



Double Up Food Bucks | Farm Stand Program Application

Double Up Food Bucks is a healthy food incentive program that allows SNAP (food assistance) customers to access more fresh vegetables and fruits and locally grown produce at grocery stores, farmers markets and farm stands. The program is funded by the U.S. Department of Agriculture (USDA), private foundations and local governments.

How it works

- For every purchase of fresh vegetables and fruits bought with SNAP dollars at your farm stand, the customer receives a 50% discount up to \$25 per day.
- The 50% discount is reimbursed to the farm stand by Double Up Food Bucks

Elements that contribute to success

It's important to have certain elements in place for the Double Up Food Bucks program to be successful at a farm stand.

- **Produce options** — A variety of produce needs to be available at the farm stand, including locally grown produce.
- **Ability to accept SNAP** — Participating farm stands must have one year of experience accepting SNAP payments and must be able to provide SNAP purchase data.
- **Good community partners** — Priority will be given to locations that have relationships with community partners, including partnerships with Kansas State Research and Extension, Cultivate KC and others.
- **Reliability** — The farm stand must have consistent locations, days and hours of operation.
- **Good communications** — A variety of communication methods (signs, banners, circulars, etc.) must be used to inform customers about the program.
- **Training** — New and existing employees must be trained in the Double Up Food Bucks program.



Expectations and Benefits

What your location can expect

- Design and/or production assistance of communications materials (signs, ads, etc.).
- Assistance developing training materials.
- Technical assistance, if needed, to ensure a viable incentive system.
- Inclusion in a communications plan that employs a variety of methods including a direct mailing to SNAP customers, social media, print and digital ads, and brochures distributed by community partners.
- Feedback on the impact of participating in the program, based on data from evaluations.

What we will expect

- Data collection and the timely submission of reports and invoices (see attached list of data).
- Regular updates and communication with program coordinators/Double Up Heartland Collaborative.
- Accommodation of evaluation teams to conduct surveys with SNAP customers, cashiers, produce manager and store managers.
- Work with Double Up Heartland Collaborative to establish an excellent customer relations process regarding this program.

Benefits we hope your store will experience

- Increase in number of customers.
- Increased sales, particularly of fruits and vegetables.
- Increased awareness in your community for your locally grown produce program.
- Recognition as a good community partner.

Benefits we hope the program will show

- Greater number of SNAP customers able to access more fresh vegetables and fruits.
- Increased consumption of fresh vegetables and fruits by SNAP recipients.
- Improved health of SNAP recipients.
- Increased support/income for local growers of vegetables and fruits.

Contact and location information

Contact Information

Name: _____ Title: _____

Mailing Address: _____

Email Address: _____ Phone: _____

Owner Information (if different than contact):

Name: _____

Mailing Address: _____

Email Address: _____ Phone: _____

Type of location(s)

Which of these best describes your location(s):

- Farm store (brick and mortar)
- Farm stand (outdoor stand)
- Other? _____

Please describe your sales model, including **all locations** where you sell your products directly to consumers. (Include addresses and/or farmers market names.)

SNAP sales

NOTE: This information will be kept completely confidential. The information will be used to help determine how many stores can be accommodated by the budget of the program and if the program may need to be modified.

What are your total SNAP sales from the previous year? (Include date range and dollar amount.)

What percentage of your overall sales (total from all stores) are from SNAP benefits?

Inventory information

What percentage of your overall sales comes from fresh produce sales? _____

What percentage of your overall sales comes from LOCAL produce sales? _____

What other products are you selling? _____

Do you sell your own products or do you sell your products plus products from other sources? _____

What percentage of your total produce purchased (\$) is from locally grown sources, and how do you define "locally grown"? _____

Do you sell products wholesale? Please describe. _____

Describe your operating schedule / seasonality:

Communications

What methods do you use to promote your market(s)? (Select all that apply.)

1. On-site signs/banners.
2. Print ads; which media outlets? _____
3. Social media posts; which platform(s)? _____
4. Other? Please describe: _____

Are you willing and able to incorporate messages about Double Up Food Bucks into your normal communications?

YES NO

Training

Please provide a brief description about how training occurs for vendors, employees and volunteers at your location(s)? (For example, who conducts the training, is it done at the site or another location, how are employee questions handled?) _____

Systems and Administration

What is the make and model of your register/point of sale (POS) system? _____

What is the make and model of your SNAP POS system (if different)? _____

Are you currently able to report out on the following, either weekly or monthly? (For details on data elements, please refer to the attached list). All data reported to us would be kept confidential or reported in aggregate with other grocery stores.

- Number of SNAP transactions:YES NO
- SNAP sales in dollarsYES NO
- Total dollar amount of produce purchased wholesale.....YES NO
- Total dollar amount of locally grown produce purchased wholesale.....YES NO
- Estimate of volume of non-local produce purchased (units or pounds depending on the item)YES NO
- Estimate of volume of locally grown produce purchased (units or pounds depending on the item)YES NO
- Number of locally grown producers/vendors you are buying from.....YES NO
- Total produce salesYES NO

Are there any data elements on the attached sheet that you feel you do not have the ability to provide from your reporting systems currently? If so, which ones? _____

Do you have staff who are able to track and report on the data related to this program? YES NO

What reporting periods do you use to track purchasing, sales, etc.?

1. Daily
2. Weekly
3. Monthly based on calendar months
4. Quarterly
5. Other? _____

**Please complete and return this form to Donna Martin, 10316 Mohawk Road,
Leawood, KS 66206, or email to dmartin@marc.org.**

List of Data Elements for Double Up Food Bucks Program

The following data elements have been collected from locations during the current Double Up Food Bucks program. We anticipate that a similar list of data elements will be collected in the future if USDA funding is granted. Most of the items are used to report to the USDA. The items designated with an asterisk (*) are kept confidential. They would not be included in any public report. For public reports, data is aggregated as much as possible by type of location (farmers market and grocery store) and by geography (i.e., Kansas and Missouri, or subregions).

Profile Information:

1. Outlet name/number.
2. Outlet mailing address.
3. Outlet manager name, phone, mailing address, email.
4. Year of SNAP authorization.
5. SNAP authorization number.*

Quarterly Information:

1. Open status for quarter.
2. Participation status in the Double Up Food Bucks program.
3. Months during the quarter that the outlet was operating.
4. Total number of days outlet was operating.
5. Days of the week and hours outlet operated.
6. Number of days incentive was offered.
7. Number of SNAP transactions.
8. Dollar value of SNAP reimbursements/purchases.
9. Dollar outlet spent on program and what it was spent on.
10. Dollar value of incentives issued/earned.
11. Dollar value of incentives redeemed.
12. Other nutrition assistance benefits accepted at location.
13. Nutrition education activities that take place at your location.

Incentive Information:

1. Incentives offered before participation in this program.
2. Start date for prior incentive program.
3. Changes made when transitioning to this incentive program.
4. Start date for this incentive program.
5. Address/location of market or store.
6. Sources of funding for this program.
7. How SNAP participants earn.
8. Specific items purchased.
9. Items SNAP participants can redeem their DUFEB incentive for.
10. Form of incentive.
11. Limit on incentive.

Wholesale Produce Data:

1. Total pounds of produce purchased wholesale — local and non-local (if possible) OR
2. Total units of produce purchased wholesale — local and non-local (if possible).
3. Total dollar amount of produce purchased wholesale — local and non-local.*

Local Produce Data:

1. Total dollar amount of locally grown produce purchased from a distributor of locally grown produce.*
2. Total dollar amount of locally grown produce purchased directly from other local producers.
3. Total dollar amount of locally grown produce from your farm that you have for sale.
4. Total pounds of locally grown produce OR
5. Total units of locally grown produce purchased.
6. Locally grown produce sources/vendors.
7. List of locally grown items.