



**DOUBLE UP
FOOD BUCKS™**

IOWA



Investment in Double Up Food Bucks Program

REQUEST: A direct, annual \$1 million appropriation to support Double Up Food Bucks, a statewide nutrition incentive program, at Iowa farmers markets and grocery stores.

Rationale for Appropriation:

In our response to food insecurity caused by COVID-19, we saw the incredible impact DUFB can have when it is expanded statewide: **More than \$2 million in DUFB were redeemed for fruits and vegetables by 75,000 Iowa families in 2021!**

Now that the COVID relief funds have been expended, the program has been scaled back for 2022. **A direct appropriation is necessary to re-fund the program at statewide level and to leverage more federal funding.**

What can \$1 million of state funding provide?

65 more retail grocery locations



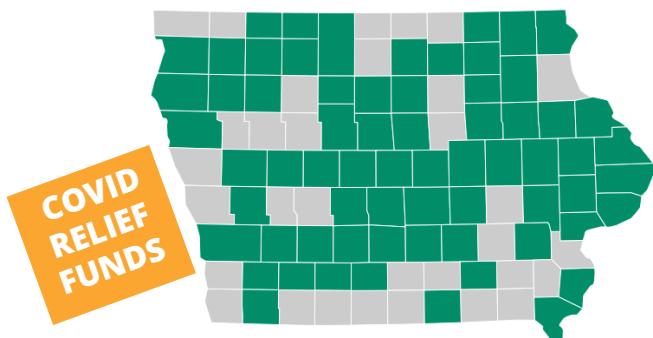
1 million servings of fresh produce



Access for 30,000 more Iowa families



2021

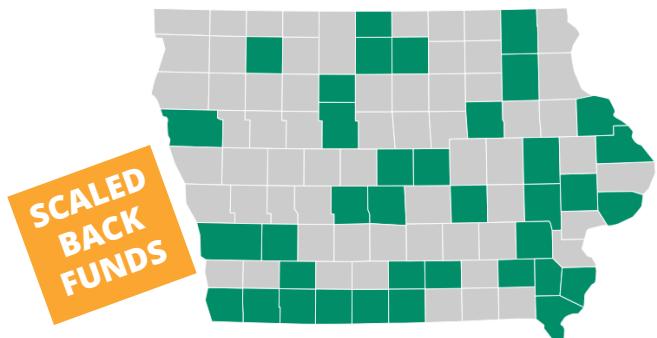


Available at **142 locations** across **67 counties**:

- 106 grocery stores
- 6 co-op stores
- 30 farmers markets

VS.

2022



Available at **90 locations** across **38 counties**:

- 56 grocery stores
- 6 co-op stores
- 27 farmers markets



**Healthiest State
INITIATIVE**

PROGRAM OVERVIEW

How Double Up Food Bucks works:

For every SNAP dollar spent on fresh fruits and vegetables at participating sites in Iowa, SNAP recipients receive an extra Double Up Food Bucks (DUFB) dollar to spend on fresh produce. It's a \$1:\$1 match, up to \$10 each day.



Double Up Food Bucks is TRIPLE WIN!

- ▶ **WIN FOR FAMILIES:** DUFB stretches food dollars on fresh fruits and vegetables for food insecure families.
- ▶ **WIN FOR THE ECONOMY:** DUFB are spent only at Iowa-owned grocery stores and farmers markets.
- ▶ **WIN FOR FARMERS:** DUFB helps produce farmers gain new customers and earn more money.

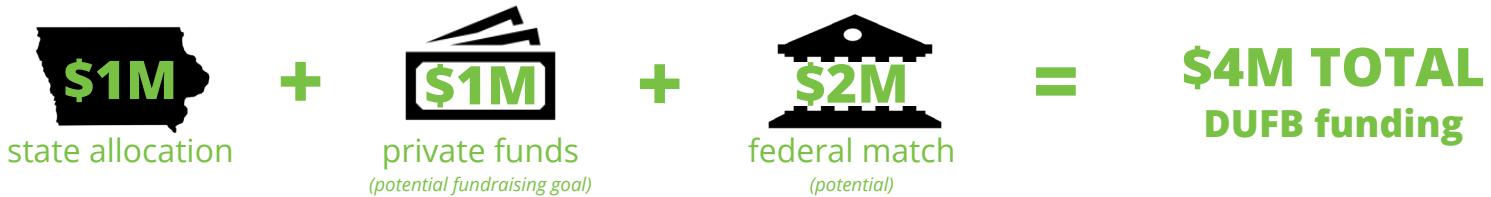
Decorah Farmers Market



“ Thanks to Double Up Food Bucks, we had many customers and are making more money at our market than we used to make.” – Global Greens Farmers Market vendor

2022 Expanded Funding Opportunity

Double Up Food Bucks is currently funded through public-private partnerships and a GusNIP (known formerly as FINI) grant. The USDA Gus Schumacher Nutrition Incentive Program (GusNIP), authorized by the 2018 Farm Bill, **is an opportunity for a 1:1 match for all non-federal funding.** The non-federal funding may come from state government, local or private sources.



Double Up Food Bucks is managed by the Iowa Healthiest State Initiative, a 501(c)3 non-profit organization. The program is funded and supported through public-private partnerships.