

Growing the Good



Noah Fulmer
Program Director

15 NOVEMBER 2017



Good food

changes

everything



**FAIR FOOD NETWORK—PIONEERING SOLUTIONS THAT
SUPPORT FARMERS, FAMILIES & LOCAL ECONOMIES.**

Fair Food Network

MULTI-WIN SOLUTIONS FROM SILOS TO SYSTEMS.

**Healthy
Food
Incentives**

**Grow
demand
for healthy,
locally
grown
food**

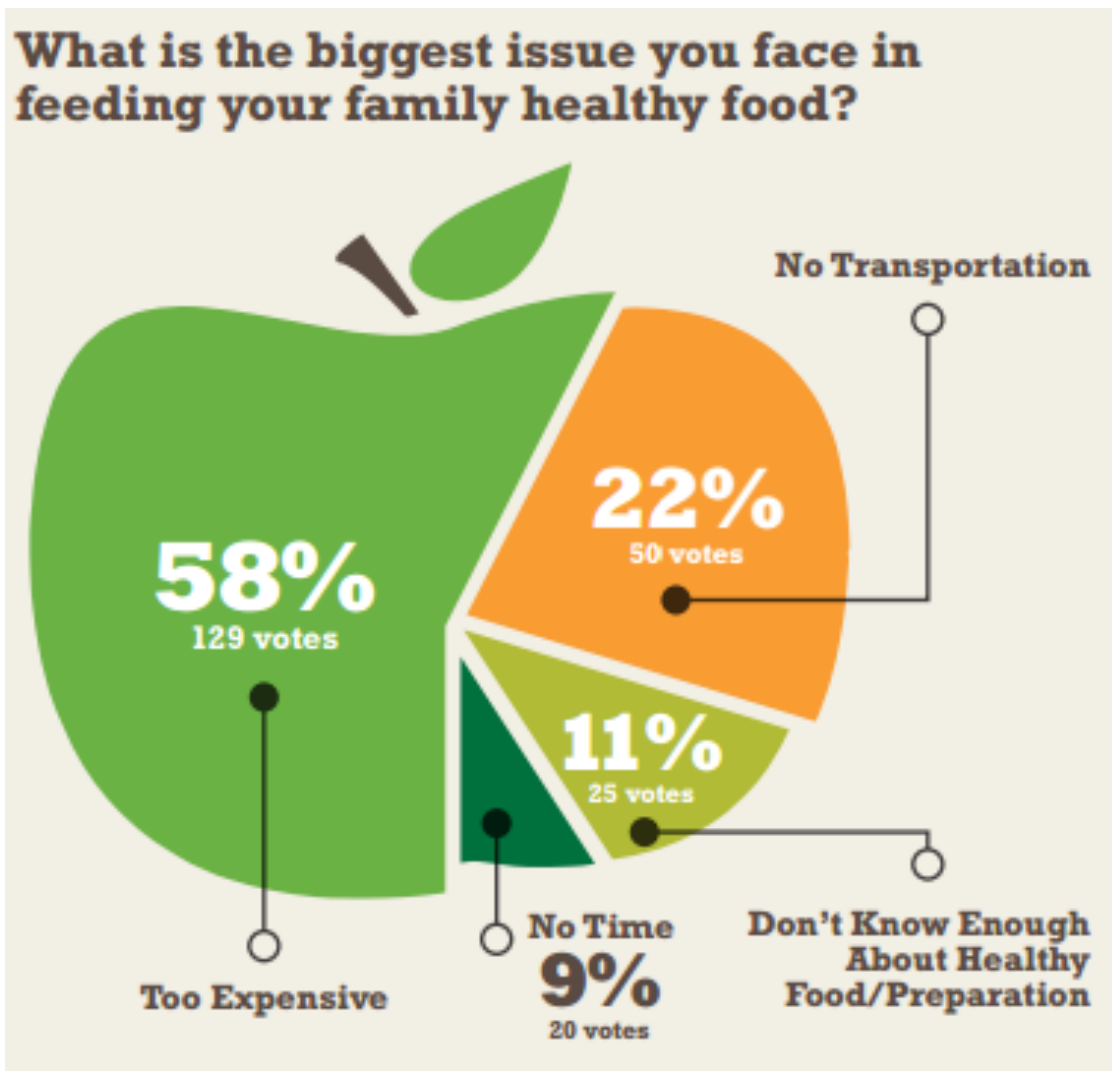


**Fair
Food
Financing**

**Builds
systems
capacity
to meet
that
demand**

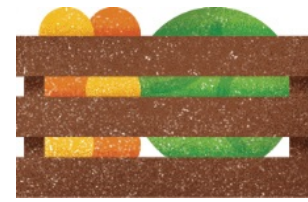
Food System

BARRIERS: ACCESS & AFFORDABILITY



Healthy Food Incentives

Double Up Food Bucks



Families bring home more healthy food



Farmers make more money



More food dollars stay in local economy, strengthening communities



Double Up Food Bucks

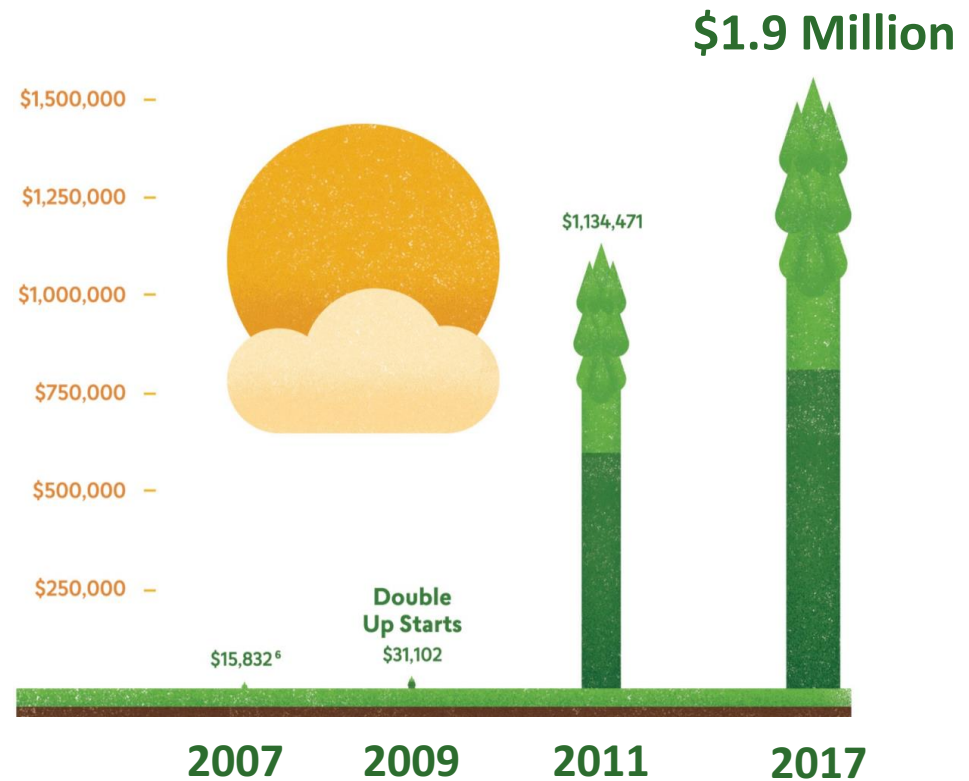
HOW IT WORKS

- \$1:\$1 match (up to max/day)
- Incentivize local fruit and vegetable purchases
- Diverse outlets
 - Farmers markets
 - Grocery stores
 - Farmstands
 - Mobile markets
 - Alternative Food Retailers



Healthy Food Incentives

SNAP & DOUBLE UP AT MICHIGAN FARMERS MARKETS



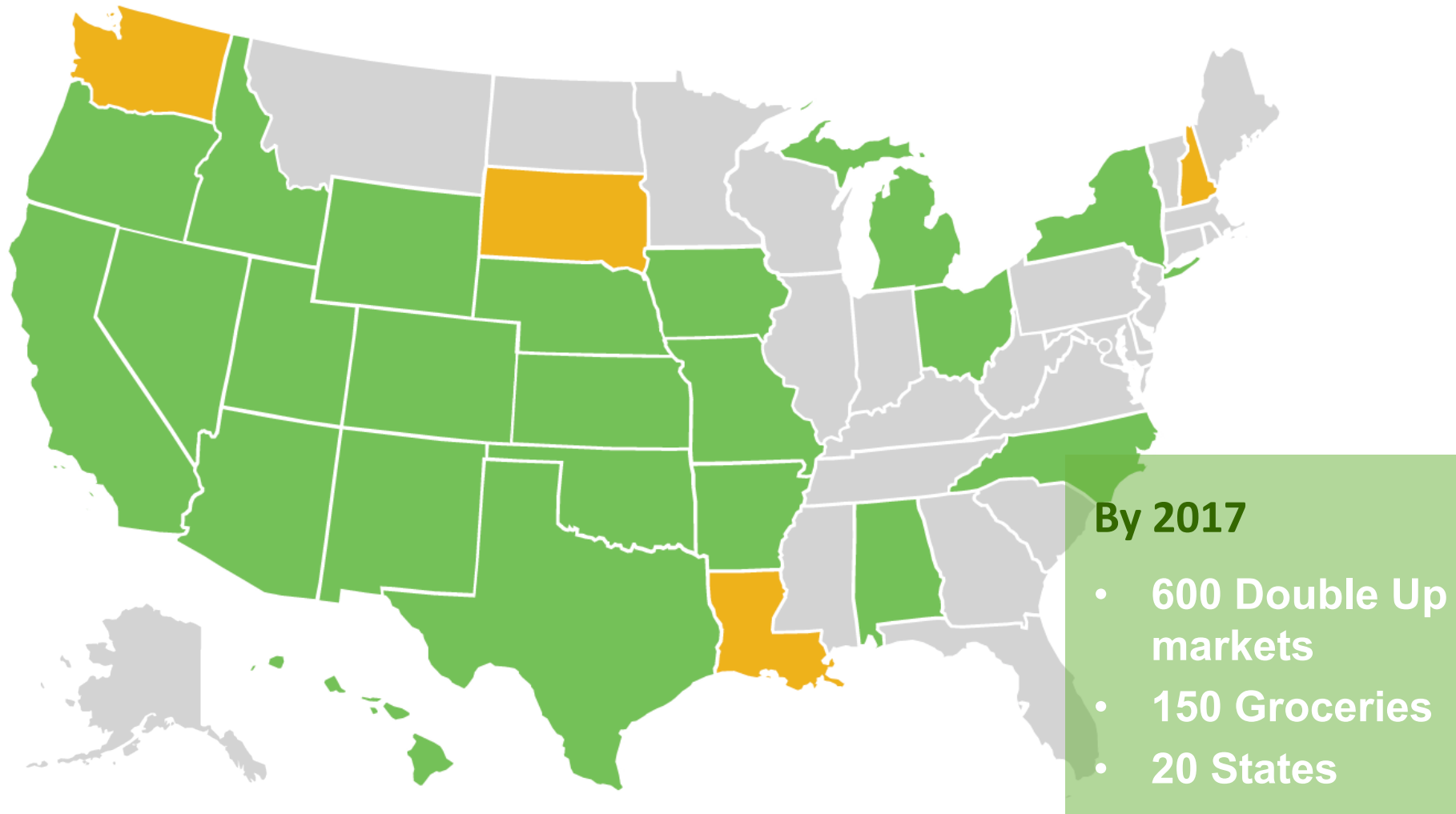


Food Insecurity Nutrition Incentive (FINI) Grants Program

2014 FARM BILL

- \$100 million, 5 years
- Competitive grants
- Requires 1-1 match
- All types of retail
- Non-profit or gov't applicant

Double Up Across America



■ Active Double Up program in 2017

■ Fair Food Network supporting healthy food incentive efforts

Healthy Food Incentives

DOUBLE UP FOOD BUCKS KANSAS CITY



FAIR FOOD NETWORK Fair Food Network
4 days ago · 🌱

You can get more fruits & veggies with Double Up Food Bucks!



Find a location today.

Learn more about Double Up Food Bucks and how it works!

DOUBLEUPFOODBUCKS.ORG/LOCATIONS/

DOUBLE YOUR EBT DOLLARS

for more FRUITS & VEGGIES!

ONLY AT GRANDVIEW + BLUE RIDGE BLVD

PRICE CHOPPER

DOUBLE UP FOOD BUCKS™

DoubleUpKC.org

FAIR FOOD NETWORK
CROW THE GOOD