Making Fresh Produce Affordable with Double Up: A Michigan Case Study

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Today’s Agenda

• SNAP and Food Insecurity
• Fair Food Network’s Double Up Food Bucks Program
• Michigan: Celebrating 10 years
• Partnering for Success Nationally
• What Can You Do?
WHY FOOD?
food.
Growing the health & wealth of communities through food.
Over 41 Million Americans are Food Insecure

From 1996 to 2016, the top 10 percent of the companies that received the Farm Bill’s commodity subsidies — the biggest operations in sales — accounted for 77 percent of the total. This year’s bill continues to offer enormous subsidies to large corporations rather than prioritizing the needs of struggling small farmers.


“Preventable diseases like hypertension and diabetes result from a default food system that exists only because it is successful as a business proposition for some large agribusiness firms. By changing this, we can improve public health.” – Ricardo Salvador, Union of Concerned Scientists

Sources: https://www.ucsusa.org/about/staff/staff/ricardo-salvador.html
Food Insecure Households Spend ~45% More on Medical Care Per Year

Sources: (1) Berkowitz SA et al, Food Insecurity and Health Care Expenditures in the US, 2011-2013. Health Services Research, June 2018. (2) Center on Budget and Policy Priorities
Proven to reduce food insecurity by as much as 30%.

Average monthly benefits in Michigan are about $4 per day.

Sources: (1) Center on Budget and Policy Priorities. (2) kff.org/other/state-indicator/avg-monthly-snap-benefits
Significant Challenges Exist to Eating Healthy on SNAP

- Inadequate SNAP benefits and changing eligibility requirements
- Limited access to purchasing healthy foods
- Environmental factors associated with poverty
- Unhealthy foods marketed in low-income communities
- Affordability/Price
2018 Farm Bill Budget

- SNAP (FOOD STAMPS) & NUTRITION: 76% ($326 billion over 5 years)
- 6.8% Conservation Programs
- 7.3% Commodities
- 8.9% Crop Insurance
- 0.9% Everything Else

Everything Else
<table>
<thead>
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<th>Industry</th>
<th>Total spending</th>
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<tr>
<td>Agricultural Services/Products</td>
<td>$37,369,321</td>
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<td>Tobacco</td>
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<td>Crop Production &amp; Basic Processing</td>
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<td>Food Processing &amp; Sales</td>
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<td>Misc Agriculture</td>
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<td>Poultry &amp; Eggs</td>
<td>$1,730,000</td>
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Bayer (Monsanto) - $3,670,000
Double Up and other early SNAP incentive programs

2014 FARM BILL

- Created the Food Insecurity Nutrition Incentive (FINI) program
- $100 million over 5 Years
- FINI programs require a 1:1 match

2018 FARM BILL

- Renamed the Gus Schumacher Nutrition Incentive Program (GusNIP)
- $250 million over 5 years
- 2.5 times more funding for significant expansion of support for incentives
- Permanent funding in future farm bills
Double Up Food Bucks | How it Works

BUY $1

GET $1
Double Up Food Bucks | How it Works
Double Up Food Bucks | Farmers Markets and Farm Stands

1. GO TO market info booth or farm stand

2. BUY SNAP-eligible foods with your Bridge Card

3. GET FREE Double Up Food Bucks tokens to buy Michigan grown fruits & veggies, up to $20 a day
Double Up Food Bucks | Grocery Stores

1. SHOP for produce

2. BUY $1 fresh fruits & veggies with your Bridge Card

3. GET $1 FREE Double Up Food Bucks for fresh fruits & veggies, up to $20 a day
Electronic Program

- Easily keep track of sales and receive prompt & accurate reimbursement
- Card counts per penny. No rounding up or down!
- The app caps at $20/day so the store or vendor doesn't have to keep track
- The balance never goes away and can even be transferred to a new card if lost. Shoppers can check their balance anytime at mydoubleup.com
- Interoperable between all sites
- Easy tracking provides new opportunities to understand our markets
Flint area locations

SE Michigan locations

Plus two new corner stores: D&R, Hinky Dinky

Locations in Michigan

Grand Rapids area locations

Planning to expand to more locations in SE Michigan and Kalamazoo
Account Balance
Double Up: $7.10

Sales

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<td>2019-09-05 12:36</td>
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Double Up Food Bucks | A win-win-win solution

More healthy food for families

Better business for farmers

Boost for local economies
Statewide Program | Michigan

IN 2019

250 sites

95% of residents
SNAP & Double Up Sales | Michigan

Totals since program launch.

- **$4.5+ MM in Sales**
  - 2017: 250 Sites

- **$1.8+ MM**
  - 2015: 148 Sites

- **$1.5+ MM**
  - 2013: 96 Sites

- **$1+ MM**
  - 2011: 55 Sites

- **$15,300**
  - 2009: 5 Sites

Legend:
- Blue: Double Up Sales
- Green: Qualifying SNAP Sales
- Orange: Number of Double Up Sites
Double Up | Inspiring Public Policy

Double Up’s track record of impact has garnered broad, bipartisan support.
Successful advocacy in Michigan

- $1.44 million from MDHHS for Double Up incentives in Flint
- $1.5 million in MDHHS funding in FY 17-18 for expansion to six geographic priorities
- $2 million from MDARD in FY 2019 supplemental funding for Double Up
- Hopeful for a recurring line-item in the FY 2020 budget
$24 million to incentives in CA

$200k to incentives CO

$400k in incentives in AZ

$390k annually in NM

$325K bi-annually in MN

$425k for a pilot in WI

$800k from OH DoH

$7.7 million to incentives in MA

$400k in incentives in CA

$390k annually in NM

$200k to incentives CO

$325K bi-annually in MN

$425k for a pilot in WI

$800k from OH DoH

$7.7 million to incentives in MA

$1.2 million to incentives in DC
Double Up | Onward

Our Home State

Our flagship Michigan program remains a proving ground for innovation, pushing the field forward with a focus on technology innovations and farm-to-grocer connections.

Nationwide

We continue to partner with communities where we can make the biggest difference, applying our years of on-the-ground experience so they can hit the ground running.

Incentives Impact Hub

We are also growing a nationwide community of practice — sharing tools, lessons learned, and innovations to ensure Double Up remains a win for the families, farmers, as well as local markets and grocers it serves.
Double Up | Statewide Success, National Model

Double Up Across America...

- 27 states
  - 22 with farmers market programs
  - 19 with grocery programs
- 625+ farmers markets
- 250+ grocery and corner stores

Since 2009...

- 14.5 million pounds of healthy food on the tables of Americans nationwide.
- $23 million in sales dollars directly benefiting family farmers and local businesses.

*DUFB + SNAP

Active Double Up program as of Jan 2019
Fair Food Network supporting healthy food incentive efforts
Double Up | Advancing the Field of Nutrition Incentives

- Maximize impact and efficiency of nutrition incentive programs nationwide
- Spur and sustain state, local, and private investment in the field
- Advance incentive technology at farmers markets and grocery stores
- Improve local and regional sourcing in grocery stores
- Increase connectivity and sharing of best practices among practitioners
- Standardize tracking and reporting of key metrics
- Build capacity in high-needs communities and foster innovation
More Healthy Food for Families

- SNAP recipients shop more often and eat more produce with Double Up.
- Shoppers buy produce more frequently.
- Reaching those most in need.
- Double Up has improved shoppers’ physical, mental, and economic health.
Financial Benefits for Farmers & Local Markets

- Farmers make more money, gain new customers, and sell more produce.
- Double Up is associated with increased sales at farmers markets.
- Majority of store owners say Double Up is bringing in new customers.
Healthy Food Incentives Work.

- Increase consumption of fruits & vegetables
- Decrease prevalence of food insecurity

Sources:
(2) American Journal of Preventive Medicine, 2017.
(3) HEALTH BENEFITS: Journal of the American Medical Association (JAMA) 2017
(4) FOOD INSECURITY: Journal of Nutrition Education and Behavior, 2018
Help us get more good food to more families.
What can you do?
DOUBLE UP FOOD BUCKS MATERIALS AND/OR PRESENTATION REQUEST

**Your Contact Information**

First Name: * 

Last Name: *

Title/Position: 

Telephone Number: *  

###-####-####

Email Address: *
Site and Partner Recommendation Form

Name *

Who is filling out this form?

Phone Number * Email Address *

I want to... *
- Recommend a future Double Up Food Bucks Site in Michigan
- Join the Double Up Community Partner Network
- Recommend an organization to connect with

Submit