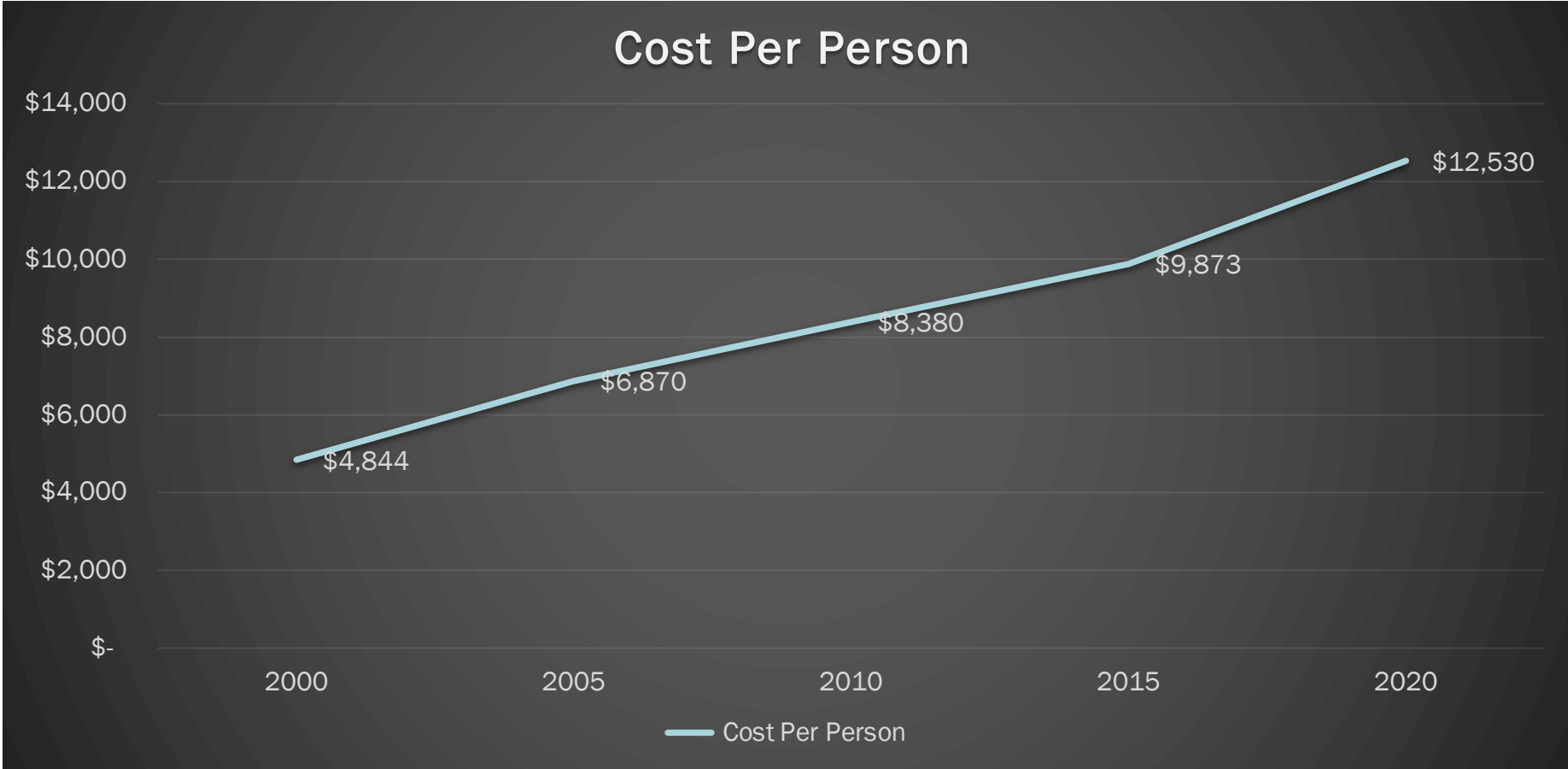


Double Up Food Bucks

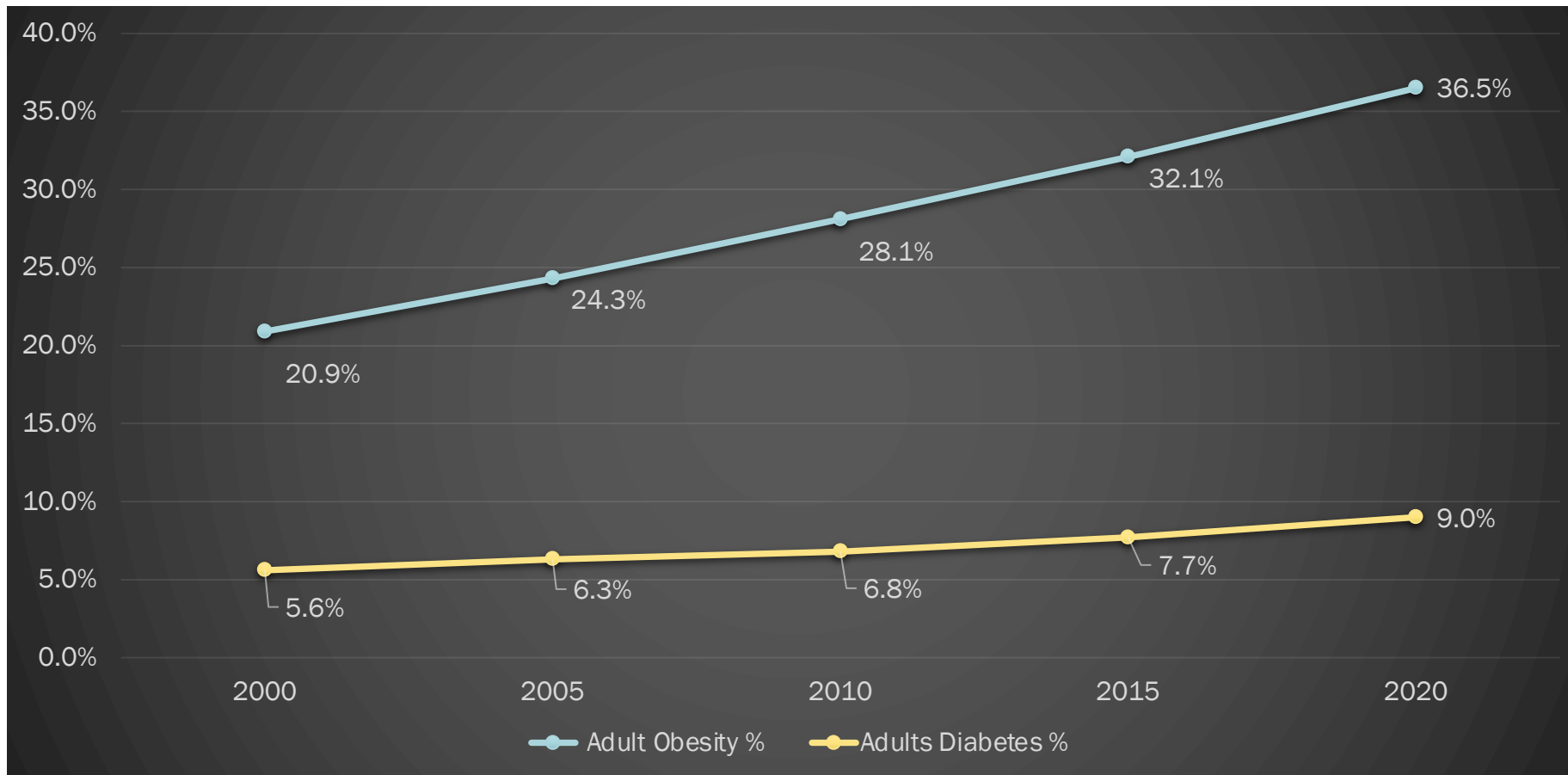
Aryn McLaren, Director of Healthy Incentives

February 12, 2023

Why Healthiest State?



Rise in Chronic Health Conditions





Healthiest State

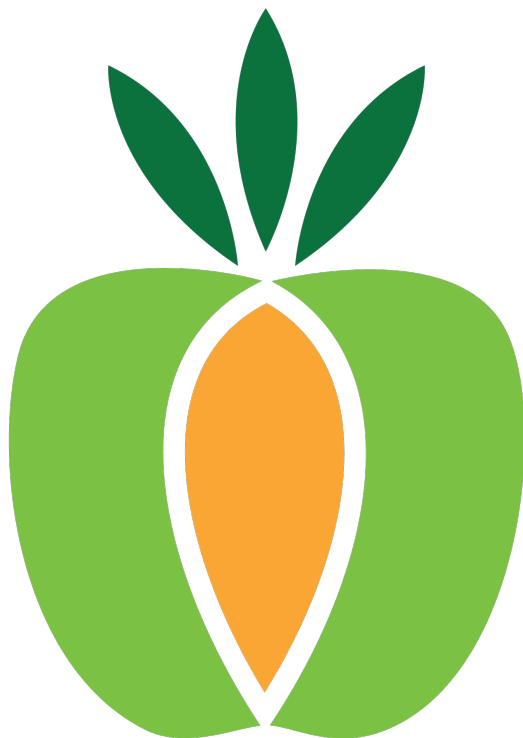
INITIATIVE

Vision

Every Iowan has the opportunity to live their healthiest life.

Mission

Creating awareness and integrating solutions to improve the physical, social and mental well-being of Iowans



DOUBLE UP FOOD BUCKS™

DOUBLE UP FOOD BUCKS



BUY \$1
FRUITS & VEGGIES



GET \$1
FREE FRUITS & VEGGIES

Fruit and vegetable incentive program that matches SNAP purchases of fresh fruits and vegetables at participating Iowa grocery stores and farmers markets **dollar for dollar**.

Customers can use Double Up Food Bucks like cash on more fresh fruits and vegetables.

GET FREE FRUITS & VEGETABLES!



BUY \$1
FRESH FRUITS & VEGGIES



GET \$1
FREE FRUITS & VEGGIES

HyVee
EMPLOYEE OWNED

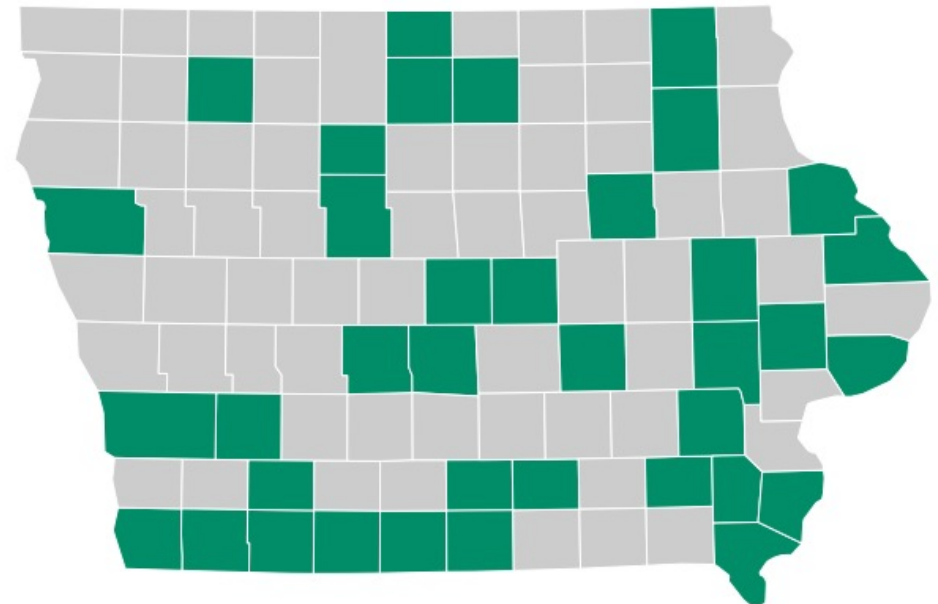
**DOUBLE UP
FOOD BUCKS
ACCEPTED AT
FAREWAY[®]**
MEAT & GROCERY



Farmers Markets & Food Cooperatives

Participating Locations

- 39 Counties
- 28 Fareway Grocery Stores
- 30 Hy-Vee Grocery Stores
- 30 Farmers Markets, Farm Stands, CSA's





2022: By The Numbers

\$808,714

REDEEMED IN 2022

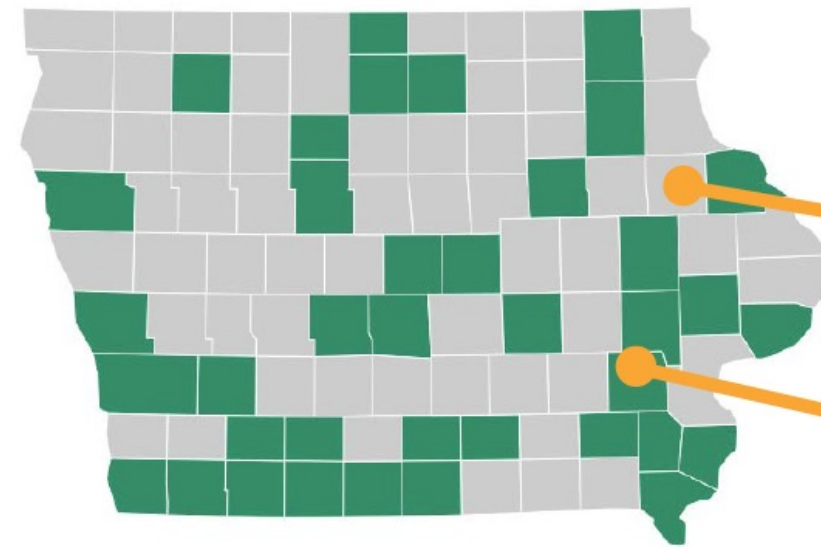


980,260

SERVINGS OF PRODUCE

61,734

IOWANS BENEFITED



38
COUNTIES

94
LOCATIONS

FAMILIES ARE EATING HEALTHIER FOODS

“Double up food bucks have been a tremendous help. Thank you.”

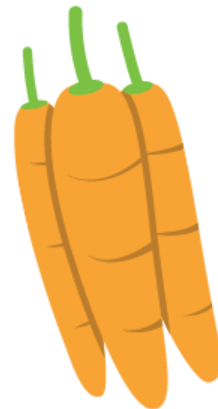
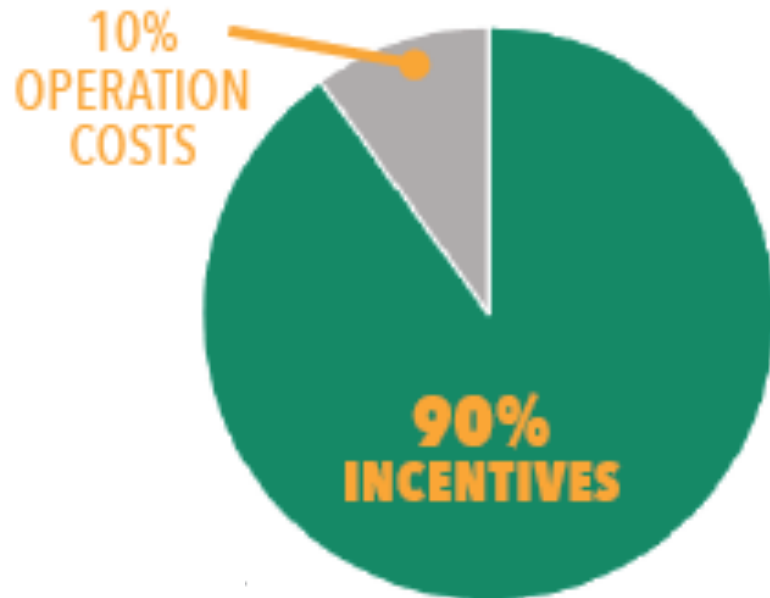
“It is a very good thing. I enjoy being able to buy fresh produce and save a little money for gas and bills.”

“My kids love fresh fruit and vegetables this program makes it easier for me to provide the fresh fruit and vegetables my kids love and need!!!”

MORE DOLLARS STAY IN THE LOCAL ECONOMY

- 100% of Double Up Food Bucks incentives are spent at Iowa-owned grocery stores and farmers markets, creating a \$8.2 million-dollar economic impact to-date.

INCENTIVES & IMPACT:



Every Double Up Food Bucks dollar spent stimulates the economy by: **\$1.90**

Local Farmers Sell More Produce



Double Up Food Bucks brings more low-income people out to the farmers market and gives them access to healthier food. Double Up Food Bucks brings new customers and more sales to us.

Becky Huang
North Iowa Berries & More

Double Up Food Bucks makes it easier to vendors to sell and easier for customers to buy. Before, my customers wouldn't buy green peppers or onions because they think they are expensive - now they will buy them.

Bizmania Charles
Eating Well Farm

FARMERS MARKET REDEMPTION

2022

\$234,370

PROGRAM TO DATE

\$852,558

SUPPORTING LOCAL PRODUCERS

- Specialty Crop Promotion and Capacity Building Grants
- 30 Grants will be awarded by September 2024

Grant recipients receive:

- Up to \$1,500 of funding to support capacity building
- Up to \$1,000 of funding to support outreach and promotion efforts
- Technical assistance to implement a fruit and vegetable incentive program



DOUBLE UP FOOD BUCKS is a TRIPLE WIN for IOWA!



**Iowans eat more
fruits & veggies**



**Dollars stay in
local economy**



**Farmers sell
more produce**

PROGRAM FUNDING

Double Up Food Bucks is funded by the private sector and a federal U.S. Department of Agriculture match grant.



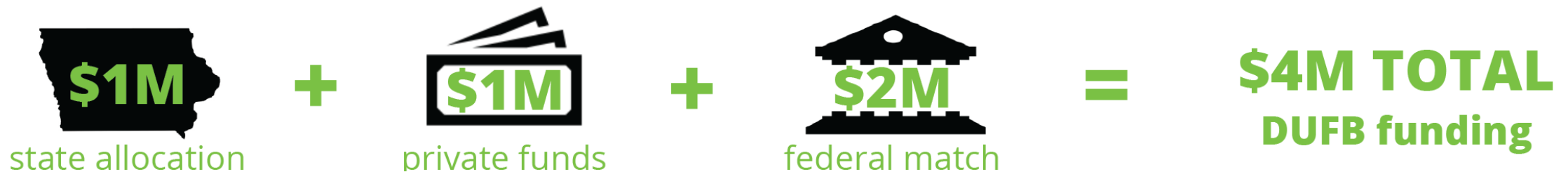
Double Up Food Bucks is supported statewide and locally by private donors and partners, including:

- Amerigroup
- Alliant Energy
- Bank of America
- Corteva
- Iowa Total Care
- Farmers Mutual Hail Insurance
- Green State Credit Union
- Kemin
- United Healthcare

FUNDING OPPORTUNITY

USDA Gus Schumacher Nutrition Incentive Program (GusNIP)

- Authorized by the 2018 Farm Bill, is an opportunity for a 1:1 match for all non-federal funding.
- The non-federal funding may come from state government, local or private sources.



THANK YOU FOR THE SUPPORT

The Healthiest State Initiative's Healthy Incentive programs would not exist — much less be a success — without the support of our sponsors, funders and support from local partners!

DOUBLE UP FOOD BUCKS



Connect with us!



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**DOUBLE UP
FOOD BUCKS™**

Questions?

Aryn McLaren, MPH

Director of Healthy Incentives

aryn@iowahealthieststate.com