



## Double Up Food Bucks | Farmers Market 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

- SNAP customers purchase SNAP tokens with their EBT card at a designated booth. The SNAP tokens can be used to buy any SNAP-eligible item at the market.
- Double Up Food Buck (DUF) tokens are given as a match (currently up to \$25 per day). DUF tokens can be used to buy any fresh vegetables and fruits at the market.

### 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 farmers market.

- **Produce options** — A variety of produce options need to be available. The Double Up Food Bucks program works with markets where vendors sell produce they grew or that is grown by local/regional farmers.
- **Ability to accept EBT payments** — The ability to take SNAP (food assistance) needs to be in place. Ideally, we would like markets to have at least one year of experience accepting SNAP payments.
- **Good communications** — A variety of communication methods need to be in place to communicate with customers about the program. Signs will be provided to markets to promote the program. They need to be displayed each market day by vendors and market managers.
- **Training** — A training program needs to be in place for new and existing vendors, employees, and volunteers.



### Expectations and Benefits

#### What your location can expect

- Communications materials regarding the program will be provided (signs, ads, etc.).
- Assistance developing training materials.
- Assistance, if needed, to ensure that the market's EBT machine is working properly.
- Inclusion in a communications plan that employs a variety of methods including direct mailing to SNAP customers, social media, print and digital ads, brochures distributed by community partners.
- Opportunity to offer nutrition education to your customers.

#### What we will expect

- Data collection and 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, staff, volunteers and vendors.
- Work with Double Up Heartland Collaborative to establish an excellent customer relations process regarding this program.

### Benefits we hope your market will experience

- Increase in number of customers.
- Increased sales, particularly of fruits and vegetables.
- Increased awareness in your community.
- Increased competitiveness.
- 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: \_\_\_\_\_

### Market manager information (if different than contact):

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### Administrative / fiscal organization contact (if applicable — this would be an organization responsible for day-to-day operations, including distribution of tokens, reimbursement of vendors, etc.):

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### Type and size of location(s)

Which of these best describes your location(s):

- Farmers market where only some of the vegetable and fruit vendors participate.
- Farm stand.
- Individual vendor at a farmers market.
- Other? \_\_\_\_\_

How many market locations are you including in this application? \_\_\_\_\_

If you are submitting for one market location, what is the full address and county of that store's location? (If you are submitting for more than one location, please include a separate sheet with the name, address and county of all locations.)

\_\_\_\_\_  
\_\_\_\_\_

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Estimate of average weekly customer attendance last year: \_\_\_\_\_

Total number of vendors (unduplicated) last year: \_\_\_\_\_

Number of market paid staff: \_\_\_\_\_ Number of market volunteers: \_\_\_\_\_

Are there other incentive programs offered at your market? YES NO

If yes, please describe: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does your market offer triple match days through the other incentive programs offered? YES NO

If so, how often? \_\_\_\_\_

Is your market considering offering triple match from another source of funding for Double Up Food Bucks?

YES NO

### SNAP sales

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

What year did your location(s) start accepting SNAP? \_\_\_\_\_

What provider do you work with regarding your EBT machine? \_\_\_\_\_

What are the average monthly SNAP sales at all the locations for which you are submitting this application? \_\_\_\_\_

\_\_\_\_\_

### Produce vendors

Number of produce vendors (unduplicated) last year: \_\_\_\_\_

Do your locations have requirements that vendors sell produce that they grow themselves or that is grown by farmers in this region? YES NO

Please describe the requirements of vendors: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 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

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## 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

Attached is a list of data elements that are likely to be collected from all locations participating in this program in the future. 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

How do you track the transactions that occur at your location(s)?

- Daily
- Weekly
- Other? Please describe: \_\_\_\_\_

If you have more than one location, how do you track the transactions:

- By each location
- All locations together
- Other? Please describe: \_\_\_\_\_

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

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# 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 own.
10. Dollar value of incentives issued/earned.
11. Dollar value of incentives redeemed.
12. Other nutrition assistance benefits accepted at location.
13. Other match programs offered, including triple match days, and how often
14. Nutrition education activities that take place at your location.

## Incentive Information:

1. Start date for this incentive program.
2. Address/location of market or store.
3. Form of incentive.

## Locally Grown Data:

1. Number of vendors (unduplicated) attending market.
2. Number of vendors (unduplicated) selling vegetables and fruits.
3. Number of vendors (unduplicated) that sell food other than vegetables and fruits.
4. Number of vendors (unduplicated) that sell only non-food items.
5. Number of different types of vegetables and fruits sold by vendors (estimate).