

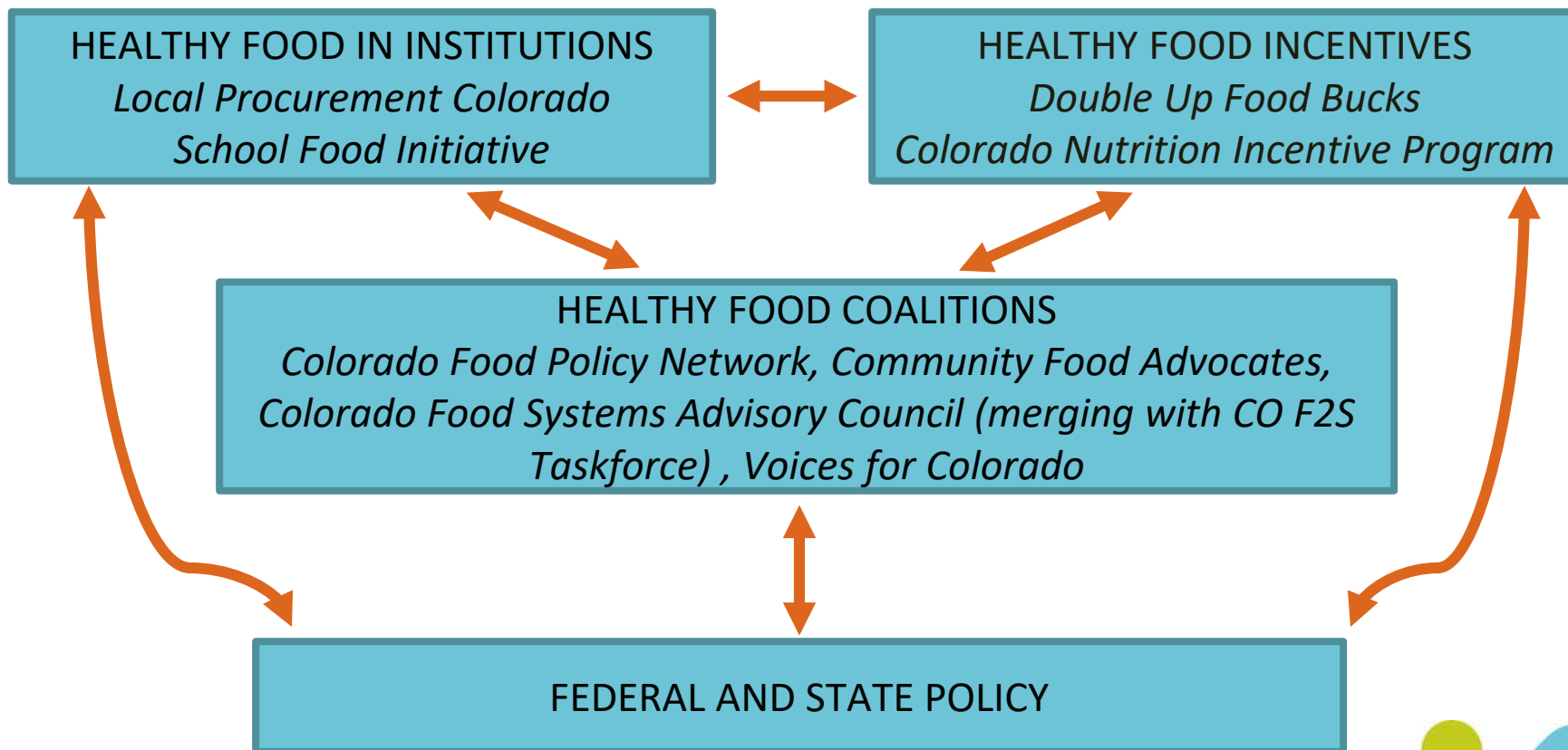


# LiveWell Colorado

*Double Up Food Bucks*



# Our Food Systems Approach



# *Progress moves at the speed of trust, and trust comes from relationships.*

- Grounded in the belief that we cannot end hunger with an unsustainable or unjust food system
- Leveraging opportunities to bring multiple benefits to stakeholders all along the food system
- It's not about making food cheaper; instead using our resources more effectively
  - Redirect financial and human capital into healthy food systems that put healthy food on people's plates



# Double Up Food Bucks

- Cash match for SNAP recipients (\$1 for every \$1 spent in SNAP, up to \$20 per visit) to purchase Colorado-grown fruits & vegetables
- Available at farmers markets, farms, CSAs, corner stores, and large retailers
- Located at approximately 100 different locations in 30 counties
- [www.doubleupcolorado.org](http://www.doubleupcolorado.org) (FAQs, videos, map)



# SCBG-Funded Initiative

- SCBG Outcome 1, Indicator : Enhance the competitiveness of specialty crops through increased sales.
- Grant Objective 1: Develop local and regional food systems.
- Grant Objective 2: Improve food access in underserved communities.



Double Up Food Bucks Colorado

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# SCBG Activities

- Manage and update Double Up website, text campaign, printed collateral, and website to feature Colorado-grown fruits and vegetables
- Develop and manage digital advertisements (Facebook, digital newsletter)
- Customize, print, and distribute regional promotional materials with local collateral, enhanced with Colorado-grown fruits and vegetables



# SCBG Activities

- Deliver trainings to Double Up markets on how to reach low-income consumers and increase customer base for specialty crops (including making markets more inclusive, etc.)
- Develop digital stories highlighting specialty crop farmers to be distributed through LiveWell and Double Up websites



# Outcomes

- Double Up sales
  - 2018: \$165,357.55
  - 2019: \$230,530
  - 2019: > \$500,000 SNAP + Double Up dollars spent at partner markets/retailers
- More than 200 farmers received Double Up dollars in 2019





# Please Reach Out!



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Double Up Food Bucks Colorado is at Salida, CO.

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Double Up is still going strong where winter markets are open! For example, check out this article on the Foodshed Alliance in Salida, Colorado. Get your EBT dollars doubled to purchase fresh Colorado-grown fruits and vegetables.

Thanks The Mountain Mail for the story!



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**Market enters winter season**

The second season of the Foodshed Alliance's Winter Farmers Market i...

