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Jay Homeland now doubling the value of SNAP for fruits and vegetables

Double Up Oklahoma offers match program for SNAP participants

Thursday, May 20, 2021 (JAY, OK) – Delaware County residents won't have to choose between eating enough and eating healthy thanks to a new program called Double Up Oklahoma (DUO), a nutrition incentive program operated by Hunger Free Oklahoma. At the Jay Homeland on Main St., when customers purchase anything with their Supplemental Nutrition Assistance Program (SNAP) card, those purchases can now be matched, dollar for dollar, with DUO Bucks, redeemable on fresh produce. Anyone receiving SNAP benefits is automatically eligible and no application is required. SNAP participants may simply shop with their Oklahoma EBT card to start earning DUO Bucks today.

How DUO works: SNAP participants purchase SNAP-eligible food with their EBT card at select grocery stores. They receive one dollar in DUO Bucks for every one dollar spent with their EBT card, up to \$20 per day. Double Up Oklahoma Bucks print at the end of their receipt. SNAP participants can use their DUO Bucks to buy fresh fruits and vegetables on the same day or on their next shopping trip.

"We see DUO as a win-win-win for our neighbors. It helps our customers stretch their grocery budget, it helps our community be healthier, and it helps boost our local economy," said the president and CEO of HAC, Inc., Marc Jones. "Since DUO launched here about a month ago, we have been able to start offering a wider variety of produce which is good for everyone."

Buying quality fresh produce can be difficult on a tight budget. Now, the nearly one in four Delaware County residents who participate in SNAP can stretch their budget with DUO Bucks. According to Sam Kirzner, Double Up Oklahoma program manager, "With \$20 in DUO Bucks, families could add a head of cabbage, a couple pounds of baby carrots and oranges, some Roma tomatoes, potatoes, gala apples, and fresh berries to their grocery cart."

SNAP customers can participate in the DUO program by shopping at the Homeland at 1629 S Main Street in Jay. The Homeland is open daily from 7 AM to 9 PM.

For more information on Double Up Oklahoma visit www.doubleupoklahoma.org.

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Hunger Free Oklahoma works to leverage the power of collaboration to solve hunger in Oklahoma by improving systems, policies, and practices. Learn more at HungerFreeOK.org.

Double Up Oklahoma doubles the value (up to \$20 per day) of Supplemental Nutrition Assistance Program (SNAP) dollars spent at participating farmers markets and grocery stores in Oklahoma. Learn more at DoubleUpOklahoma.org. Philanthropic partners include the Oklahoma Tobacco Settlement Endowment Trust (TSET), Blue Cross and Blue Shield of Oklahoma, the Fair Food Network, Charles and Lynn Schusterman Family Philanthropies, George Kaiser Family Foundation, Sanford and Irene Burnstein Foundation, Life Church, and The Anne and Henry Zarrow Foundation.

Homeland Stores are part of the HAC, Inc. grocery chain headquartered in Oklahoma City, Oklahoma. As of 2021, HAC operates 80 grocery stores in Oklahoma, Texas, Kansas, and Georgia. HAC operates under multiple banners including Food World, Piggly Wiggly, United, Cash Saver, Ponca City Discount, and Homeland. Homeland is HAC's largest banner as well as Oklahoma's largest locally-owned grocery store chain with 34 locations statewide. Homeland has been 100 percent employee owned since 2011. The company traces its roots back to 1916 when the first United Supermarket was opened. The Market at Eastpoint is the newest addition to the HAC group in 2021. It is a private-public partnership between Homeland and the non-profit organization RestoreOKC.

