Double Up Food Bucks: Impact and Implementation

An interactive workshop on impact, implementation, challenges, opportunities, and resources available.

SECOND HARVEST FOOD BANK of northwest nc

Double Up Food Bucks: A win for families, farmers, and communities.

Families have healthier choices.

Farmers get a financial boost.

Local economies thrive.

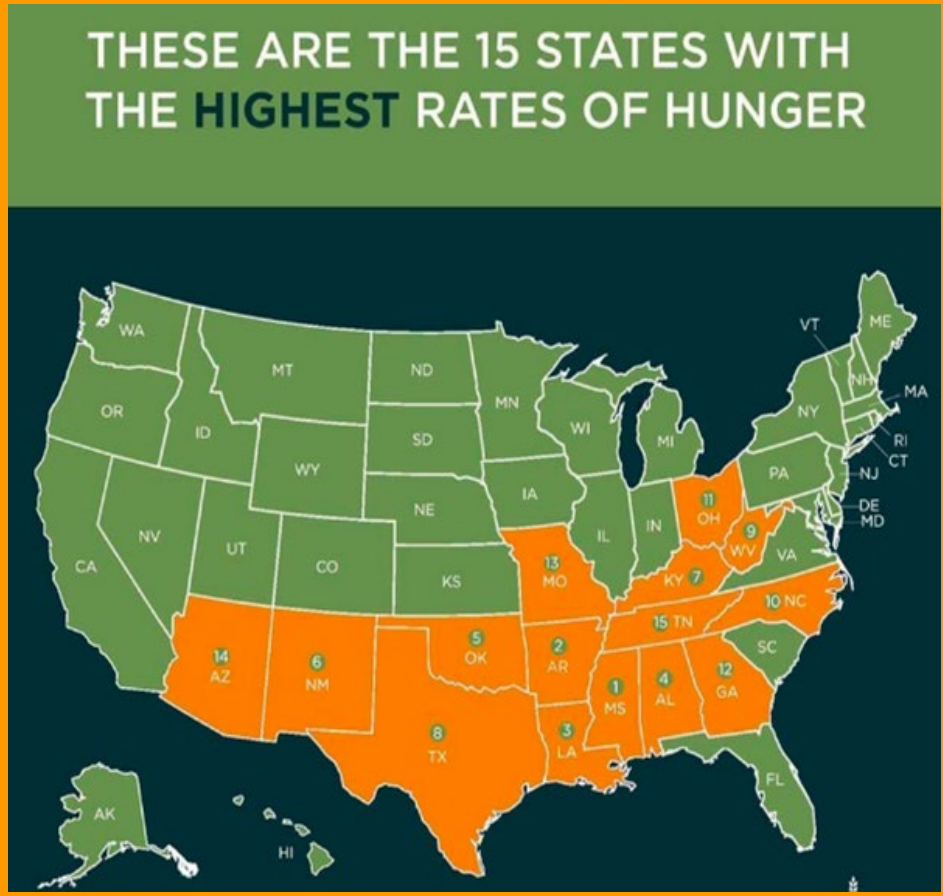
DOUBLE UP FOOD BUCKS

Blue Ridge Women in Agriculture

Impact: Why Double Up?

North Carolina is one of the top ten states in US for food insecurity

- In North Carolina, more than 65% of SNAP participants are in families with children*
- Almost 31% are in families with members who are elderly or have disabilities*
- More than 42% are in working families*
- “Annual inflation rates for those at the bottom of the income distribution are substantially higher than for those at the top of the income distribution, effectively increasing income inequality”**
- “Food prices are much less variable and tend to rise and fall according to forces well outside the power of individual price-setters”***



*Source: Feeding America, **Source: Columbia University Center on Poverty and Social Policy, ***Source: *Market Watch* 11-8-19

Impact: Why Double Up?

- In Watauga County, the cost of living does not correspond with wages common to the area, such as service industry and other tourism-related jobs
- Feeding America estimates that 66% of households in Watauga County may be SNAP eligible
- According the University of Washington Self-Sufficiency standard (2017 data), for a family of 4 in Watauga County, with two adults, one school-age and one preschooler, families will need $60,545 annually
- The Self-Sufficiency Standard is defined as the *minimum* income needed to realistically support a family, without public or private assistance, and the budget is considered bare bones, with no allotment for meals out*

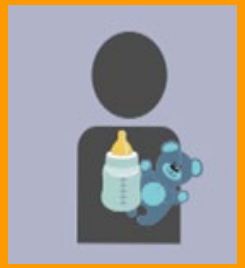
SELF-SUFFICIENCY STANDARD FOR TWO ADULTS + ONE PRESCHOOLER + ONE SCHOOL-AGE			
Annual Self-Sufficiency Standard	As Percentage of:		
	Federal Poverty Guideline	Minimum Wage *per adult*	Area Median Family Income
$60,545	249%	198%	98%

*Source: University of Washington Self-Sufficiency Standard for 2017

Impact: Why Double Up?

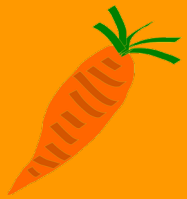
Housing: $925

Healthcare: $547



Child care: $1152

Miscellaneous (home supplies, school supplies, clothing, utilities): $396



Food: $941

Taxes: $951

Transportation: $437

Impact: Why Double Up?

Housing costs comprise a large portion of many individuals' and families' budgets

40% of Watauga County are **cost-burdened**

8,036 households

Renters who have difficulty affording their homes:

68%

5,430 households

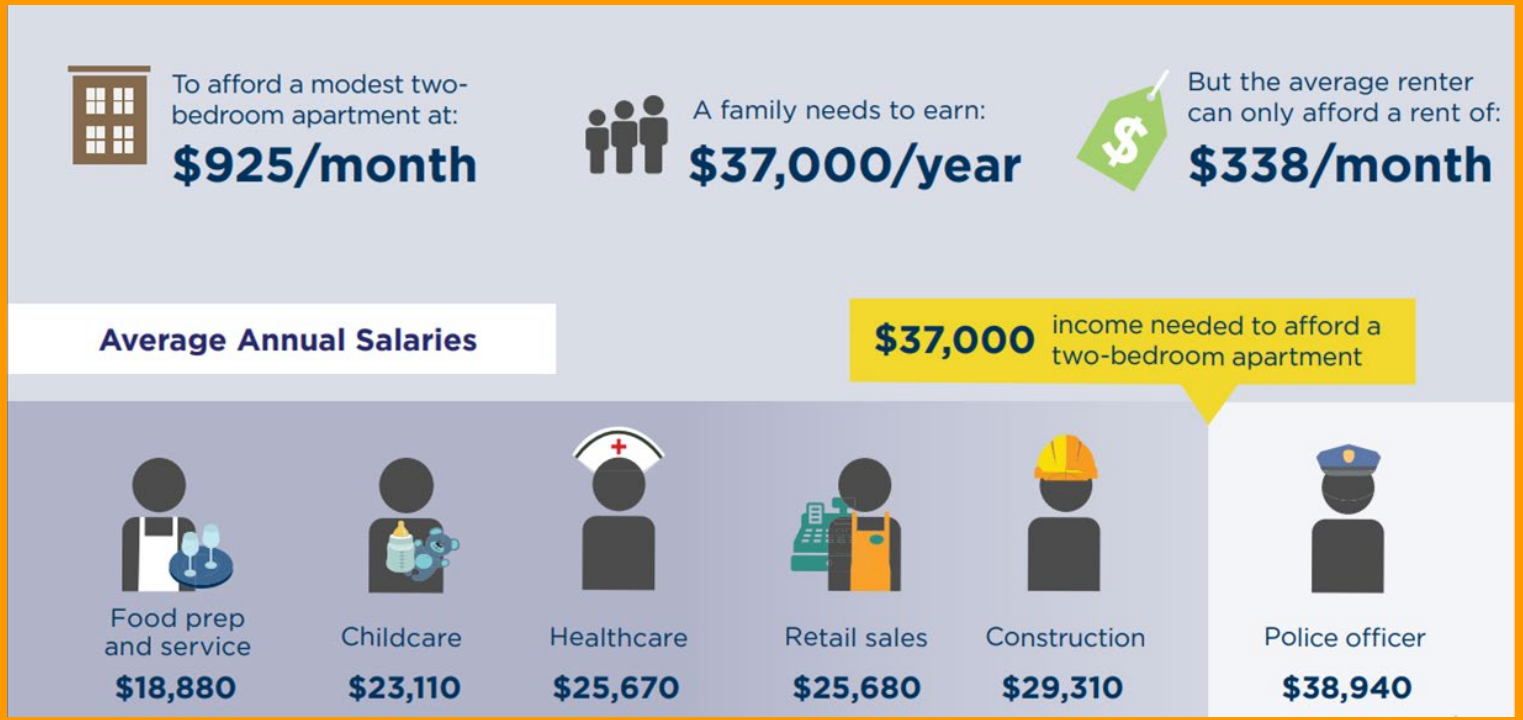
Homeowners who have difficulty affording their homes:

22%

2,606 households

Impact: Why Double Up?

Housing costs comprise a large portion of many individuals' and families' budgets:



*Statistics from the American Community Survey, the Bureau of Labor Statistics, the North Carolina Court System, the NLIHC 2018 Out of Reach report, and the U.S. Department of Energy

Impact: Why Double Up?

Self-Sufficiency Standard Activity:

The Apple Family **and** **The Orange Family**

Impact: Why Double Up?

Self-Sufficiency Standard Activity:

For families already struggling, SNAP and Double Bucks can make a real impact, not only for families, but for the entire community!

Select Your State (or enter 2-letter state abbreviation):	NC
Food Bank Enabled SNAP Applications Submitted to State:	1
	State Estimates
State SNAP Meal Variables	
Approval Rate (%)[1]	80.9%
Average SNAP Benefit per Application ($)[2]	$ 235.00
Average Certification Period (in months)[2]	8.80
Average Cost of a Retail Meal[4]	$ 2.87
Impact of SNAP Program:	
Estimated SNAP benefits generated ($)[2]	$ 1,674
Estimated local economic impact generated ($)[3]	$ 2,577
SNAP Meals Attributable to Food Bank Outreach	583

1 USDA Food and Nutrition Service, FY2018 National Data - New Application Approval Rates (Note: State reported data for GA, OR and RI were not available at time of publishing of this calculator and come from previous year's report).
2 USDA Food and Nutrition Service, Office of Policy Support, Characteristics of Supplemental Nutrition Assistance Program Households: Fiscal Year 2017, by Kathryn Cronquist and Sarah Lauffer. Project Officer, Jenny Genser. Alexandria, VA, 2018, pp.78.
3 Canning, Patrick and Brian Stacy. The Supplemental Nutrition Assistance Program (SNAP) and the Economy: New Estimates of the SNAP Multiplier, ERR-265, U.S. Department of Agriculture, Economic Research Service, July 2019.
4 Gundersen, C., A. Dewey, M. Kato, , A. Crumbaugh & M. Strayer. Map the Meal Gap 2019: A Report on County and Congressional District Food Insecurity and County Food Cost in the United States in 2017. Feeding America, 2019.

Double Bucks Shoppers Quotes

“Double up food bucks has provided me, a single mother, a way to feed my child local organically grown produce. This goes beyond just feeding my child organic food but contributes to supporting his overall health. It has relieved me of having to make hard choices between feeding my child nutritious food to support his development or making this months rent.”

“I rarely went to the market before learning of this program, I’m on a fixed income and it just seemed too expensive. Not only am I now able to eat healthier but am motivated by that fact to get out more often and the sense of community is healthy for me mentally.”

How to implement the program?

Infrastructure

- Tokens
- Snap EBT machine (Card swiper from the state)
- Data collection

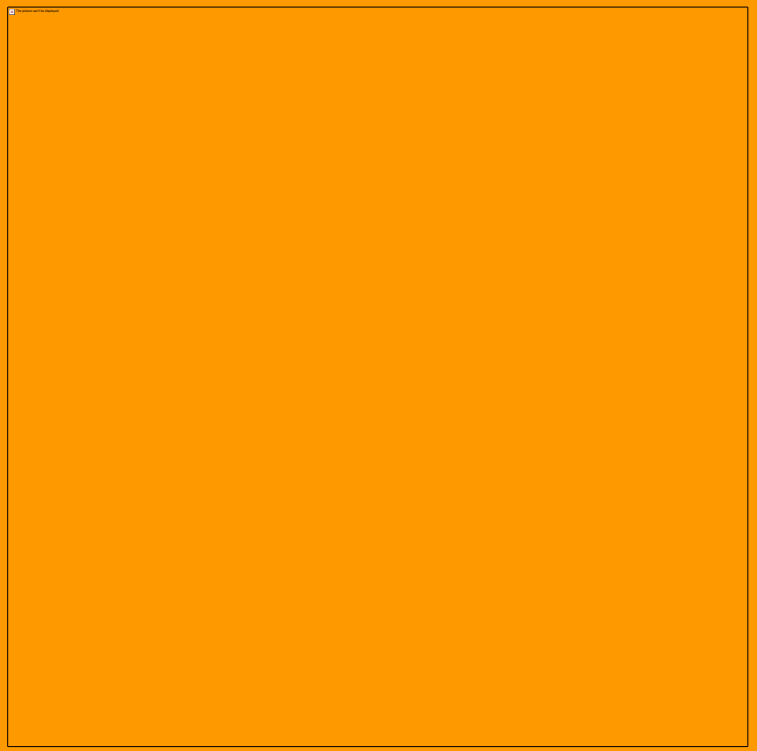
Inclusive environment

- Spanish signage
- Labels with prices
- Kids' activities
- Transportation
- Accessibility
- Other thoughts?

Double Up Success Stories:

BRWIA

High Point



Challenges:

Group Thoughts/Sharing

Opportunities:

Funding Opportunities

- Town/City Grants
- Local Businesses
- Private Donations
- USDA Grants

Example: BRWIA partners with Double Up Food Bucks (Nat.), this partnership allowed us to partner with Mountainwise and ASAP to apply for GusNIP (federal funding).

Partnership Opportunities

- Double Up Food Bucks (nat.) of the Fair Food Network
- Wholesome Wave (nat.)
- FNS Outreach
- WIC
- Health and Wellness Partners
- Food Councils
- Kids' events
- University
- Senior Center
- Pantry

More thoughts and questions?