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

What is the biggest issue you face in feeding your family healthy food?

- Too Expensive: 58% (129 votes)
- No Time: 9% (20 votes)
- Don’t Know Enough About Healthy Food/Preparation: 11% (25 votes)
- No Transportation: 22% (50 votes)
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

$1.9 Million
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

By 2017
- 600 Double Up markets
- 150 Groceries
- 20 States

Active Double Up program in 2017
Fair Food Network supporting healthy food incentive efforts
Healthy Food Incentives

DOUBLE UP FOOD BUCKS KANSAS CITY

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