Assoc**

# 2024 DUFBI sites



**95** Farmers Markets

**6** Farm Stands

**60** CSAs

**38** Grocery stores

*in 34 of Oregon's 36 counties*



# Double Up Food Bucks at Grocery Stores, CSA, and Farm Stands!

## Grocery:

- Earn Double Up on fruit and vegetable purchases with SNAP (not SNAP cash). \$20 match per day
- Incentives need to be spent at the store where they were earned
- 30+ locations across Oregon

## CSA:

- Double Up will pay for half of SNAP participants share!
- When folks sign up for a share, the farm will send them DUFb paperwork to fill out and return. That's it!
- Card is charged throughout the season. Pick up the share each week.

## Farm Stands:

- Our Farm Stand Pilot program is in its second year
- Up to 10 locations this year
- Match is applied as a 50% discount on eligible items



# Help spread the word!

- Refer clients to [doubleuporegon.org](http://doubleuporegon.org)
- [Download](#) and share flyers
  - Postcards in 10 languages
  - Statewide and regional flyers
- Pass out printed flyers
  - Contact [ayana@farmersmarketfund.org](mailto:ayana@farmersmarketfund.org) to have some shipped to you!
- Share about DUFB online
- Follow FMF on Social Media
  - @farmersmarketfund
- Encourage markets and farms you visit to participate!





# What are people saying about DUFEB?



”

DUFEB not only helps our family access fresh fruits and vegetables, DUFEB also helps our children connect to local farmers and artisan bakers. As parents, we believe it's important to model knowing where one's food comes from—but without SNAP and, especially, DUFEB, we wouldn't have sufficient funds to regularly patronize our local markets. We're thankful not only for fresh food, but also for how DUFEB helps us live out our values.

-Double Up Participant



# Farmers/ Vendors

**“We absolutely love this program. It is wonderful for us to be able to charge what we feel like we need to in order to run a sound business, while now also being accessible to a much broader socio-economic community.”**

**DUFB Vendor**

— ” —  
I'm honored to be one of many links in the chain and grateful for peoples' willingness to go the extra steps to attend market and try new foods. It's a meaningful part of the job for me to serve the public each week and remember why I got into agriculture.

Thank you.


— ” —  
- DOUBLE UP FOOD BUCKS  
FARMER

*The Dalles Farmers Market*





# Market Managers



88% of vendors at DUFB markets agreed that the farmers markets they sell at are stronger as a result of the Double Up Food Bucks program!



“With the help of Farmers Market Fund, Hood River Farmers Market is participating in Double Up Food Bucks for the first time this year. As a result, this season we’ve increased SNAP sales at our market by 90%.

**This increase has translated to thousands more dollars going into the pockets of the small-scale, family farmers who sell at our farmers market.”**

*-Hannah Ladwig,  
Market Manager &  
FMF Board Member*



# THANK YOU!!



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