



# Expanding Food Access With Rural Grocery Partners

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## Food Access in Rural Texas

Rural counties and small towns in Texas generally have higher Supplemental Nutrition Assistance Program (SNAP) participation rates compared to urban/metropolitan counties.<sup>1</sup>

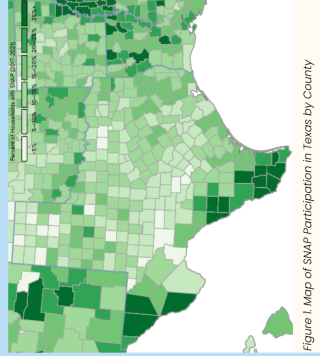


Figure 1. Map of SNAP Participation in Texas by County

While a higher number of total beneficiaries reside in urban areas, a higher percentage of the population or households in rural areas relies on SNAP. The unique challenges of living remotely such as lack of transportation, low wages and underemployment contribute to higher levels of food insecurity.<sup>2</sup>

## SFC and Double Up Food Bucks



SFC leads the Double Up Food Bucks program in the state of Texas. The program is designed to increase the purchasing power of participating SNAP households, enabling greater access to nutritious foods. To ensure the program reaches those who can benefit most, SFC identifies areas with food insecurity across the state. Research has shown that rural communities face some of the greatest barriers to food access.<sup>3</sup> SFC conducts targeted outreach to grocery retailers in these regions, providing the opportunity for rural grocers to offer programs like Double Up to their communities.

## Support for DUFB Retailers

### Training

- Program Materials
- Training for Staff and Management
- Ongoing Program Guidance

### Marketing

- In Store Marketing Materials
- Consultation for Social Media
- Retail Site Promotions

### Technical

- POS System Assessment and Reporting and Data Assistants

### Financial

- Incentive Reimbursements
- POS System Upgrades

## Partnering with Rural Grocers

Bringing together nonprofit programs and grocery retailers to support community food access is central to SFC's mission. SFC works closely with Double Up partners to successfully implement the program in retail settings, a process that requires significant time, coordination, and patience. Ongoing support is essential for building strong relationships and fostering trust with retailers. To that end, SFC provides comprehensive training and guidance to retailers interested in becoming Double Up Food Bucks sites.

## The Role of Rural Grocers

Rural grocery stores serve as vital economic anchors and key indicators of community stability in small towns. They are often the last remaining retail option, and their closure can significantly reduce access to nutritious food. For residents with limited transportation options, these stores play a critical role in ensuring consistent and reliable food access for households.

## Outcomes and Ambitions

SFC's Food Access team has seen an increase in both retail partner engagement and SNAP household participation in the Double Up program. The program now includes 13 retail partners and 60 retail sites across Texas. In 2025 \$1,933,695 in Double Up incentives were redeemed in Texas grocery stores. SFC aims to expand program participation among rural grocery sites. In addition to its work with larger retailers in urban areas, SFC is prioritizing increased outreach to rural communities. To support this effort, SFC is developing educational, technical, and financial resources for independent grocery retailers.

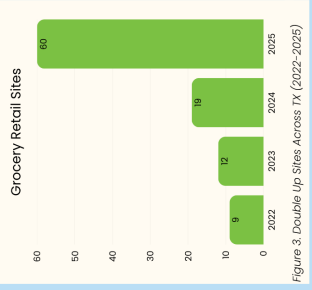


Figure 3. Double Up Sites Across TX (2022-2025)

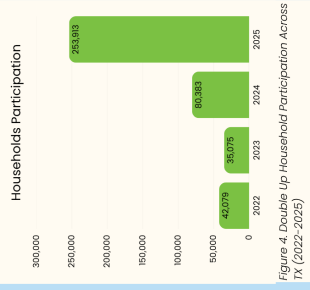


Figure 4. Double Up Household Participation Across TX (2022-2025)

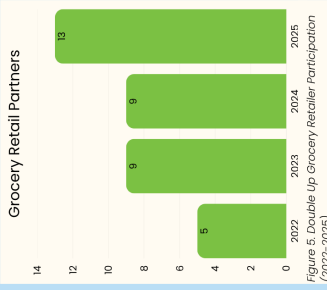


Figure 5. Double Up Grocery Retailer Participation (2022-2025)

Recognizing that rural grocers may not have the same level of internal support as larger corporations, SFC is committed to providing the guidance and assistance needed to help them successfully implement programs like Double Up in their communities.

## Funding and Acknowledgements

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## References

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