

Double Up Food Bucks at Your Market

February 2020

Hannah Martin, Utah Department of Health



Agenda

- Double Up Program in Utah
- Double Up at Your Market
- New Double Up reporting system
- Application Process
- Capacity Building Grant Application
- Q&A



UTAH DEPARTMENT OF
HEALTH

Double Up in Utah



Utah Double Up Food Bucks

- **Double Up Food Bucks (Double Up)** is a nutrition incentive program that stretches low-income SNAP recipients' food budgets while increasing access to fresh, healthy local food
- **\$1 to \$1 match** SNAP benefits; **up to \$20 per** market day
- SNAP tokens can be used for any SNAP eligible foods
- Double Up tokens can be used to purchase: **unprocessed, locally-grown fruits and vegetables**
- Markets reimburse vendors, UDOH reimburses Markets

Statewide partners

- Utah Department of Health (Lead Role)
- Department of Workforce Services (DWS)
- Local Health Departments (LHDs)
- Utah State University (USU)
- USU Extension/Food \$ense (SNAP-Ed)
- Fair Food Network (FFN)
- Utahns Against Hunger (UAH)
- Urban Food Connections of Utah (UFCU)

74,064

Average number of SNAP
households per month in
2019

174,071

Average number of
individuals in 2019

90,631

Average number of
children in 2019

54%

Of households
within 5 miles of a
Double Up Food
Bucks location

Double Up your Market!



How it works

1. GO

Customers go to your farmers market info booth before they shop



2. SWIPE

Swipe their EBT Horizon Cards and issue appropriate number of tokens they can use to buy SNAP eligible foods



3.

Match what they spend, up to \$20 a day, with Double Up Food Bucks tokens for fruits and vegetables



MATCH

4. SHOP

Customers can start shopping at the market with their tokens. All eligible vendors should accept SNAP and DUFB tokens. Customers can use the tokens right away or save them for another day.



Use SNAP for these items:



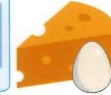
**Fruits
Vegetables**



Honey



**Baked goods
Cereals**



**Milk & Cheeses
Eggs**



**Coffee beans
Coffee grounds**



**Dips, Salsas
Frozen food**



**Meats
Poultry**



Nuts

Use Double Up Food Bucks for these items:



Fresh fruits and vegetables

Food plants and seeds

To participate in Double Up Food Bucks, farmers markets *must*:

- ☐ be authorized to accept SNAP benefits and have a valid SNAP-authorization number from the USDA Food and Nutrition Service (FNS)
- ☐ have a working EBT point-of-sale device and a current contract with an EBT service provider before program starts
- ☐ have a SNAP currency (script, token or receipt) and redemption system ready before the program starts
- ☐ demonstrate organizational capacity to implement Double Up according to program rules and handle associated administrative and reporting requirements
- ☐ have a designated market manager or staff person responsible for Double Up
- ☐ have at least one vendor who sells unprocessed, locally-grown fruits and vegetables at your market

Applying for FNS

Three step process:

- Sign up for a USDA account
(<https://www.eauth.usda.gov/eauth/b/usda/registration>)
- Fill out an application online
- Mail your supporting documentation to FNS to complete your file
 - ◆ Copy of your Gov't issued Photo ID and SS card
 - ◆ USDA FNS completed Certification and Signature Statement
 - ◆ Business license if you have one (optional for Farmers Markets on temporary sites)

USDA Food and Nutrition Services hotline - (312) 353-6609

UDOH provides

- ❑ Funds to cover Double Up fruit and vegetable incentives redeemed at your market during the program season
- ❑ In-person, webinar, or phone trainings for market managers/EBT booth staff
- ❑ All necessary materials for implementing the program at your farmers market or farm stand (e.g. green Double Up tokens, flyers and posters for advertising the program in your community, signs for participating vendors, Double Up vendor agreements, customer ID stickers)
- ❑ Templates and tools for record-keeping and required program reporting to UDOH
- ❑ Ongoing technical assistance throughout the season
- ❑ Outreach and marketing to SNAP recipients near participating markets
- ❑ Offer the Capacity Building Grant to minimize financial barriers

Market responsibilities

- ❑ Read, sign and submit your Double Up contract agreement, agreeing to all terms and conditions
- ❑ Attend webinar training session
- ❑ Oversee all documents of vendor agreement and transaction records, return to UDOH
- ❑ Complete all Double Up reporting requirements
- ❑ Communicate with all Double Up and non-Double Up vendors
- ❑ Facilitate token distribution/redemption at your market
- ❑ Cooperate with Double Up program evaluation activities (UDOH will gather customer and market manager surveys at certain markets)

Utah Double Up Food Bucks

Farmers Market Contract Services Agreement 2019

May 21st, 2019

Jamie Young

West Valley City Parks & Recreation/Back to our Roots Farmers Market
5415 West 3100 South, West Valley City, UT 84120

EIN: [REDACTED]

Farmers Markets: Back to our Roots Farmers Market

Dear Jamie,

This Contract is between tax exempt non-profit organization Urban Food Connections of Utah ("UFCU") and the **West Valley City Parks & Recreation** in the amount of \$800 for the Double Up Food Bucks program at the **Back to our Roots Farmers Market** in West Valley City, Utah.

Urban Food Connections of Utah, hereafter called "UFCU," will roll over contract funds from 2019 for the **West Valley City Parks & Recreation/Back to our Roots Farmers Market**, hereafter called "the Contract Organization," for the 2019 Double Up Food Bucks program, hereafter called "the Program," at the **Back to our Roots Farmers Market** in West Valley City, hereafter called "the Market".



UTAH DEPARTMENT OF
HEALTH

NEW Double Up Reporting System





DOUBLE UP
FOOD BUCKS™

Double Up

Weekly Market Report

Please log in.

Email

emerson@uah.org

Password



remember me

Submit

Questions? Contact data@doubleupfoodbucks.org.



Thanks for downloading FM Tracks!

If you do not have an account please visit
our website to register and get started!

[Learn More / Register](#)

Sign in

Email address

Password

LOG IN

Select 'Type of Currency'

Enter their customer ID, first and last initial and the last 4 digits of their card number

Enter amount requested

Select preset DUFB \$20 match, or enter customer amount

Enter their 4 digit sticker number

Total value in tokens owed

Payment Method ☒ Auto-Calculate

SNAP / EBT \$ 20.00

[Add Another Payment Method](#)

Customer ID

HM1216

Customer Zip Code

Anonymous Zip Code ☒ Anonymous

Incentives

☒ DUFB (+\$20.00) [edit](#)

☐ Discount (-\$10.00) [edit](#)

Additional Tracking

1542

Research ID

Other ID

Total Currency

\$40.00

Payment


\$20.00

SNAP / EBT

Incentive

\$20.00

DUFB



Search here...

Hannah Martin

Chamber of Secrets +

Enter Daily Sales & DataManage ProfileRun Reports

5 open post market reports

Reports

Logs

Exports

Select date range

05/01/201905/31/2019

Select payment type

SNAP / EBT

Payment Amount

\$0\$200+

Any Market Day

Any Incentive Type

Incentive Amount

\$0\$200+

Transaction Manager

Run Report

Market Performance Summary

<div>Payments Distributed</div> <div>May 01 - May 31</div> <div>More info</div> <div>\$190</div>	<div>Payment Vendor Reimbursements</div> <div>May 01 - May 31</div> <div>More info</div> <div>\$0</div>	<div>Incentives Distributed</div> <div>May 01 - May 31</div> <div>More info</div> <div>\$80</div>
<div>Incentive Vendor Reimbursements</div> <div>May 01 - May 31</div> <div>More info</div> <div>\$85</div>	<div>Transactions</div> <div>May 01 - May 31</div> <div>More info</div> <div>6</div>	<div>Customers</div> <div>May 01 - May 31</div> <div>More info</div> <div>4</div>

Select date range

Select payment type

View all your metrics between designated window of time

Double Up Application



2020 Utah Double Up Food Bucks Application

2020 UTAH DOUBLE UP FOOD BUCKS APPLICATION

SNAP-authorized farmers markets and farm stands in Utah are now invited to apply to participate in the 2020 Double Up season, expected to run from May 15 – October 31. Applications are due by March 16th at 5 PM.

Double Up is now managed by the Utah Department of Health. Please address any questions you have about the application process to Hannah Martin at doubleup@utah.gov, or call 801-538-6235.

2020 Double Up Food Bucks Application



2020 Double Up Food Bucks Application (1 Question)



Instructions (1 Question)



Contact Information (3 Questions)



Farmers Market or Farm Stand Information (15 Questions)



SNAP Information (9 Questions)



Nutrition Education (1 Question)



2019 Farmers Market or Farm Stand Indicators (8 Questions)



Attachments (2 Questions)

Submit (2 Questions)

Capacity Building Grant Application



2020 Capacity Building Grant Application

CAPACITY BUILDING GRANT APPLICATION

Utah Department of Health is thrilled to provide direct market vendors the opportunity to apply for additional capacity building funding to support the ongoing operations of Double Up Food Bucks at your Farmers Market or Farm Stand operation.

GRANT TIMELINE

The Capacity Building Grant will remain open until March 16th, 2020. The Grant Committee will review applications through April 1st and issue awards the week of May 1st.

ELIGIBILITY REQUIREMENTS

The Capacity Building Grant is available to Farmers Market or Farm Stand operators with an active Double Up Food Bucks program within Utah state boundaries. Funds from this grant are to exclusively support the operation of the Double Up program. In this application, applicants may apply for up to \$2000 in combined project funds as outlined in the menu option based application below.

Applicants are able to choose a combination of the following items:

Staff time needs: Onsite Double Up Management - Up to \$1,000

Staff time needs: Administrative Time - Up to \$500

Materials/Infrastructure need: Up to \$600

Other

You can save your place and return any time with seven days of last entry before March 16th. After 1 week of inactivity, your application will be automatically submitted.

Capacity Building Grant

- Opportunity for direct market vendors to expand or establish their Double Up Food Bucks program
- Up to \$2000 in supportive funding available
- Due by Monday, March 16th at 5PM
- Review applications through April 1st and award grants May 1st



2020 Capacity Building Grant Application



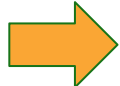
2020 Capacity Building Grant Application (1 Question)



Capacity Building Grant Instructions (5 Questions)



Staff Time I - Onsite Double Up Management (4 Questions)



Staff time II: Administrative Management (4 Questions)



Infrastructure Funding (4 Questions)



Other Funding Request (5 Questions)

Block 15 (2 Questions)

Staff time I
Onsite Management
Up to \$1,000

Staff time II
Administrative Time
Up to \$500

Infrastructure need
Up to \$1000

Other

All request must not exceed \$2000

Example

Staff time I: Onsite operations

\$14 hr x 3 hrs a wk x 8 wks **\$336**

Staff time II: Administrative support

\$14/hr x 2hrs/wk x 8 wks **\$224**

Infrastructure funding:

New canopy: Best of Signs, 10x10 canopy \$150.00

New table: 8 foot table, Walmart \$69.99

Wooden tokens: 1200 tokens x \$0.15pp, 4imprint \$150.00

Bin: 27 gallon, Home Depot \$8.98

\$378.97

\$938.97

Final reminders

- Double Up and Capacity Building Grant are now open!
- It's not too late to apply for an FNS number
- You can save your progress at any point by simply logging out, up to seven days
- Applications close on Monday March 16th at 5PM



Q & A

Thank you!

Hannah Martin

Produce Incentive Specialist

hmartin@utah.gov

801-583-6235

