the cook book

Double Up Food Bucks Mississippi

2020 - Quarter 2 (April, May, June)
For the Record

- 21,665 transactions to date (May-June), with most firms starting in June.
- Moved $32K of incentive dollars out into the community >63% are being redeemed and used to
- Reaching around 1,200 SNAP households with children and another 1,166 households with older adults 50+
- Brought in nearly 1k new SNAP customers
- DUFBM brings on seven new firms while providing virtual new vendor training
- June 1, 2020 - DUFBM goes live in three Vowell’s grocery stores
- June 10, 2020 USDA approves online purchasing for SNAP households in Mississippi.
DeSoto Times - http://m.desototimes.com/news/double-up-doubles-food-buying-power/article_8a76dfdc-abe6-11ea-b5e5-d71096c09c3a.html

WXXV_25 - Gulfport Harbor Market opens Wednesday - WXXV 25

WXXV_25 - Gulfport Harbor Farmers Market is back in business - WXXV 25

WLOX - Gulfport Harbor Farmers Market reopens

Gretchen Swanson Center for Nutrition - June 2020 Newsletter - DUFBM is GusNIP Partner Feature and DUFBM's very own Amy Koné is spotlighted - https://mailchi.mp/centerfornutrition/june2020news?e=e4720b139f


DUFBM is on the map - https://www.google.com/maps/d/u/0/edit?hl=en&mid=1Ose7dAzhB4kpXjRnzFMrq8fTwpVVyov&ll=31.7016363169539%2C-92.58562881875&z=7
Genevia Harvey has a unique perspective on the SNAP incentive program Double Up Food Bucks as both a shopper and a farm vendor.

Genevia is a born and raised Mississippian. She currently lives in the city of Gulfport along the Mississippi Gulf Coast. After retiring ten years ago, she had to go on disability and needed help from SNAP to make ends meet. She currently gets $53 a month in nutrition assistance benefits.

This year Genevia found out she could double her food benefits to bring home more fresh produce with Double Up Food Bucks. Double Up launched at farmers markets, brick and mortar farm stands, and grocery stores across Mississippi this year. While the coronavirus delayed the opening of some markets, all sites planned for program launch were up and running by early July.

Genevia first heard about Double Up at the Gulfport Harbor Farmers Market and the Ocean Springs Fresh Market farmers markets where she helps out at her brother in law’s farm stand every Wednesday and Saturday. The farm sells a variety of vegetables from collard greens and cabbages to tomatoes and cucumbers.

The farm is selling more this year than ever as many folks remain wary of returning to big box stores during the coronavirus. Indeed, across the nation, local food sales have boomed in recent months as many shoppers prefer the outdoor venue and direct connection with growers that farmers markets provide. “When I see people who use EBT and I tell them about Double Up Food Bucks, they get excited,” she said. “It’s a good thing.”

While Double Up has only been up and running for two months, it has already changed the way Genevia shops. “I don’t go to the store anymore; I can get everything I need at the market,” she said. “It’s definitely helping.”

For Genevia, this is a return to her roots. She grew up in the country with a big vegetable garden, which was the source of much of her family’s food. As a mother and grandmother, Genevia knows the importance of healthy food. “It’s so important that kids eat vegetables. It’s what they really need in their bodies.” she hopes Double Up helps makes that possible for more Mississippi families while also supporting local farmers.

I would be amiss if I did not address the impact COVID-19 has had on the DUFBM program. From launch delays to Farmers Markets being postponed, our world is changing at a rapid pace. DUFBM’s preferred firm training is a hybrid model where the program director trains in person and the data specialist links into the training digitally. We have had to go to a 100 percent on-line training platform leaving us with gaps in training due to insufficient Wi-Fi capabilities. Transportation, unemployment, and hunger issues is on the fast track while receiving stimulus packages to survive has been on the slow track. We have learned this deadly virus attacks everyone, but the disease is not an equal opportunist. As research indicates, it brings about unfair health disparities to African-Americans. In Mississippi, this is not an exception. According to the Mississippi Department of Health, as of June 30, 2020, out of the total 27,900 cases, 13,827 are black while only 7,711 are white, 1,033 are American Indian or Alaska Native, 91 are Asian, and 5,238 are unknown or other.

As we learn to adapt to the new world we find ourselves in, the DUFBM team would like to offer our condolences to the lives lost to racial hate. Our team recognizes the essential work needed to rectify systemic racism plaguing our nation. Our dialogue must always include racial equity and inclusion. As director of DUFBM, I am committed to advancing racial equity and inclusion by actively listening and learning while always having real conversations. In addition to personal conversations I am having to advance inclusion, it is important to participate in learning opportunities such as the Healing in Action virtual event sponsored W.K. Kellogg Foundation. This event offered participants the ability to grieve, begin to heal, and called for action to end racism! Let’s keep working!

DUFBM also took time to celebrate the launch of three Vowell’s grocery stores on June 1, 2020. I have personally been working to make this a reality for over three years! It is so exciting to bring more access to fruits and veggies for these SNAP shoppers who shop at these locations! Another, exciting opportunity came our way when we received news from the American Public Health Association’s (APHA) our abstract was accepted to present at the Annual Meeting and Expo which is the largest and most influential annual gathering of public health professionals, bringing nearly 13,000 people together (even with it being exclusively virtual this year) to experience robust scientific programming, networking, social events and more. This 12-minute presentation will examine how DUFBM is offering nutrition incentives at various types of outlets (e.g., grocery, farmers markets, online). Varying redemption technologies pose both a challenge and opportunity in the collection and reporting of reliable and robust data. Year one results will be presented, along with opportunities for improvement moving forward.

On the radar:

* Grocery delivery from Vowell’s in Cleveland to SNAP residents in Sunflower County
* Upcoming launches with Happy Foods Project Farmers Market and Prosperity Farmers Market

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DUFBM Champions

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Prosperity Farmers Market

Robbie Pollard
Happy Foods Project
# DUFBM Locations

## Participating Locations

### Farmers Markets

- **Adcox Watermelons and Produce**
  - 352 E Woodrow Wilson Ave, Jackson
  - Mon-Sun (March-Dec)
  - 8am-6pm; Sunday 9am-6pm

- **Gulfport Harbor Farmers Market**
  - 1177 20th Ave, Gulfport
  - Wed (Seasonal)
  - 9am-1pm

- **Hernando Farmers Market**
  - 2535 Highway 51 South, Hernando
  - Sat (Seasonal)
  - 8am-1pm

- **Mathis Peaches**
  - 287 County Road 482, Meridian
  - Mon-Sat (March-Dec)
  - 8am-6pm

- **North Bolivar County Market**
  - Mobile Market
  - Mound Bayou, Shelby, and Cleveland
  - Sat & Tues (Seasonal), 8am-4pm
  - Visit Delta Fresh Foods Facebook page for alternating schedule

- **Ocean Springs Fresh Market**
  - 1000 Washington Ave, Ocean Springs
  - Saturdays
  - 9am-1pm

### Grocery Stores

- **Vowell’s Marketplace**
  - 2071 North Davis Ave, Cleveland
  - Mon-Sun
  - 6am-7pm

- **Vowell’s Marketplace**
  - 5777 Terry Rd, Jackson
  - Mon-Sun
  - 6am-10pm

- **Vowell’s Marketplace**
  - 2101 Raymond Rd, Jackson
  - Mon-Sat 6am-10pm
  - Sunday 6am-7pm

## DoubleUpMS.com

Coming soon: Happy Farms Project and JMMF’s Prosperity Farmers Market
DUFBM
Excitement
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