



General Questions

Q: What is Double Up Food Bucks?

A: Double Up Food Bucks is a healthy food incentive program. This program doubles the value of federal Supplemental Nutrition Assistance Program (SNAP) nutrition benefits spent at participating farmers' markets, farm stands, grocery stores, and mobile markets; helping people bring home more locally grown* fruits and vegetables.

Q: How does Double Up work?

A: Double Up provides Supplemental Nutrition Assistance Program (SNAP) recipients with dollar-for-dollar match to buy more, fresh, locally grown* fruits and vegetables.

Q: Who qualifies for Double Up?

A: Anyone receiving SNAP benefits is automatically eligible: if you have a SNAP EBT (Lone Star) Card, you can use the program.

Q: What can you buy with Double Up:

A: The Double Up incentive can only be used to purchase locally grown* fruit and vegetables. This list includes **unprocessed** fruits and vegetables; dried pinto beans, dried black-eyed peas; loose, dried chile pods (**not** on a ristra); plants that produce food (such as vegetable starts); cut herbs and herb plants. You may **not** purchase the following items with Double Up tokens: honey, jam, pecans, eggs, meat, bread, seafood, cider, nuts, seeds, maple syrup, dried produce, dried herbs, fermented products, dried beans (except pinto and black-eyed peas), food that does not meet the USDA standard of local,* and food that has been processed in any way (drying, cooking, roasting, etc.).

However, customers can purchase any SNAP-eligible food items using their SNAP benefit dollars (i.e., the original amount withdrawn from the Lone Star card).

Q: How do people sign up?

A: No sign-up is needed. If you receive SNAP benefits, you qualify for the program.

Q: How do I find participating locations in Texas?

A: There are several locations in the Panhandle and West Texas listed at www.DoubleUpTexas.org. You may also call 806-680-2661 or send an email to info@doubleuptexas.org to ask about a participating location near you. Learn more about participating locations, get recipe ideas, and more by following Double Up Texas Panhandle-South Plains on Facebook (@doubleuptexas).

Q: What if there are no participating Double Up locations in my area?

A: Call 806-680-2661, email info@doubleuptexas.org , or post a message to the Facebook page (@doubleuptexas) to let us know you want Double Up in your area!

Q: When does the program run?



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A: In most locations, Double Up runs from the start of market season and continues through the fall (May or June through October). Varying farmers' markets, grocery stores, and farm stands participate in Double Up year-round. SNAP EBT (Lone Star) card customers can use the program every day that participating locations are open! Check our website for an outlet near you!

Q: Does Double Up Food Bucks match WIC?

A: No, WIC purchases are not eligible for matching Double Up dollars.

Q: What if I do not have a SNAP EBT Card?

A: You may apply for public assistance by contacting 2-1-1 Texas (Texas Information and Referral Network), available 24/7. You may also apply on-line at www.yourtexasbenefits.com.

Q: How can I get involved?

A: There are several ways to get involved. We always appreciate help spreading the word and have free flyers and posters about the program in English and Spanish. You can also share our Facebook page (@doubleuptexas).

Q: How did Double Up Food Bucks get started?

A: The program began in Detroit in 2009 with five farmers markets and began in the Texas Panhandle and South Plains in 2017 with five farmers markets. The program is rooted in partnerships- both with local partners and key statewide efforts. In five years, it has benefited more than 400,000 low-income families and more than 5,000 farmers.



For Customers at Farmers' Markets

Q: How does Double Up Food Bucks work at farmers' market?

A: For every \$1 of SNAP benefits customers spend at participating farmers' markets, customers get \$1 of Double Up (tokens) to spend on free locally grown* fruits and vegetables.

Q: When can I use Double Up Food Bucks at my farmers' market?

A: In most locations, Double Up runs from the start of market season and continues through the fall (May or June through October). Some farmers' markets may participate year-round, as do participating grocery store outlets. SNAP EBT Card customers can use the program every day that participating locations are open.

Q: What is the minimum amount I must spend from my SNAP EBT Card to receive Double Up Food Bucks?

A: At farmers' markets that use silver Double Up tokens, you must spend a minimum of \$1 in SNAP benefits to receive the matching \$1 in free Double Up (each silver token is worth \$1).

Q: Is there a limit on how much I can spend from my SNAP EBT Card at a farmers' market?

A: No, there is no limit, but we will only match up to \$20 per day with Double Up.

Q: How do I know which vendors accept Double Up Food Bucks at the market?

A: Most vendors that sell locally grown* fruits and vegetables at participating Double Up farmers' markets accept Double Up. Look for the Double Up signs displayed at vendor stalls or ask before making a purchase.

Q: Does every farmers' market run the Double Up program the same way?

A: All the participating farmers' markets run the Double Up program the same way by matching what customers spend in their SNAP benefits with free Double Up silver tokens (each worth \$1).

Q: Where can I use the Double Up Food Bucks tokens?

A: You can use the silver tokens at any participating farmers' market in Texas.

Q: What is the difference between silver Double Up Food Bucks coins and regular SNAP benefits?

A: Silver Double Up tokens can **only** be used to purchase locally grown* fruits and vegetables with eligible vendors at participating farmers' markets. The silver Double Up tokens are **given to you for free** at the information booth when you use your SNAP EBT Card benefits to shop at participating farmers' markets. Each silver token is worth \$1 and has no cash value.

- The value of the silver Double Up token does not come off your SNAP EBT card.
- Double Up silver tokens can only be used for local/regional* produce.
- **The SNAP EBT Card can be used to purchase any SNAP-eligible items at the market, including milk, fruits, vegetables, bread, cheese, and meats. These dollars must be spent at the market at which you received them. The value of these dollars does come off your SNAP EBT Card.**



For Customers at Grocery Stores

Q: How does it work at grocery stores?

A: Double Up benefits will be available at Lowe’s Markets/Food King grocery stores in Dimmit and Littlefield Texas, beginning in mid-to-late August. Additional Lowe’s Market/Food King locations across the Panhandle and South Plains will begin to offer Double Up benefits in 2019 and 2020.

At these grocery stores, Double Up is applied at the point of sale. At a participating grocery store:

- Look for the Double Up signage in the produce section showing which products are eligible.
- Pay with your Lone Star card just like you do at any other store, and you will receive a 50% discount on all locally grown* fresh fruits and vegetables.

In other words, you will not need to use tokens at a grocery store; just pay for your food at the cash register and you will receive the automatic discount.

Farm stands or mobile markets, however, might use tokens as the form of currency for your free fruits and vegetables. You can use the tokens immediately or save them for your next purchase at the farmers’ market.



For Farmers/Farmers Market Vendors

Q: What can customers buy with silver Double Up Food Bucks tokens?

A: Customers can only use Double Up to buy locally grown* fresh fruits and vegetables, and plants that grow edible foods. As always, customers can spend SNAP card currency on almost anything edible at the market, except ready-to-eat prepared foods.

Here are the details:

Foods that can be purchased with SNAP EBT Benefits: Any food or food product intended for human consumption can be purchased with SNAP, except alcoholic beverages, tobacco, and hot food products prepared for immediate consumption. Eligible items also include seeds and plants grown by eligible households to grow food for their personal consumption. For example, benefits can be used to buy breads, fruits, vegetables, meats, dairy products and seeds/plants intended to grow food (not flowers or bird seed).

Foods that can't be purchased with SNAP EBT Benefits: Food that is hot at the point of sale, food that is to be consumed immediately at the market or in the store, any type of alcoholic beverage or tobacco product, vitamins, medicine, pet food, non-food items, or any item that is not a food or food product intended for human consumption. TANF (cash assistance) benefits can't be used to buy SNAP EBT benefits, tokens are only for SNAP EBT Card transactions. The rules are just like at any other grocery outlet.

Foods that can be purchased with Silver Double Up tokens: Silver Double UP tokens can be used to buy locally grown* fresh fruits and vegetables that also meet SNAP EBT requirements. This list includes Unprocessed fruits and vegetables; dried pinto beans; dried black-eyed peas, cut herbs, herb plants; loose, dried chile pods (not on a ristra); and plants that produce food (like vegetable starts).

Foods that can't be purchased with Silver Double Up tokens: Silver Double Up tokens can't be used to buy honey, jam, pecans, eggs, meat, bread, seafood, cider, nuts, seeds, maple syrup, dried produce, dried herbs, fermented products, dried beans (except pinto and black eyed peas), food that was not grown locally* and food that has been processed in any way (drying, cooking, roasting, etc.).

Q: Why can customers only buy local fruits and vegetables with DUFB?

A: Double Up is a program with multiple goals: first is to help low-income families access more fresh, healthy foods, and second is to support local farmers. By restricting Double Up to local/regional produce*, the program helps local farmers boost their incomes, which is great for the Texas economy. Customers can still use regular SNAP EBT Card benefits for other food items, like meats, chesses, and fresh breads. And because customers will have twice as much to spend, vendors selling these items will see the benefit of Double Up as an increase in sales.

Q: How do I get paid for Double Up?



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A: Turn in your Double Up currency in the same way you turn in SNAP (Lone Star) Card currency. The market will reimburse you for all the Double Up tokens you turn in according to normal market policies for SNAP EBT Card reimbursement.

Q: Can customers use Double Up Food Bucks tokens anywhere else?

A: Yes! There are a few markets participating in Double Up Texas currently; Double Up is good with any participating vendor. *SNAP scrip is only good at the market where it was issued.*



For Farmers’ Markets, Farm Stands, and CSAs

Q: How does my market or farm stand, or CSA become a Double Up Food Bucks retailer?

A: To be a Double Up retailer; farmers’ markets, farm stands, and CSAs must have a reliable supply of fresh fruits and vegetables and be an EBT retailer by enrolling through the USDA Food and Nutrition Services. The location must also have a committed and reliable manager to administer the program and report to the program coordinator. To learn more about the program please email the program manager.

*Individual farmers markets may set their own criteria for locally-grown produce; however, all participating markets, farm stands, and grocery stores must, at a minimum, restrict all “local” produce to fruit and vegetables grown within a 300-mile radius (USDA guideline).