



DOUBLE UP FOOD BUCKS

California's CalFresh/EBT Grocery Program

Double Up Food Bucks California, a healthy food incentive program, launched in February 2017 in San Jose and Gilroy as a means to reduce hunger and improve health of low-income residents in the Bay Area while also supporting California farmers and local grocers.

Year one of Double Up has proven that healthy food incentives work for families, farmers, and grocers. When a shopper purchases California-grown produce with their CalFresh benefits, they receive 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.

Looking ahead, our goal is to expand our Double Up program for even greater impact. We are increasing the number of participating stores to reach more families and we will continue to advocate for policies that make incentives a permanent supplement to the CalFresh program at grocery stores and farmers markets statewide.



WHY CALIFORNIA GROCERS ARE BEHIND DOUBLE UP

SUCCESSES IN 2017

- Over 95% of Double Up users agreed or strongly agreed that their families were buying and eating more fruits and vegetables
- 2,000 low-income families redeemed over \$85,000 in Double Up for fresh fruits and vegetables
- Produce sales increased 5-12% at Double Up stores

WHAT'S NEXT

- Increase the number of families participating in Double Up to at least 4,000
- Double the number of stores offering Double Up in Santa Clara County from 4 to 8; expand into San Francisco
- Work with state agencies to integrate incentives into the CalFresh EBT system so that they can scale statewide

*Totals reflect data while Double Up Food Bucks is in operation.
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DoubleUpCA.org | SPUR.org/HealthyFood

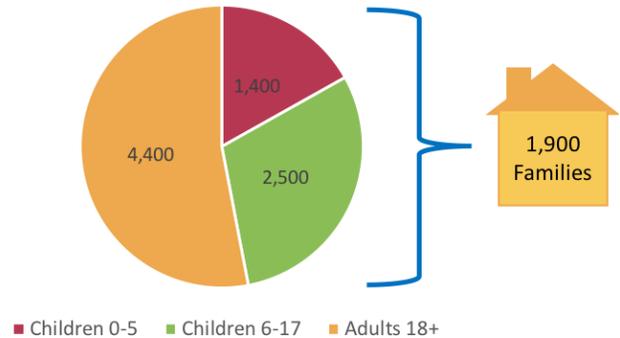


DOUBLE UP HELPS

FAMILIES

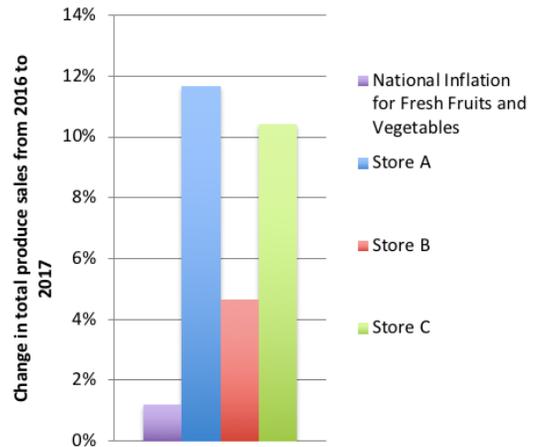
Over 8,000 low-income Californians participated in Double Up in 2017, getting more fresh fruits and vegetables to families in need. 97% of these Double Up users reported their families ate more fruits and vegetables because of the program.

Individuals Reached by Double Up



FARMERS & GROCERS

Double Up stores saw produce sales outpace the national inflation rate for produce sales. This means more demand for produce from farmers and more revenue for local grocers.



CONTACT US

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