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# Double Down on Double Up: How Nutritional Incentives Work for Rural Grocers and Their Communities

Presented by National Grocers Association  
Foundation & Mid-America Regional Council

6/20/22

The Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) is supported by Gus Schumacher Nutrition Incentive Program grant no. 20190030-30415/project accession no. 1020863 from the USDA National Institute of Food and Agriculture.



# What Are Nutrition Incentives?

- Provide extra food dollars to low-income consumers for the purchase of fruits and vegetables.
- Two types of programs:
  - SNAP Incentives
  - Produce Prescriptions
- Funded by USDA GusNIP



# SNAP Incentive vs Produce Prescription

SNAP Incentives		Produce Prescriptions
SNAP Participants	<b>Who Can Get Them?</b>	People with Health Issues who are on or eligible for SNAP/Medicaid
Grantee and Grocery Store	<b>Who is Involved?</b>	Grantee, Grocery Store, Healthcare Provider
Immediate Discount Coupons	<b>How to Get and Use Them?</b>	Issued by healthcare provider as voucher
Commonly dollar for dollar but may be a cap per month/day/transaction	<b>How Much Money Can Customers Receive?</b>	Varies but typically given on weekly or monthly basis
Submit a report to grantee for reimbursement	<b>How is the Store Reimbursed?</b>	Submit a report to grantee for reimbursement



**Nutrition Incentive Hub**

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# GusNIP Goals

- Increase the purchase and consumption of fruits and vegetables among participating households
- Reduce individual and household food insecurity
- Improve health outcomes of participating households
- Decrease associated healthcare use and costs



# About the Nutrition Incentive Hub

The Nutrition Incentive Hub is a coalition of partners, created by the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE), that supports nutrition incentive and produce prescription projects.

**Our objective: Strengthen access to fruits and vegetables**

- Supporting Gus Schumacher Nutrition Incentive Program (GusNIP) grantees and applicants
  - Funded through 2018 Farm Bill
  - Formerly known as the Food Insecurity Nutrition Incentive Program (FINI)

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# Nutrition Incentive Hub Structure

## Gretchen Swanson Center for Nutrition

- Leading the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE)
- Leading reporting and evaluation
- Based in Nebraska

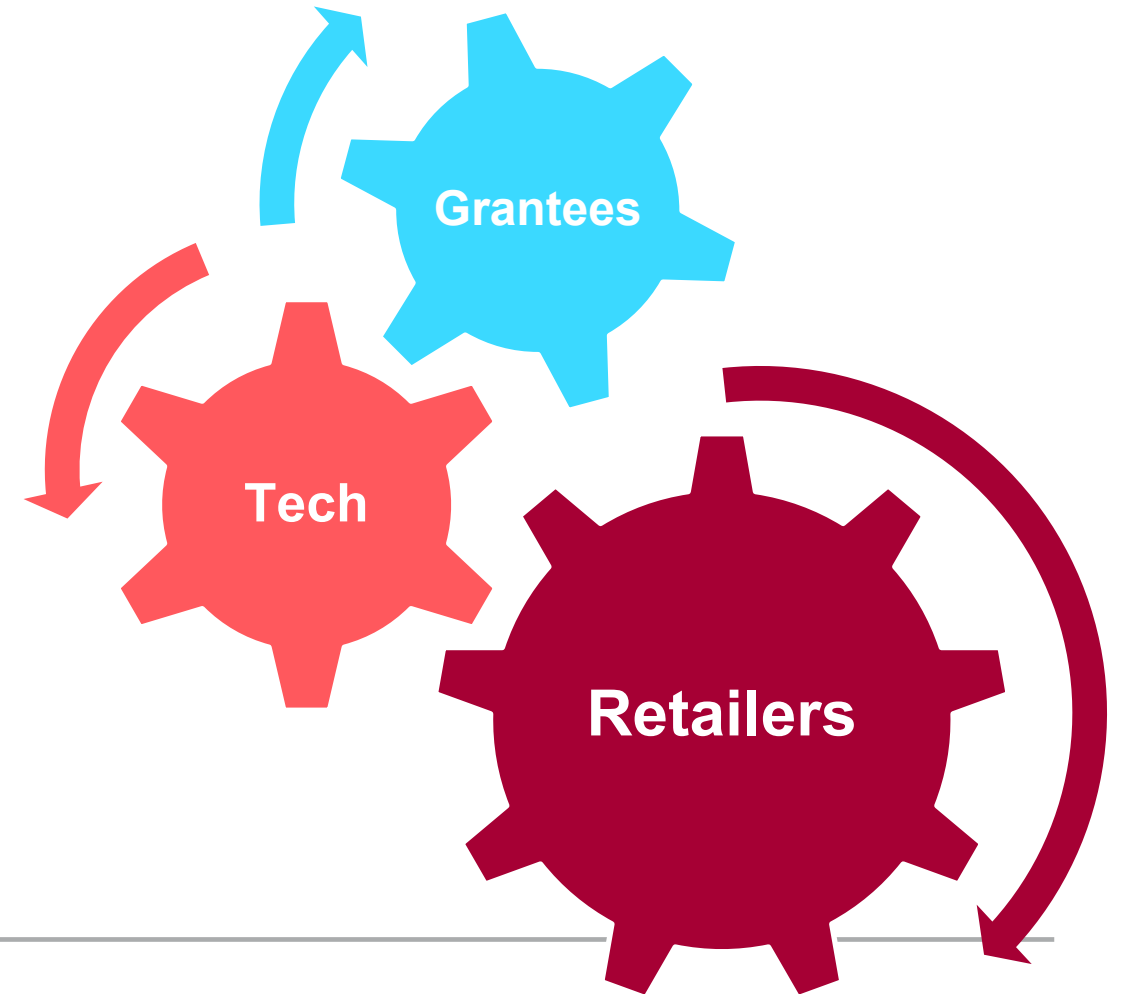
## Fair Food Network

- Leading technical assistance and fostering innovation
- Based in Michigan



# National Grocers Association Foundation

- NGA represents independent grocers across the country.
- Foundation is responsible for supporting the careers of independent grocers.
- Technical Assistance Center leads support of brick & mortar assistance.



**ngaf** TECHNICAL ASSISTANCE  
CENTER



# Program Snapshot

- What does this program look like on the ground in KS & MO





**Nutrition Incentive Program Snapshot | Double Up Heartland**



# Double Up Heartland

## OVERVIEW

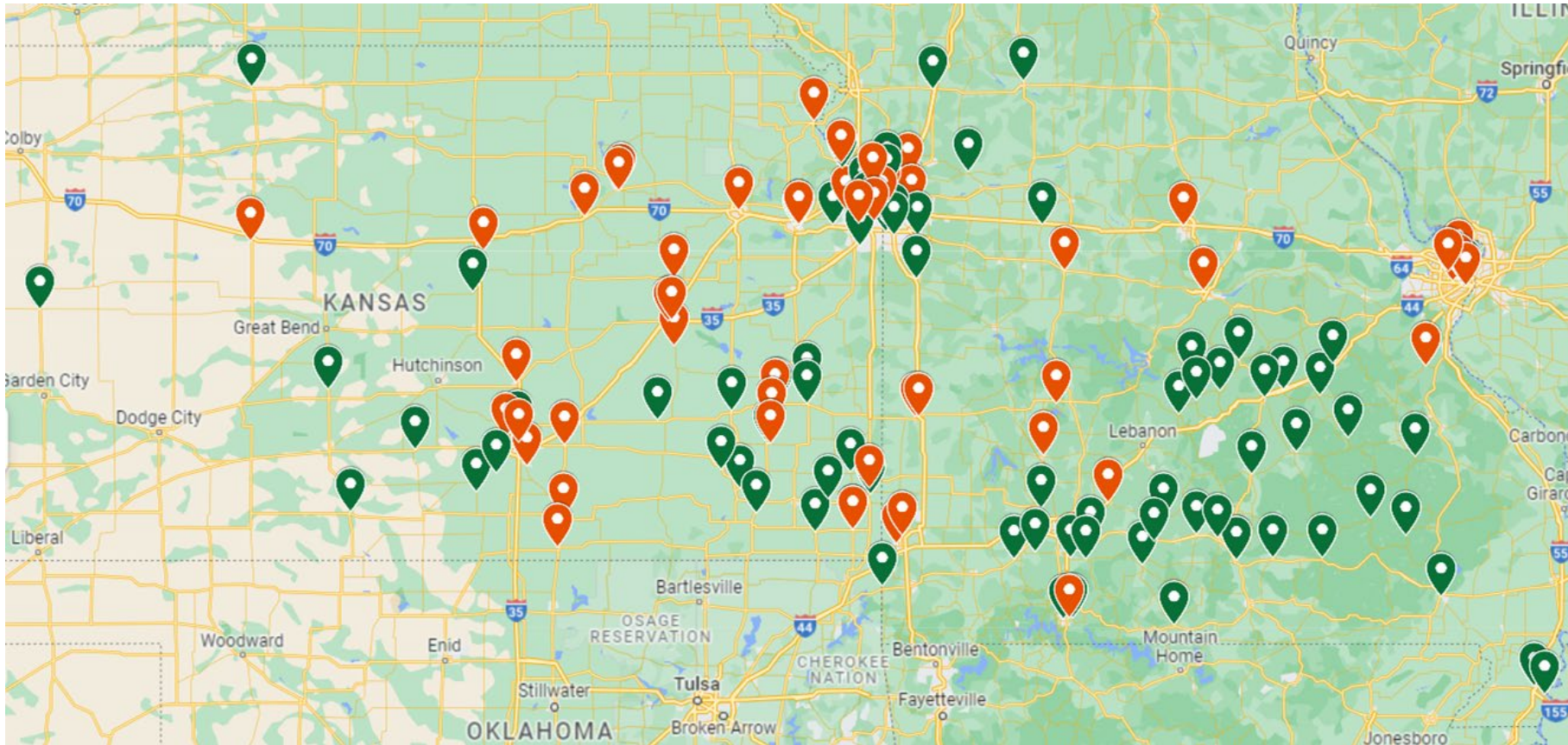
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- GusNIP / GusCRR **nutrition incentive** grantee.
- Program **funded** through 2024.
- Program called **Double Up Food Bucks.**
- Offered at **154 locations** throughout Kansas and Missouri.
- Program branding developed by **Fair Food Network.**
  - 25 other states share the Double Up branding.




# Double Up Heartland

## 2022 LOCATIONS

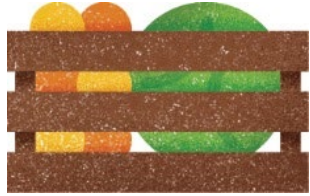


 Farmers Market /  
Farm Stand /  
Mobile Market

 Grocery Store

# Double Up Heartland

## PROGRAM GOALS



**Families** bring home more healthy food



**Farmers** make more money



More food dollars stay in local economy, **strengthening communities**



DOUBLE UP  
FOOD BUCKS™

# Double Up Heartland

## HOW IT WORKS AT GROCERY STORES

1. Fresh **fruits and vegetables** are purchased with a SNAP / EBT card.
2. The amount spent on fresh fruits and vegetables is **matched** (up to \$25 per day).
3. The match is given either through a **reward card account, a coupon** or **immediate 50% discount**.
4. The next time the customer shops at the store, they can spend their earned Double Up Food Bucks on **more fruits and vegetables** (reward / coupon models).



FARMER'S MARKET  
 2001 N. BROADWAY  
 WICHITA, KS 67219  
 316-838-7591

Here is your DUFb coupon  
 you have earned \$ 0.50  
 Return to the store  
 to redeem on free fresh produce  
 expiration date 12/31/22

0298437560536  
 Expires 06/27/2022

STORE:00152 REGISTER:002 CASHIER:0107  
 TICKET#:2800 29MAR2022 10:28:07  
 THANK YOU FOR SHOPPING WITH US  
 PLEASE COME AGAIN!

WOULD YOU LIKE TO RECEIVE OUR WEEKLY  
 AD BY EMAIL EACH WEEK?

SIGN UP AT WWW.LEEKERS.COM OR SIGN UP

\*\*\*\*\*  
 CHOPPER REWARD STATEMENT  
 \*\*\*\*\*955730

Chopper Card

Available Fuel Points: 700 = \$0.35  
 Redeem 700 pts for a fuel discount of  
 \$0.35 per gallon up to 20 gallons

Grocery Points Statement:

Redeemed Grocery Points Today  
 You redeemed Double

Double Up Bucks:  
 Beginning Balance: 2499  
 Total Earned Today: -1532  
 Ending Balance: 967

ROMA CHOPPED SALAD CLUB  
 \*\*\*\*\*  
 Double UP Bucks  
 \*\*\*\*\*  
 Beginning Double UP Bucks : \$24.99  
 Redeemed Double UP Bucks : \$15.32  
 Ending Double UP Bucks : \$9.67  
 \*\*\*\*\*

**COUNTRY MART**

1204 East Highway 32  
 Salem, Mo 65560  
 573-729-3455

0.43 lb @ 1.79 /lb  
 WT TOMATO SLICING 0.77 B

1.21 lb @ 0.55 /lb  
 WT BANANAS YELLOW 0.67 B  
 HEAD LETTUCE 1.99 B

5 @ 0.79  
 CUCUMBER SLICERS 3.95 B

SC DUFb 50% SAVINGS 3.69-B

TAX 0.20

\*\*\*\* BALANCE 3.89  
 Cash 3.89  
 CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD = 8

YOUR TOTAL SAVINGS TODAY  
 Special Coupons: 3.69

Db1 Up Cpn: 7.70  
 \*\*\* Begin sales receipt reprint \*\*\*

**G.W FOODS**  
**STORE**

.2 @ 1.68  
 APPLE JUICE 3.36 B

.6 @ 0.68  
 WHOLE CORN 4.08 B

.6 @ 0.68  
 GREEN BEANS 4.08 B

.4 @ 0.78  
 DICED TOMATO 3.12 B

.4 @ 0.78  
 KIDNEY BEANS 3.12 B

SWEET PICKLE 3.19 B

MAYO 1.19 B

FRITOS MILD CHE 2.99 B

FRITOS BEAN 2.99 B

SHIRLEYS NO BAKES 2.99 B

MONDO BERRY 1.00 B

MONDO STRBRY 1.00 B

MONDO WTRMLN 1.00 B

MONDO GRAPE 1.00 B

ZESTA CRACKR 2.48 B

.2 @ 1.99  
 LAYS DILL PICKLE 3.98 B

.2 @ 1.99  
 LAYS WAVY BBQ 3.98 B

BIG DIP CHIP 1.88 B

FRITOS SCOOPS 3.79 B

BC RED POTATOES 2.99 B

.2 @ 1.99  
 GARLIC TST 3.98 B

SLICED WHITE ONION 0.84 B

CHEESECAKE 11.29 B

.4 @ 2/4.00  
 TSTR STRUDEL 8.00 B

# Double Up Heartland

## BENEFITS TO GROCERS

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- ✓ Increase in number of customers.
- ✓ Increased sales, particularly of fruits and vegetables.
- ✓ Increased competitiveness with large discount stores.
- ✓ Recognition as a good community partner.
- ✓ Opportunity to highlight local produce program.



# Double Up Heartland

## IMPACT

Nearly **\$4 million** of Double Up Food Bucks were redeemed on fresh fruits and vegetables at participating locations in Kansas and Missouri 2016 - 2021.

An estimated **36,000** people were served by Double Up Heartland in 2021.

Potential Store Earnings (redemptions):

Small specialty or corner store	Medium Store, rural	Large store, urban
\$200 average per month Range \$200 - \$600 per month	\$1,000 average per month Range \$200 - \$4,000 per month	\$5,000 average per month Range \$600 - \$11,000 per month





# Double Up Heartland

## ELEMENTS OF SUCCESS

1. A variety of **produce options**.
2. A system (**loyalty/reward, coupon, or voucher, etc.**) that will recognize a SNAP transaction and communicate earnings and redemptions.
3. A variety of **communication methods (signs, banners, circulars, etc.)** is needed to inform customers about the program.
4. A DUFEB **training program needs to be in place** for new and existing employees.
5. Having an **existing SNAP customer base** and / or being in a community where SNAP shoppers can easily get to your location.



“This month happens to be our 60th anniversary as a company, our mission is to have quality service and quality product at fair prices, and also be integral members of the communities we serve. This program does it all--quality product at a cheap price, helps local farmers sell their product, and it’s helping the people in the community that need it most.”

**Joe Polizzi, Town & Country Supermarkets**



# Double Up Heartland

## CONTACT

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Grocery Coordinator – Double Up Food Bucks  
Mid-America Regional Council  
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573-289-8610



# Interested in Participating?

## Non-Profits



Contact the Nutrition Incentive Hub to find out more about how to apply.

[ta@nutritionincentivehub.org](mailto:ta@nutritionincentivehub.org)

## Grocery Stores



Contact NGAF to find a grantee in your area OR discuss what non-profits you work with may be a fit.

[incentives@nationagrocers.org](mailto:incentives@nationagrocers.org)



# Contact

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[www.nutritionincentivehub.org](http://www.nutritionincentivehub.org)

[www.ngaftacenter.org](http://www.ngaftacenter.org)

[www.doubleupheartland.org](http://www.doubleupheartland.org)