



## BOARD STUDY / COMMUNITY EDUCATION SERIES NOTES

May 17, 2016

### Why Double Up Food Bucks?

**Facilitated by:** Jeff Hertz

**Guest Speaker:** Lucy McDermott, New Mexico Farmers Market Association (NMFMA)

*Topic and Goals:* In this Board Study, the Board of Directors and meeting attendees will cooperatively explore La Montanita's opportunities in launching the Double Up Food Bucks program. Attendees will also review the history of Double Up Food Bucks (DUFB) and how it has become a model for communities nationwide.

To access instructions and materials for this Board Study, visit:

<http://lamontanita.coop/directors/documents/>

#### **Presentation**

- Jeff provided national context and history of the DUFB program:
  - 2006 – The first time a farmers market accepted federal nutrition benefits (Takoma Park, MD)
  - The practice grew to other areas, including to the birth of the DUFB program in Detroit in 2009. Michigan has since become a model for healthy food incentives.
  - Food Insecurity Nutrition Incentive (FINI) Grants Program was included in the 2014 Farm Bill
- Lucy presented on DUFB in New Mexico:
  - How it works: 1:1 match (unlimited) for Supplemental Nutrition Assistance Program (SNAP) recipients on locally grown fresh fruits and vegetables
  - Why it matters: 28% of NM children are food insecure; the majority of NM children and adults do not eat the recommended number of fruit/vegetable servings; low-income families are spending at least one fourth of their income on food.
  - 21% of New Mexicans receive benefits from SNAP
  - 88% of customers say they buy more fresh fruits and vegetables as a result of DUFB
  - The EBT sales are earning NM food producers more money.
  - There are \$630,000 per year in food incentives over the next 4 years, thanks to USDA FINI grant and appropriation from NM state legislature.
  - Double of Food Bucks has expanded significantly this year to 9 grocery stores statewide, 11 farm stands, 50 farmers markets, and 2 CSAs. DUFB started at La Montanita on May 1, and is in place at all five store locations (not yet at UNM).
  - See [doubleupnm.org](http://doubleupnm.org) for more information.
  - Marketing and outreach plans are extensive – e.g. 500,000 brochures – in partnership with Road Runner Food Bank, Catholic Charities, the City of Albuquerque, and others.

- What can the Board and La Montañita owners, and other community members do?
  - Get the word out.
  - Help with connections.

**Discussion:**

- GM thanks Lucy on behalf of La Montañita. Thanks to NMFMA's work with staff members David and Robin, the program launched almost flawlessly on May 1.
- La Montanita was the first grocery in the state to implement the program.
- GM expects the numbers to increase as we head into the summer.
- An owner in attendance suggests an opportunity for outreach: International District Health Fair on June 4; large event with 150 vendors and large attendance.
- Federal money requires a significant amount of reporting, so hopefully the data La Montañita collects can help with this reporting.
- A UNM evaluator will be helping with research on the program's implementation and impact on health metrics and habits.
- Focus group data have demonstrated interest in cooking/food preparation demos to help educate shoppers on what to do with fresh produce.
- The support for local farmers is great and ties in well with some of our other work including the La Montañita Fund, providing options for farmers to expand their operations.
- Most of the food subsidies in this country are for commodity crops, but now programs like DUFB is essentially subsidizing fruits and vegetables, which have been considered "specialty" products in the past.
- Word of mouth is the number one way of helping people find out about the program.
- A question about the DUFB program has been added to the member survey.
- Policy brief has some good recommendations that may be helpful to La Montanita.