



Connecting Farmers and Low-Income Consumers

American Farmland Trust

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FITZGERALD • CANEPA

FARMS • FOOD • ECONOMY

Building Stronger Communities

- Increase economic activity
- Improve citizen health
- Develop new social connections



Federal Nutrition Programs: The Basics

2013 spending

- SNAP – \$76 billion
- WIC – \$6.5 billion
- School Lunch Programs – \$11 billion



**Keep these dollars in
the local economy**



Federal Food Security Programs

SNAP:

- 46 million participants, average benefit of \$133/month
- Buy almost any kind of food

WIC:

- 8.7 million low-income & nutritionally at risk pregnant/post-partum women; children to the age of 5
- Specific foods based on health needs, not cash

School Lunch:

- 31 million children daily, 22 million receive free or reduced-price lunches.
- For many, school lunches account for half the total calories they get in a day

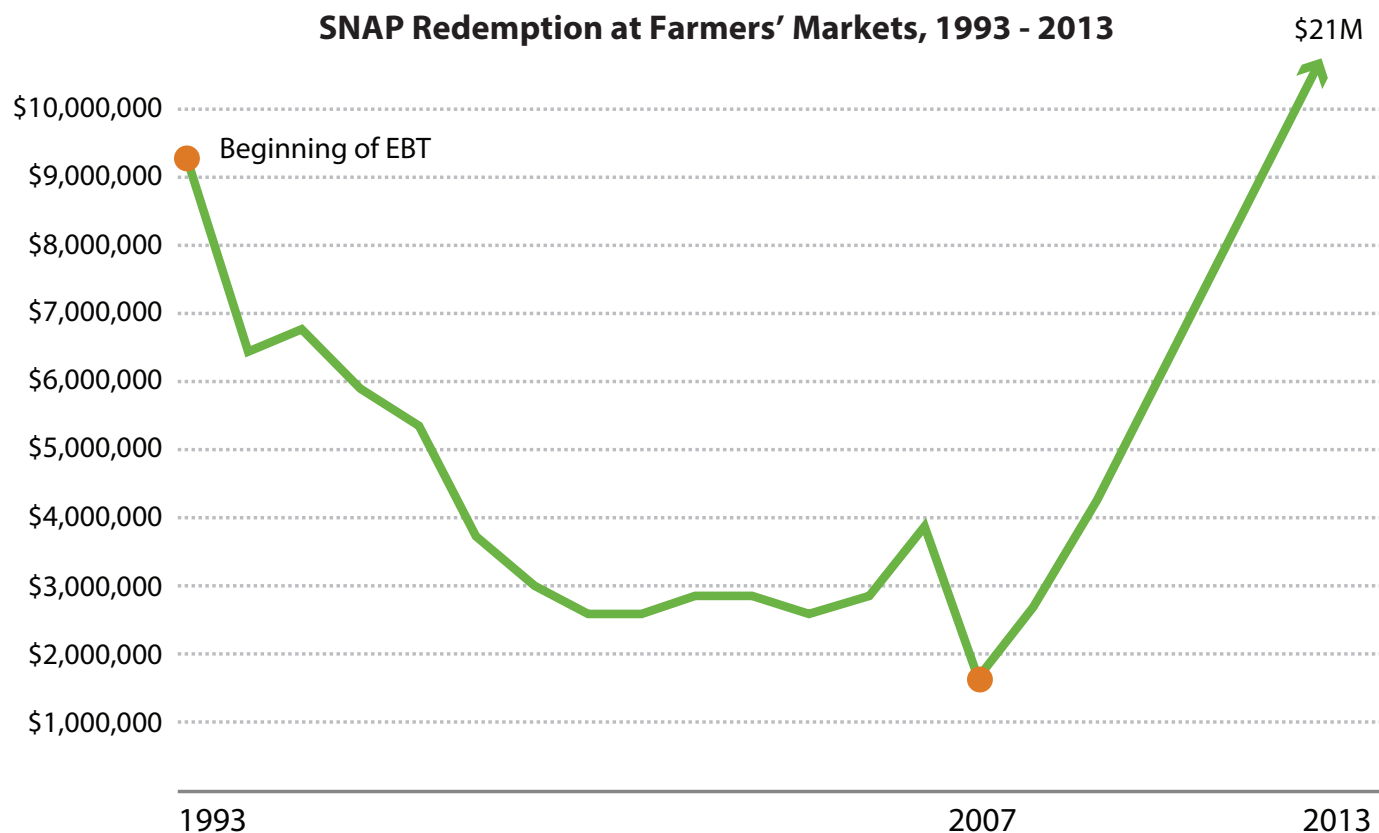


Urban Food Deserts and Rural Foreclosure

Food dollar leakage can look like this:

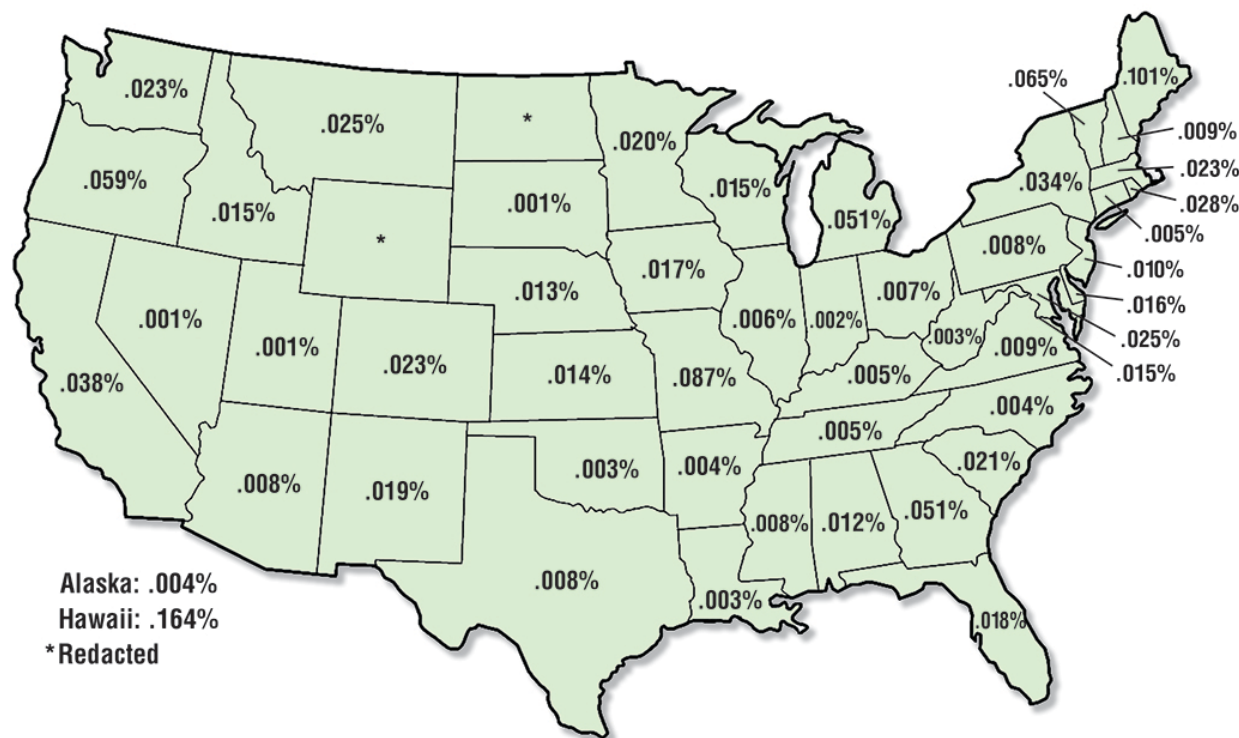


Policy's Unintended Consequences



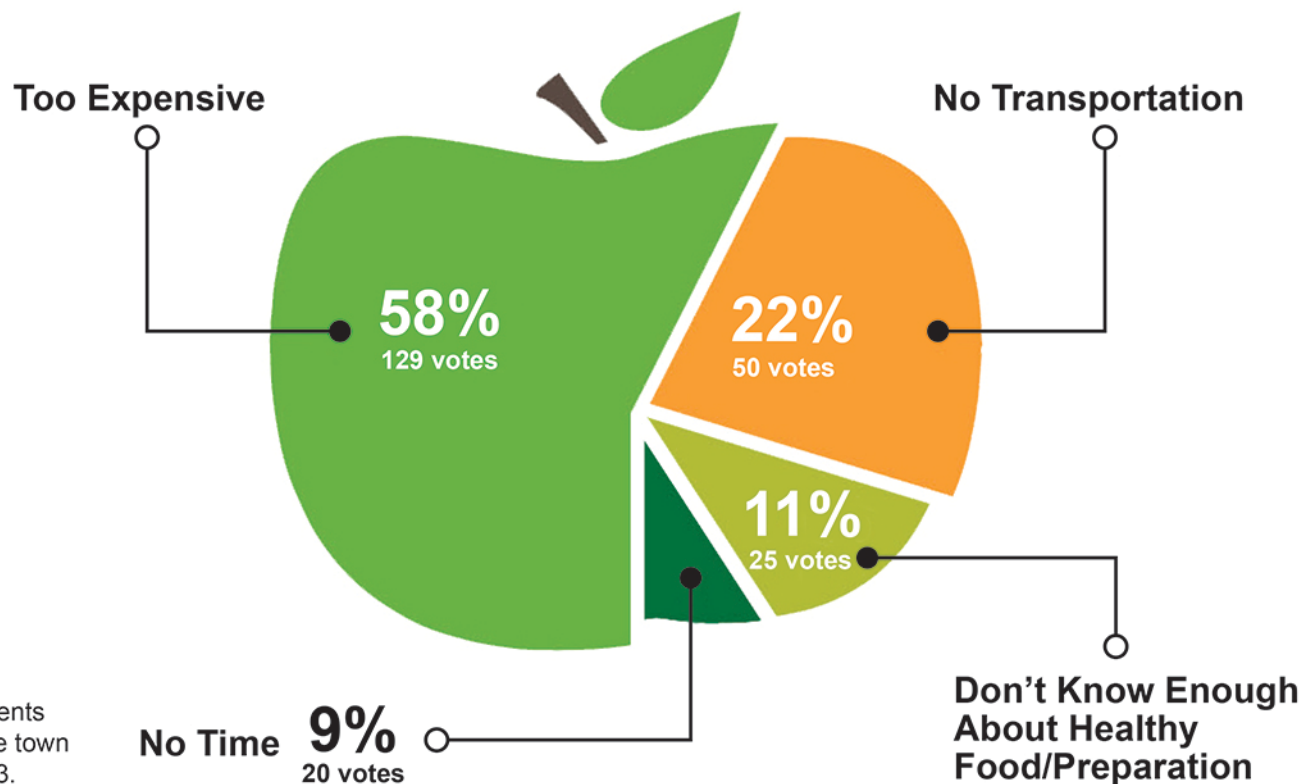
Source: USDA

% of SNAP Sales in Farmers' Markets



- 1% of SNAP purchases = \$760 million

Challenges to Eating Good Food



Based on respondents to a FFN telephone town hall in Detroit, 2013.

The Big Idea: Double Up Food Bucks

- Decrease the cost of produce, the healthy food most lacking in American diets
- Create demand in low-income communities to support new healthy retail
- Link with neighborhood garden or farm projects and provide a space for experiential nutrition education



**DOUBLE UP
FOOD BUCKS™**

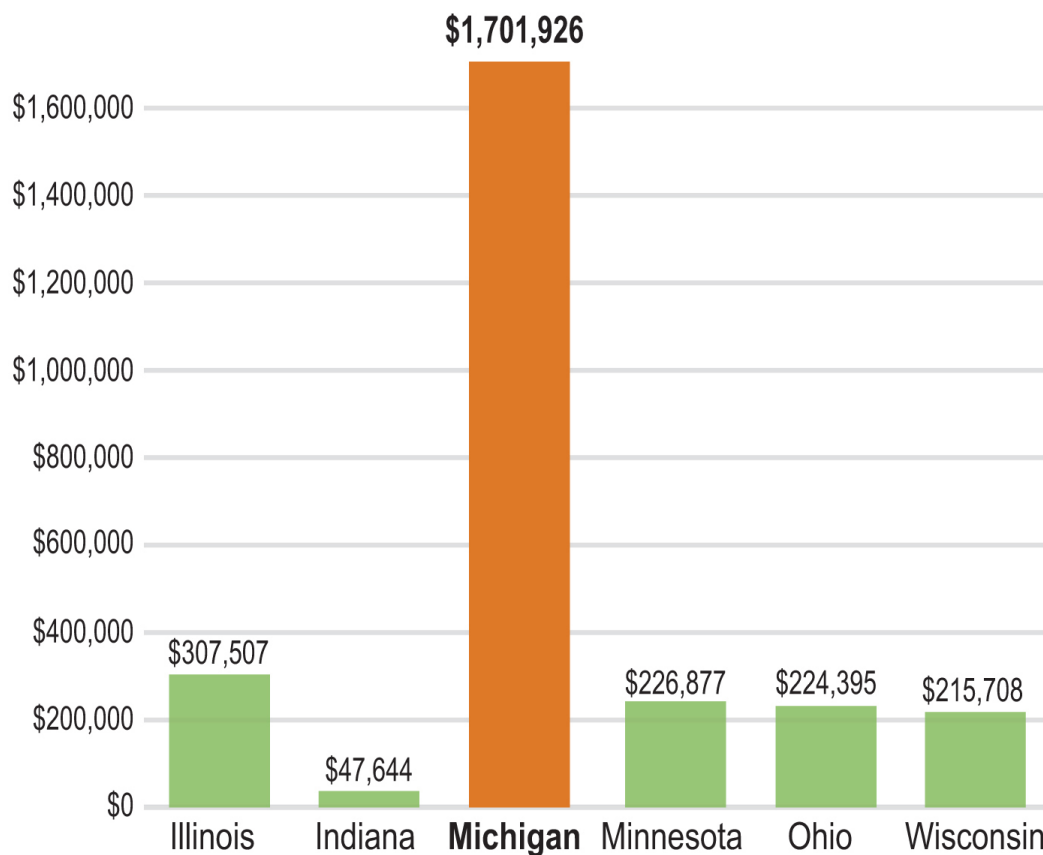


Double Up Food Bucks: How It Works

- \$1 SNAP + \$1 DUFB = \$2
- \$20 SNAP maximum daily
- DUFB purchases only
Michigan-grown produce
- Token payment systems and
2 electronic payment programs



SNAP Sales in Midwest Farmers' Markets



Source: USDA

Farm Economy Impacts



SNAP + DUFB: New Sales, New Income

In Michigan in 2013:

- 106 farmers' markets
- 1,000 farmers
- \$2.4 million SNAP + DUFB

FARMERS PROFIT

83% of farmers say they make more money
at the farmers' markets with Double Up Food Bucks.



Rural Markets: Economic Impact

- In 41 towns less than 20,000 population
- In 14 towns with 20,000 – 50,000
- \$510,077 from July – October with economic of \$1 million



43% will increase produce production



35% will put more land into production



43% starting to use hoop houses to extend production



21% are buying a new vehicle

Community Health Impacts



SNAP Shoppers Like DUFB

Comparing DUFB to the other food stores in their neighborhoods:

- 70% say the food purchased with DUFB is cheaper
- 85% say the quality is better
- 85% say the selection is better
- 95% say the farmers' market is easy to get to

**“ It stretches my food budget. I don't
have to make the choice between bread
and beets; I can get both.”**

Allen Street Farmers Market customer, Lansing, Michigan

SNAP-DUFB Shoppers Buy Healthier Food

93% of customers report eating more fruits and vegetables.



94% of customers report buying more fruits for snacks.



83% of customers report buying fewer potato chips, candy, and cookies.



SNAP-DUFB: Building Community

“I appreciate the fact that it’s putting honest, healthy foods in people’s hands. I’m glad to have more business, but even aside from the sales factor, I’m happy knowing the people have the good food.”

Matt & Carissa, Isadore Farm

“It’s not just supporting single moms like me...it’s supporting the local farmers.”

Katie, Customer



SNAP-DUFB: Building Community



“Oh my gosh, it stretches the dollar. I’ll come to the market because it’s worth my time to support local farmers and get healthy food.”

Johnny, Customer

“I enjoy the opportunity that people have to get fresh produce, especially low-income people. I see a lot of mothers come, too.”

Chela, Green Eagle Farm

Food Insecurity Nutrition Incentive Program

- Competitive grants for NGOs and government agencies to support produce incentive programs for SNAP participants
- \$100 million 2014 – 2018
- Requires \$1 : \$1 match
- Three grant categories
- Grants may be for up to 4 years
- First round of applications for \$31.5 million due December 15



www.csrees.usda.gov/newsroom/news/2014news/09291_FINI.html





For More Information



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