



2019 REVIEW

Double Up Food Bucks California



Double Up Food Bucks continues to run in Santa Clara County, now with five locations, and we also successfully launched our first store in Alameda County. Santa Fe Foods in Newark began distributing coupons in September 2019 and redemptions there are on par with some of our longest-participating stores.

What we've learned from Double Up Food Bucks participants

Over the past three years, survey respondents continue to indicate awareness of Double Up Food Bucks (77% in 2017, 78% in 2018, and 80% in 2019). Just over three-quarters of the respondents indicated that they learned of Double Up through in-store promotions—which is good given that the vast majority of respondents reported being regular shoppers at the store where they were surveyed—10% learned about the program through family and friends, and 5% through mailed flyers.

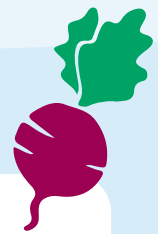
Double Up year in review

Successes

-  \$95,626.82 total Double Up redeemed by at least 2,249 CalFresh households at our participating grocery stores in 2019 with a 55% redemption rate.
-  Double Up expands into a new county with a location in Newark (Alameda County).

What's next

-  Prepare for upcoming CA Fruit and Vegetable EBT request for applications to pilot the integration of incentives directly onto the EBT card.
-  Partnership with local community service agency to develop a two-way street initiative focused on creating a forum to engage CalFresh participants.



2019 Double Up impacts

Since the launch of Double Up:



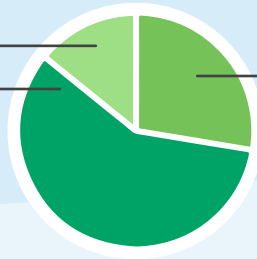
At least **4,600 CalFresh households** have used Double Up Food Bucks to buy fruits and vegetables



This translates to the program having reached an estimated approximately **16,900 people**, including

1,900 adults 60+

7,800 children 6-18



3,700 children 0-5

2019 Double Up users said

they agree or strongly agree that as a result of Double Up:

96%

I buy more fruits and vegetables

99%

My family and I eat more fruits and vegetables

100%

I have more money to spend on other food

99%

I have more money to spend on other daily needs

Our Partners



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