

Double Up Oklahoma

A Program of Hunger Free Oklahoma



Overview

Double Up Oklahoma (DUO) incentivizes fresh fruit and vegetable purchases by matching each dollar spent in SNAP with one dollar in DUO Bucks that can be used to buy fresh fruits and vegetables (up to \$20/EBT card/day).

2022 by the numbers

\$1.8 million

DUO Bucks redeemed by SNAP shoppers

63,000

SNAP households engaged by DUO in 12 months

357%

Average increase in SNAP sales with DUO Bucks

Double Up Oklahoma (DUO) Stimulates Local Economies and Supports Local Jobs



Healthy Economies

Nutrition incentives generate up to \$2.90 in economic benefits for every \$1 spent.¹



Healthy Food

Oklahoma ranks 49th in fruit and vegetable consumption amongst adults.²

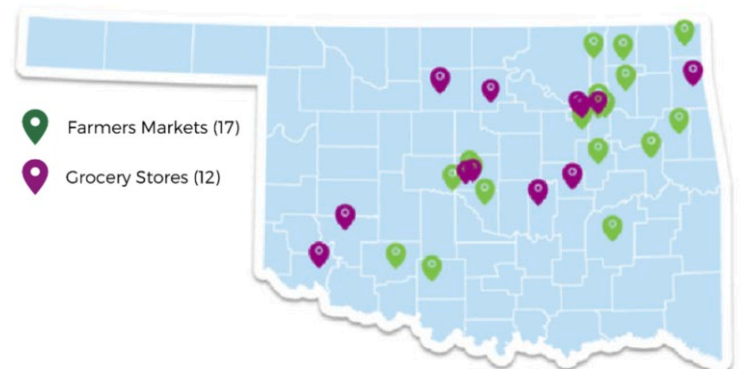


Healthy Communities

Estimated potential of \$6.77 billion in healthcare savings by participation in nutrition incentive programs.³

“I buy more produce and a wider variety than I ever could before because I know it will sell. [Before DUO] I could never sell things like asparagus and eggplant, but now it won’t stay on the shelves.”

Terry, Okemah Homeland Produce Manager



Hunger Free Oklahoma works to bring a unified, statewide voice to the issue and solutions surrounding hunger, with a goal to ensure all Oklahomans have access to affordable, nutritious food. Hunger Free Oklahoma holds the core belief that hunger is solvable, unnecessary, and unjust, and it impacts everyone living in Oklahoma.

HungerFreeOK.org/DoubleUpOK

1 – 2021, The Economic Contributions of Healthy Food Incentives, Colorado State University

2 – 2022, America’s Health Rankings, United Health Foundation

3 – 2018, Cost-effectiveness of financial incentives for improving food purchases and health through SNAP: A microsimulation study

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Lifting Oklahoma Communities, Agriculture, and Lifestyles through Double Up Oklahoma

81%

of SNAP shoppers said they don't purchase healthy food because it is too expensive*

88%

of Oklahomans support funding for produce initiatives for low-income families*

86%

of farmers market managers at DUO locations agree their market is stronger overall**

HEALTH IMPACT

Double Up Oklahoma participants don't just eat more produce than the average SNAP recipient. They eat more produce than the average American.***

Looking Ahead

Programs like DUO are ready to scale but need more resources to move to the next level. Hunger Free OK recommends implementing the following changes:



Statewide Scale

Establish dedicated funding streams, separate from pilot funding, for programs ready to scale statewide



EBT Integration

Integrate nutrition incentives into the existing Electronic Benefits Transfer (EBT) system



Research Funding

Provide funding for health outcomes research



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*From 2021 HFO poll of registered voters in Oklahoma

**From 2021 ONIE farmers market survey

***GusNIP NTAE Year 2 Evaluation