



DOUBLE UP FOOD BUCKS

California's CalFresh/EBT Grocery Program

Double Up Food Bucks California is a healthy food incentive program in San Jose and Gilroy that reduces hunger and improves health of low-income residents in the Bay Area while also supporting California farmers and local grocers. When shoppers purchase California-grown produce with their CalFresh benefits, they earn a coupon that matches that amount, penny-for-penny (up to \$10 per day). The next time they shop in the same store, they can use the coupon to get a discount on any fresh fruits and vegetables.

In year two of Double Up, the incentive continued to help families, farmers, and grocers. In 2018, 16% more families redeemed Double Up coupons than in 2017. This means more families have more money to spend on other needs, grocers have consistent shoppers, and farmers have increased demand for fresh produce.

During 2018, the California legislature and governor took an important step toward statewide expansion of incentives. The state budget included \$9 million for the California Fruit and Vegetable EBT pilot project, which will test ways of integrating incentives directly into the states electronic benefit transfer (EBT system). This pilot, which is key to making it easier for the program to scale, will be completed by the end of 2021.



DOUBLE UP YEAR IN REVIEW

SUCCESSES IN 2018

- 2,252 families redeemed \$96,366 in Double Up incentives
- Onboarded two new stores, for a total of five stores in Santa Clara County
- Secured passage of the California Fruit and Vegetable EBT Pilot Project

WHAT'S NEXT

- Expand to more grocery stores, and Alameda County, to reach at least 4,000 families
- Support implementation of state EBT pilot project and apply to participate in testing new technology that makes Double Up easier to use and administer

*Totals reflect data while Double Up Food Bucks is in operation.
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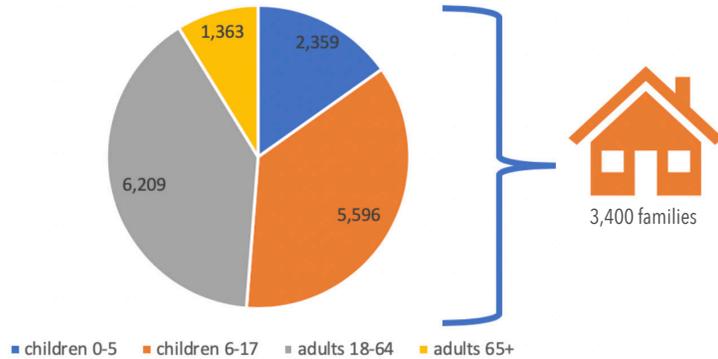
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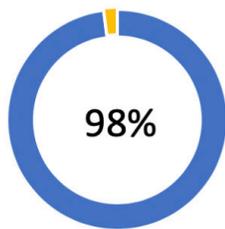
DOUBLE UP FOOD BUCKS IMPACT TO DATE

Since 2017, CalFresh families have redeemed more than \$180,000 in Double Up incentives, making fresh fruits and vegetables more affordable to people and families in need.

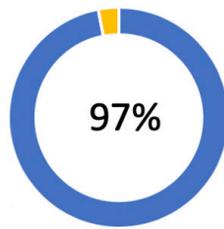
Individuals reached by Double Up (2017-2018)



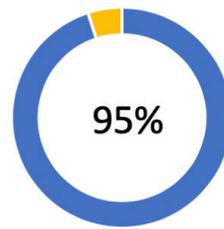
Double Up supports healthy eating and improves food security



of Double Up users report eating more fruits & vegetables



of Double Up users report buying more fruits & vegetables



of Double Up users report having more money to spend on other food

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