

Double Up Oklahoma

Good for Families

Good for Farmers

Good for Your Community



Good for Families



The Double Up Oklahoma (DUO) program encourages families on a limited food budget to choose healthier, locally-grown food, and rewards them by giving them more spending power on food that is better for them, their children, and their community.

The program offers a one-to-one match on SNAP dollars spent on locally-grown fruits and vegetables. Whenever a family redeems their SNAP benefits at a participating Farmers Market, they can receive up to \$20 in DUO tokens. These tokens can be spent on fresh, frozen, canned or dried fruits and vegetables, without any added salt, sugar, oil, or fat.

Good for Farmers



The program helps Oklahoma growers by expanding their customer base and encouraging more people to shop local. Double Up encourages lower-income families to come and shop at Farmers Markets, which many would not do without the added DUO incentive. This not only gets more people at the market in the short-term, it exposes a group that normally might not ever go to Farmers Markets to the idea of regularly shopping for locally grown food.

Good for Your Community

As a result of DUO, more money will be injected directly into your local community's economy. For every SNAP dollar spent in a community, \$1.70 is added to the local economy. Double Up not only encourages people to spend their SNAP on food grown and sold in their own community, it boosts the total amount of food dollars spent.



How Double Up Helps Your Community



A family spends \$20 in SNAP at a participating market.



They receive \$20 in DUO to spend on locally-grown fruits and vegetables.



The family brings home \$40 of healthy food for only \$20.



Local farmers gain new customers, sell more produce, and make more money.



More food dollars stay in the local economy.

A Proven Program

Double Up Oklahoma is based on the Fair Food Network's Double Up Food Bucks program. The first Double Up was started in Michigan Farmers Markets in 2009. Since then, the program has expanded to 20 states and worked with over 500 Farmers Markets across the nation.

See If Your Market Qualifies!

To be eligible to apply to this year's Double Up program, Farmers Markets must source a majority of produce from within Oklahoma and have accepted SNAP for at least one Farmers Market season in the past. Participating Farmers Markets must also have a current SNAP (also known as FNS) permit number, and must provide their own SNAP tokens, but DUO tokens will be provided for the Farmers Markets that are selected.

Priority will be given to Farmers Markets with:

- A demonstrated commitment to increasing access to fresh fruits and vegetables for low-income consumers
- A compelling or innovative proposal to reach and serve more low-income consumers
- Demonstrated experience accepting SNAP benefits
- Selling seasons that continue outside of April – October, and schedules beyond once a week.

Application will require submission of letters of support, historical SNAP sales data, and other supporting documents. See our site below for full details!

Do you think your Market qualifies?

Application opens February 12th

hungerfreeok.org/doubleupok

Learn More

About Double Up on the national level

fairfoodnetwork.org/projects/double-up-food-bucks/

About the other work of Hunger Free Oklahoma

hungerfreeok.org



Have Questions? Contact Us!

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