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# Double Up Nebraska

Pilot data from the fresh  
fruit and vegetable  
incentive-based program



**DOUBLE UP™**  
**NEBRASKA**



**EXTENSION**



# Introductions



Morgan Hartline  
Extension Educator  
University of Nebraska-  
Lincoln  
SNAP-Ed Food Equity



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Extension Educator  
University of Nebraska-  
Lincoln  
Food Access and Availability



# Timeline

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2015

NE Dept. of  
Health &  
Human  
Services  
food access  
partnership

2016

National  
Rural  
Grocery  
Summit

First Double  
Up Meeting

2017

Double Up  
Nebraska  
Pilot

FINI  
application  
submitted

2018

Double Up  
Nebraska  
Expansion

# Program Overview

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- Fair Food Network's Double Up Food Bucks program - 2009
- Provides a dollar for dollar match to SNAP recipients on fresh fruits and veggies in retail stores and farmers markets





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Double Up Nebraska Expansion



# Partnerships

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- NE Department of Agriculture
- NE Extension Food Access Issue Based Team
- NE Extension Supplemental Nutrition Assistance Program-Education (SNAP-Ed)
- NE Grocery Industry Association
- CHI Health and Children's Hospital and Medical Center

# Extension Connection

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1. Extension's Food Access Issue-Based Team
  - Team members in over 30 counties across the state
2. Supplemental Nutrition Assistance Program Education (SNAP-Ed) as a policy, system, and environmental approach
  - Coverage in counties with highest SNAP population



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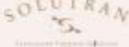
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## Nebraska Program Pilot

- 29 weeks
- Four sites
  - 3 Farmers Markets and 1 grocery store
- 24 different vendors
- 150 households



# Nebraska Double Up Checks

 <b>DOUBLE UP FOOD BUCKS™</b>	<b>NEBRASKA DOUBLE UP FOOD BUCKS PROGRAM</b> Nebraska Department of Agriculture P.O. Box 94947 • Lincoln, NE 68509 800-422-6692		Citizens Alliance Bank Howard Lake Branch Clara City, MN 56222 Account # 804000	00-0000 000	<b>000000</b>
	<p>Pay to the order of authorized Nebraska Double Up Food Bucks Vendor <b>VENDOR MUST HAVE AN OFFICIAL NDUFB NUMBER</b> Deposit no later than June 30, 2021 Good for the purchase of fresh fruits and vegetables only. Any other use constitutes fraud.</p>	<b>STAMP AUTHORIZED NDUFB</b>     <b>VENDOR NUMBER HERE</b>	<b>5/31/21</b> LAST DATE OF USE	<b>PAY EXACTLY</b>  <b>\$2.00</b>  NO CHANGE GIVEN	
THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER.		Registered Vendor Must Redeem by June 30, 2021			



# Leveraging resources

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People already identified the need and were doing something about it!





# Evaluation - Farmers Market Customers (n=28)

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- 29% would not have shopped at the farmers market that day



- 80% indicated the program was easy to use



# Evaluation - Customers

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- 30% indicated they used NE Double Up at other locations



- 94% reported they were shopping for children

## Evaluation - Vendors (n=17)

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- 44% have made more money

- 22% have a new customer base



- 11% sell more fruits and vegetables

- 56% agreed their market is stronger.

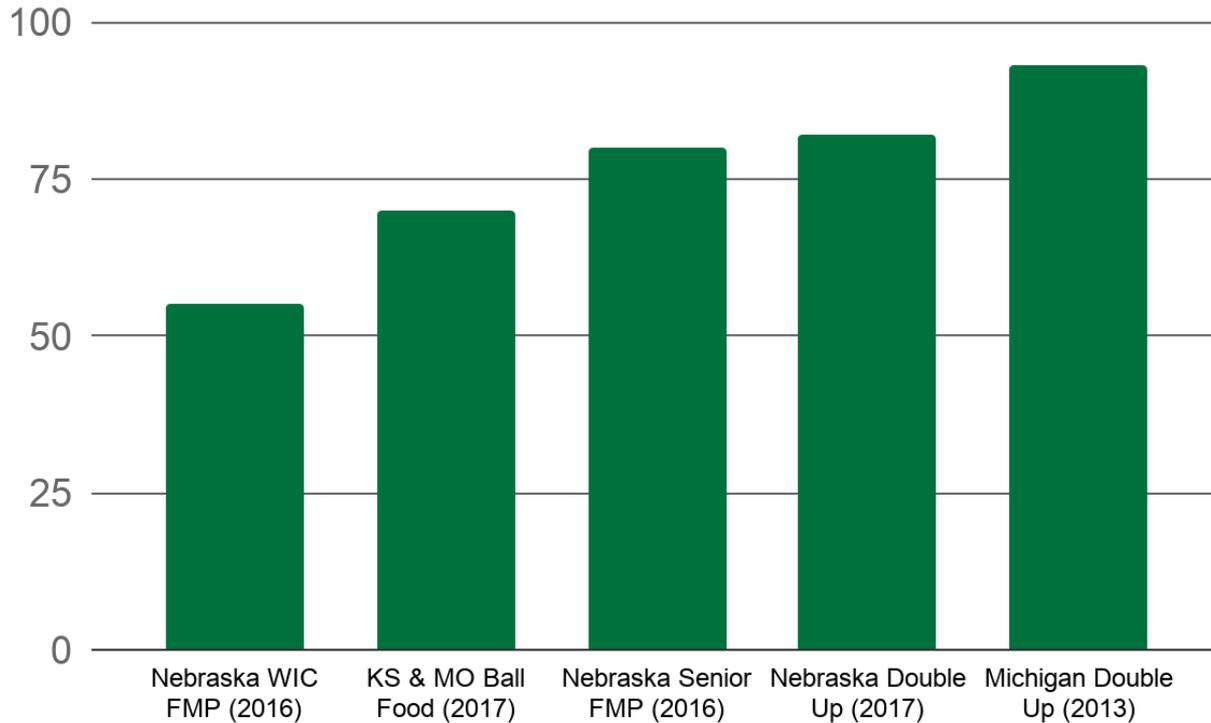
- 11% reported they are very likely to increase



- the variety of crops grown and put more land into production.



# Evaluation - Redemption rates



## Evaluation

- Increase in SNAP sales between 27% and 47%
- SNAP participation increased, with over 100 new customers between the four sites.



## Evaluation - Sales data

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In 2016, SNAP participants spent an average \$21.21 each visit at a Lincoln farmers market. In 2017, that number increased by 41% to \$29.94.





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# Results Highlights

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- Engaged and established a network of varied partners
- Implemented new, simple technologies
- 82% redemption rate; 2%-49% higher than similar programs
- Made it easier for low-income Nebraskans to eat fresh produce
- Supported family farmers and grew the local economy.

*“I think it’s awesome. I have to eat well due to health issues and fruits and veggies are pricey”*

*“Love it and it helps stretch food.... Great program!”*



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# Future Direction

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Expansion of...

- Sites
  - 4 more FMs, 2 more grocers
- Since early May...
  - 58 new customers



# Future Direction

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## Expansion of...

- Partners

- Local public health departments, County Extension offices, Local foundations, health care clinics/ systems

- Scope

- Regional Food systems
- Food Access advocacy and education
- Hunger as a vital sign - connection to primary care and community health improvement plans (CHIP)

# Lessons Learned

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- Extension is key
  - Nutrition Ed
  - Statewide network
  - Mission/ vision
- Healthcare values the outcomes - they are your allies
- Program is easy, outreach is where you spend your time
- Grocers ROI is evident - DUFB is a good investment

Thank you!

