

Double Up Food Bucks Nebraska



Overview

Double Up Food Bucks helps Supplemental Nutrition Assistance Program (SNAP) recipients double their fruit and vegetable purchases by matching produce purchases dollar for dollar (up to \$20 per day). Double Up Nebraska partners directly with local grocers, farmers, and other businesses, and expands access to more nutritious options to improve public health.

2022 by the numbers

\$300,000

Redemptions using Double Up Nebraska & SNAP
(95% increase from 2021)

40

Nebraska farmers benefited from Double Up

12

Participating Double Up Nebraska locations, including grocery stores and farm-direct sites

A win for families, farmers, and communities



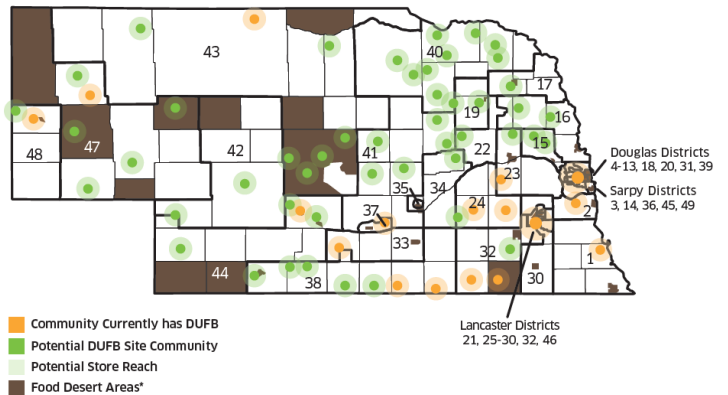
Families bring home more healthy food



Farmers increase earnings and gain new customers



More food dollars stay in local **economies**, strengthening communities



*Low-income census tracts where a significant number or share of residents is more than 1/2 mile (urban) or 10 miles (rural) from the nearest supermarket. Sourced from USDA Economic Research Service with data from 12/09/2022.



Nebraska Extension brings University of Nebraska expertise and research in 8 key areas of impact directly to Nebraskans from all walks of life in each of the state's 93 counties. Nebraskans turn to Nebraska Extension to strengthen their families, inspire their communities, empower young people, conserve and protect natural resources and advance their farms, ranches and businesses.

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Double Up is a Win for Nebraska



Supporting Local Economies and Nebraska Families with Double Up Food Bucks

Since its founding, 7,420 Nebraska families have used Double Up to bring home more fruits and vegetables. Here's a snapshot of Double Up Nebraska's impact in 2022:

90%

of Double Up Nebraska grocery stores purchased some produce from local farmers

95%

of incentives earned were redeemed at local grocery stores and farmers markets in 2022 (up from 91% in 2020)

87%

of Nebraska Double Up survey respondents had a positive experience with the program

HEALTH IMPACT

For every \$1 invested in healthy food incentive programs, \$3 in economic activity is generated.¹



“I am very appreciative of the program; it has helped me eat more fresh fruits and veggies and buy things I normally wouldn't. Plus, I love that it supports local farmers!”

Double Up Shopper at East Liberty Farmers Market

¹ Thilmany et al. “The Economic Conditions of Healthy Food Incentives.” Fair Food Network, January 2021, https://fairfoodnetwork.org/wp-content/uploads/2021/01/Economic_Contributions_Incentives_2_2_21.pdf



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