

**Agreement #:** 161527

**Program Description:** Double Up Food Bucks

**Contact Person:** Joel Caris

**Dates reported:**

*Activity Report:* January 1, 2024 - December 31, 2024

- Index 24157 SS DELIVERY – SNAP
- PCA 10759 (DUF�) DOUBLE UP FOOD BUCKS 100% GF
- Agency Object 7750 DISTRIBUTIONS TO NON-GOVERNMENTS

**Outreach Materials:** Outreach materials from Farmers Market Fund and Pacific Northwest CSA Coalition created with help from this grant funding can be accessed [here](#). Oregon Food Bank and Oregon Farmers Markets Association did not create any outreach materials using state funds during this activity period.



## Executive Summary

The Double Up Food Bucks (DUFB) Oregon program continues to see significant growth during this grant period of January 1, 2024 through December 31, 2024. This growth has taken place across all site types—farmers markets, farm stands, grocery stores, and Community Supported Agriculture (CSA) shares—and has been driven by improved and increased outreach; new outlets and growing demand at existing ones; and new outlet and participant support programs that improve program accessibility.

The DUFB farmers market and farm stand programs, administered by Farmers Market Fund (FMF), saw continued growth in 2024. This growth was driven by improved and increased outreach; new farmers market outlets and a growing farm stand program; and new outlet and participant support programs that improve the program's accessibility, implementation, and sustainability. FMF added new outlets in multiple rural areas and has increased its focus on the farm stand program to drive growth and availability of DUFB.

The DUFB grocery store program, implemented and administered by Oregon Food Bank, has continued to grow significantly in the grant period with the addition of new stores; a focus on reaching new counties in Oregon without a pre-existing DUFB grocery outlet; partnering with culturally-relevant food retailers; and a strong outreach program driven by the DUFB Ambassador program.

The DUFB Community Supported Agriculture (CSA) program, implemented by the Pacific Northwest CSA Coalition (PNWCSA), has also seen major growth in 2024. Spending of both SNAP benefits and DUFB incentives has grown dramatically in the past year, indicating that the significant growth in incentive usage in 2023 after the change in the DUFB CSA incentive model from a maximum incentive credit of \$250 to a simpler 50% discount model has carried forward into 2024. The DUFB CSA program continues to drive increased SNAP spending on CSA shares purchased directly from Oregon farmers.

This growth across all types of DUFB outlets has driven the program's success and impact throughout the state, delivering on our stated goals and outcomes as outlined in our program contract. Highlights include a 25.4% increase in the number of SNAP transactions over 2023; 15.9% growth in DUFB dollars redeemed over 2023; and an 11.3% increase in participating sites over 2023. In total, nearly \$3.4 million in DUFB incentives were redeemed for fresh produce in 2024. In addition, a significant majority of program participants across outlets noted that their overall health increased as a result of the program, that they buy more fresh fruits and vegetables due to DUFB, and that the amount of food in their house increased due to participation in the program. Throughout Oregon, the Double Up Food Bucks program is improving the lives, health, and economic wellbeing of DUFB shoppers, vendors, and farmers.

## Results of Measured Goals and Outcomes

Below are the results of the measured goals and outcomes of the Double Up Food Bucks Oregon program, as defined in our program contract. Results come from program data collected by all program partners, as well as from our 2023 and 2024 surveys of DUFB participants and vendors. In addition, we have included data from evaluation activities conducted by Oregon State University, as well as qualitative feedback from DUFB participants.

**(1) GOAL ONE: Increase purchase of locally grown fruits and vegetables by SNAP participants in Oregon who shop at DUFB outlets by measuring the following:**

**(1a) Increase the number of SNAP transactions annually at farmers markets, farm shares and groceries participating in the DUFB program.**

	Year over Year Growth (2023 to 2024)	Total Number of SNAP Transactions		
		2024	2023	2022
<b>Farmers Markets and Farm Stands</b>	9.6%	101,006	92,176	85,043
<b>Grocery</b>	28.1%*	694,412*	542,038	422,464
<b>CSA</b>	29.3%	2,530	1,957	1,286
<b>Total All Outlets</b>	25.4%*	797,948	636,171	508,793

*\*2024 grocery totals are only through 11/30/24 due to the timing of this report and still pending finalization of December reporting. In addition, not all SNAP transactions were tracked; see summary notes below.*

### Summary Notes:

- ***Please note that grocery data for 2024 is only through November; all other data is through the full 2024 calendar year. Year over year growth percentages and total numbers for 2024 will therefore increase on full year final data. In addition, grocery's total number of SNAP transactions is reduced due to 16 total monthly reports that did not include this data. These missing reports were from different stores and different months and were due to various instances of Point of Sale system malfunctions.***
- The number of SNAP transactions at farmers markets and farm stands grew 9.6% year over year in 2024. Total SNAP redemption at farmers markets and farm stands grew 5.7% year over year in 2024, with annual SNAP redemptions increasing from \$1,971,727 in 2023 to \$2,083,755 in 2024.

- The number of SNAP transactions at participating grocery stores grew 28.1% year over year in 2024, though the 2024 data is only through November. Therefore, the final growth rate will be higher once December numbers are reported. Total SNAP redemption at participating grocers grew 27.6% year over year in 2024, though much of that growth is likely due primarily to an increase in the number of participating stores.
- The number of SNAP CSA transactions grew 29.3% year over year in 2024. Total SNAP redemptions at CSA grew 25.7%, increasing from \$156,739 in 2023 to \$196,983 in 2024. Overall DUFB redemption for this program grew at an even higher rate (see table below), likely due to ongoing impacts from the incentive model switch from a total incentive cap to a 50% discount rate.

**(1b) Increase amount of DUFB dollars redeemed annually at farmers markets, by farmers offering farm shares and at participating grocers.**

	Year over Year Growth (2023 to 2024)	Amount of DUFB Redeemed		
		2024	2023	2022
<b>Farmers Markets and Farm Stands</b>	8.8%	\$1,643,283	\$1,510,306	\$1,275,584
<b>Grocery</b>	22%*	\$1,560,541*	\$1,279,051	\$958,908
<b>CSA</b>	38.2%	\$185,367	\$134,123	\$60,062
<b>Total All Outlets</b>	15.9%	\$3,389,191	\$2,923,480	\$2,294,554

*\*2024 grocery totals are only through 11/30/24 due to the timing of this report and still pending finalization of December reporting.*

Summary Notes:

- ***Please note that grocery data for 2024 is only through November; all other data is through the full 2024 calendar year. Year over year growth percentages and total numbers for 2024 will therefore increase on full year final data.***
- Redemption of DUFB at farmers markets and farm stands grew 8.8% year over year in 2024 and 38.2% year over year at CSA farms. The grocery program saw 22% year over year growth in DUFB redemptions, but that is based only on redemption numbers through November 2024; this growth percentage will increase once December reports are submitted.

**(1c) Increase number of outlets participating in DUFB program.**

	Year over Year Growth (2023 to 2024)	Number of Participating Outlets		
		2024	2023	2022
<b>Farmers Markets and Farm Stands</b>	13.2%	103	91	75
<b>Grocery</b>	16.7%	42	36	22
<b>CSA</b>	6%	71	67	53
<b>Total All Outlets</b>	11.3%	216	194	150

Summary Notes:

- The number of farmers markets and farm stands participating in DUFB grew 13.2% year over year in 2024, with 94 markets and 9 farm stands in 27 counties. New farmers markets joining the program for the first time during this grant period include Bonanza in Klamath County, Madras in Jefferson County, and Cannon Beach in Clatsop County; as well as new markets in Creswell in Lane County and South Hillsboro in Washington County. The South Wasco Farmers Market also intended to implement DUFB in 2024, but had to delay a year due to logistical challenges. We expect them to offer the program in 2025.
- The farm stand program grew from an initial three locations in 2023 (Sun Gold, Whistling Duck, and Lane County Youth Farm) to nine locations in 2024. Newly joined farm stands in 2024 include Lucky Crow Farm in Independence (Polk County), Josephine County Farm Collective in Grants Pass, Fry Family Farm in Medford (Jackson County), Lilliputopia in Monroe (Benton County), Organic Redneck in Leaburg (Lane County), and Rainshadow Organics in Sisters (Deschutes County).
- The number of grocery stores participating in DUFB grew 16.7% year over year in 2024, increasing from 36 to 42 outlets. There are now participating DUFB grocers in 25 Oregon counties, with 11 culturally-specific and/or Black, Indigenous, or People of Color (BIPOC)-owned grocers participating.
- The number of CSA farms participating in DUFB grew 6% year over year in 2024, increasing from 67 to 71 farms offering DUFB CSA shares. The number of cities with DUFB CSA customers increased from 66 in 2023 to 78 in 2024, an 18% increase. The number of counties with DUFB CSA customers, meanwhile, increased from 16 in 2023 to 21 in 2024, a 31% increase that shows the broadening geographic reach of the DUFB CSA program.

**(2) GOAL TWO: Improve wellbeing and reduce sense of food insecurity of SNAP participants and improved outcomes for outlets who participate in the DUFB program by surveying them and seeking the following outcomes:**

**(2a) More than 80% of shoppers surveyed report that their overall health has improved because of DUFB**

As a result of DUFB, my overall health has:	2024 Survey Results	2023 Survey Results
Improved greatly	34%	39%
Improved some	48%	44%
Stayed the same	18%	17%

Summary Notes:

- 83% of DUFB participants who participated in this survey in 2023 and 82% in 2024 reported that their overall health had improved some or greatly due to the DUFB program. In addition, 87% of survey respondents in 2023 and 90% in 2024 reported that the amount of fruits and vegetables they buy increased due to DUFB.

**(2b) More than 75% of shoppers surveyed report that the amount of food they have in their house increased because of DUFB**

As a result of DUFB, the amount of food I have in the house has:	2024 Survey Results	2023 Survey Results
Increased greatly	40%	40%
Increased some	43%	47%
Stayed the same	14%	11%

Summary Notes:

- 87% of DUFB participants who participated in this survey in 2023 and 83% in 2024 reported that the amount of food they have in the house has increased some or greatly due to the DUFB program. In addition, 87% of survey participants in 2024 reported that the number of times they visited a farmers market or farm stand had increased greatly (64.3%) or some (22.4%) due to the Double Up Food Bucks program.

## Farmers Market Fund Program Report

The Double Up Food Bucks Oregon program has seen significant growth during 2024, driven by improved and increased outreach; new farmers market outlets and a growing farm stand program; and new outlet and participant support programs that improve the program's accessibility, implementation, and sustainability.

During this grant period, we maintained the \$20 DUFB incentive match at all participating farmers markets, including at Portland Farmers Market's PSU market, which offered the full \$20 match during the summer for the first time in 2024. In addition to this final expansion of the increased incentive match, we also expanded participating farmers markets from 89 in 2023 to 94 in 2024; and we increased participating farm stands from two in 2023 to nine in 2024. This expanded our program's overall reach to 27 out of Oregon's 36 counties.

New farmers markets joining the program for the first time during this grant period include Bonanza in Klamath County, Madras in Jefferson County, and Cannon Beach in Clatsop County; as well as new markets in Creswell in Lane County and South Hillsboro in Washington County. The South Wasco Farmers Market also intended to implement DUFB in 2024, but had to delay a year due to logistical challenges. We expect them to offer the program in 2025.

New farm stands joining the program during this grant period include Lucky Crow Farm in Independence (Polk County), Josephine County Farm Collective in Grants Pass, Fry Family Farm in Medford (Jackson County), Lilliputopia in Monroe (Benton County), Organic Redneck in Leaburg (Lane County), and Rainshadow Organics in Sisters (Deschutes County).

DUFB redemption at farmers markets and farm stands increased to \$1,643,283 in 2024 from \$1,510,306 in 2023. Similarly, SNAP redemption at DUFB markets increased to \$2,083,755 in 2024, up from \$1,971,727 in 2023. Overall SNAP transactions increased to 101,006 in 2024 from 92,176 in 2023, showing strong continued growth in SNAP usage at farmers markets and farm stands participating in the DUFB program.

### **Farm Stand Program and Tokenless Pilot Project**

To further support program growth, we transitioned our farm stand pilot into an official program in 2024, launching with a 50% discount model on local fruits and vegetables, providing a simplified customer experience without a daily limit and reducing administrative requirements for operators. Feedback from farm stands to date has been strongly positive as we increased participating sites from two farm stands in 2023 to nine in 2024. As part of the transition from pilot project to full program, our Farm Stand Program Manager has been building out technical

assistance and administrative support tools for farm stand operators as well as developing new outreach materials and campaigns tailored to the farm stand model.

In 2025, we plan to expand the farm stand program to an additional eight locations throughout the state while increasing our outreach and advertising efforts in support of the farm stand program. This will include advertising partnerships with farm stand operators and community-specific outreach campaigns. We also intend to expand our Growth Grant funding support program as outlined below to also support farm stands starting in 2025. We believe the farm stand program offers an opportunity for significant growth in the coming years while maintaining our program's direct, positive economic impact on our Oregon farmers.

Finally, we will conduct a new tokenless pilot project starting in 2025 at the Independence Farmers Market. This project will pilot a new way of administering DUFEB at participating farmers markets, eliminating the central booth model of issuing SNAP and DUFEB currencies and instead focus on working with vendors to become directly authorized to accept SNAP payment and then implemented DUFEB via the 50% discount model on local fruits and vegetables. This is an opportunity for us to continue to trial innovative program delivery options and to explore ways to slowly move toward a direct authorization model as is currently being stated as the future direction of FNS' efforts.

## **Outreach**

New and improved outreach strategies have contributed to this growth. We collaborated with ODHS staff on a zip code-targeted mailing at the end of July 2024 that went out to 78,000 SNAP households in 93 different zip codes all across Oregon. This mailer highlighted and provided information about the DUFEB program to communities across Oregon. It highlighted the DUFEB farmers market, farm stand, grocery, and CSA programs, directing recipients to the Double Up Oregon website through a link and QR code, or to call 211 for additional information on the program and participating sites. Phone calls and other contacts to ODHS, Farmers Market Fund, 211, and through the Double Up Food Bucks website all spiked after the mailer went out, suggesting a broad based response to the outreach strategy.

We also updated our annual regional and statewide DUFEB farmers market outreach materials and provided these materials in English and Spanish statewide, as well as Vietnamese, Russian, and Simplified Chinese in the Portland area. This distribution strategy was based on feedback from markets and ODHS offices across the state. Languages were chosen based on market feedback, ODHS input, and census data to identify the most commonly spoken languages in the Portland area. Partners distributed 45,567 print materials (posters, flyers, and tri-fold brochures) throughout Oregon.



In addition to these regional flyers and posters, we also provided markets with postcards that include information on how the Double Up program works. These cards were translated and made available in nine different languages, then distributed to farmers markets and farm stands to keep at the point of sale and give to customers.

We also conducted social media campaigns that reached nearly 30,000 individuals and piloted a text message-based outreach campaign, partnering with seven farmers markets to send 1,018 text messages in both English and Spanish.

### **Market Support Efforts**

Farmers Market Fund is working to address DUFEB program sustainability and success through other market support programs, as well. Thanks to state funding through the Drought and Disaster Resilience bill, we expanded our Molly Notarianni Growth Grant program in 2024 to provide funding support for farmers markets to continue or begin accepting SNAP payments as well as to administer SNAP-matching incentive programs such as Double Up Food Bucks. In total, 68 market organizations representing 87 separate farmers markets in Oregon received a Growth Grant award. These awards provided \$266,135 in funding directly to Oregon farmers markets to support their ability to offer SNAP and SNAP-matching incentive programs to their vendors and customers. This was more than triple the amount of funding we were able to provide in 2023, an expansion made possible by separate funding from the State of Oregon. We are currently advocating for renewal of this funding with partners Oregon Farmers Markets Association, Oregon Community Food Systems Network, ORCAN, and Friends of Family Farmers.

These funds have proven critical to markets to both participate in and grow their SNAP and Double Up Food Bucks programs. Markets used funding in a wide variety of ways, including but not limited to the following:

- Paid for staff to process SNAP and SNAP-matching transactions, issue currency, maintain program accounting and recordkeeping, and reimburse farmers
- Purchased SNAP processing equipment and wireless hotspot access at market to ensure smooth SNAP transactions for customers
- Purchased SNAP tokens to be used for payment with vendors at the market, a necessary part of the SNAP at market design
- Created signage and other on-site materials to make the program easier to understand and use for SNAP customers
- Expanded SNAP access through outreach and promotion of SNAP programs at markets, including by conducting community outreach, running advertising campaigns on local radio stations and in local newspapers, distributing flyers and other printed materials, and through online and social media advertising campaigns

- Reduced customer barriers to accessing SNAP programs at market, such as by providing translated program materials and on-site language support for SNAP customers
- Recruited, retained, and supported Oregon farmers directly serving SNAP customers at market, ensuring access to diverse local food—including fresh produce and culturally-relevant offerings—for SNAP shoppers

## Oregon Food Bank Program Report

The Double Up Food Bucks (DUFb) grocery store program, implemented and administered by Oregon Food Bank, has continued to grow significantly in the grant period with the addition of new stores; a focus on reaching new counties in Oregon without a pre-existing DUFb grocery outlet; partnering with culturally-relevant food retailers; and a strong outreach program driven by the DUFb Ambassador program.

Oregon Food Bank currently partners with 42 store partners across 25 Oregon counties, with 11 Black, Indigenous, and People of Color (BIPOC) owned grocers participating — including seven El Torito locations, Yadanar Halal Market, two Mingala International Market locations, and Fubonn Supermarket. During the grant period, the OFB grocery team conducted outreach to potential store sites with a focus on recruitment in Oregon counties without a participating grocer. OFB conducted recruitment outreach to prospective retailers through 12 site visits, and developed partnerships with 10 new retailers in five new Oregon counties.

From January 2024 through November 2024, \$1,560,541 of fruits and vegetables were purchased with DUFb at grocery stores. Shoppers redeemed DUFb at a rate of 68% and spent an average of \$9.40 per Double Up transaction. Participants shopping at culturally relevant stores accounted for \$769,342.53 of purchased fruits and vegetables, which is 49% of all DUFb used this period.

### **DUFb Ambassador Program**

The DUFb Ambassador program continues to be a critical initiative to strengthen partnerships with community leaders to support culturally specific outreach, identify responsive strategies to address barriers in accessing the program, and include participants in Double Up program design and implementation. The fourth cohort was launched in 2024 with 5 participants representing Latinx, Nepalese and Native American communities. In recruiting Ambassador leaders, recruitment centered on persons with lived experience and expertise of food insecurity, current and former SNAP participants, and representation of communities who most disproportionately experience hunger in Oregon: Black, Indigenous and all People of Color, immigrants and refugees, trans and gender-nonconforming individuals, and single mothers and

caregivers.

Ambassadors have been supporting culturally responsive outreach projects, including the distribution of over 2,707 culturally relevant DUFB outreach materials in 23 different languages over the grant period with materials translated into 14 new languages this grant period. In addition, Ambassadors have participated in direct outreach to 1,689 people through 130 community events, virtual meetings, and in person communication channels. Further, Ambassadors are identifying strategies to increase SNAP shopper participation in the decision making process for Double Up Food Bucks program design and implementation. Ambassadors completed the following major activities during the grant period:

- In May 2024, the Explainer Video was expanded into six additional languages (Burmese, Nepali, Ukrainian, Swahili, Amharic, Samoan, French and Chuukese.)
- In September 2024, the DHS flyer was expanded into six additional languages (Karen, Zomi, Farsi, French, Pashto, Tongan).
- 20 community leaders from Metro based organizations that serve refugee and immigrant communities received DUFB training. The following outreach materials were shared:
  - Newly expanded multilingual Explainer Videos (available in 17 languages)
  - SNAP/DUFB Blogpost as virtual outreach tools (available in 13 languages)
  - Oregon Food Bank's Food Finder search engine to assist SNAP participants to identify participating Double Up grocery stores, farmers markets, and CSA farms in their region (available in 14 languages)
- Expanded DUFB outreach in rural communities in the Willamette Valley, Central, and Eastern Oregon to increase knowledge and awareness of participating Double Up sites
- Expanded DUFB outreach in Indian Country by sharing materials and information at Nesika Illahee Pow-Wow (hosted by The Confederated Tribes of Siletz Indians) Grand Ronde Pow Wow (hosted by The Confederated Tribes of Grand Ronde), and Pi-Ume-Sha Treaty Days (hosted by the Confederated Tribes of Warm Springs)
- Ambassadors distributed outreach materials to SNAP participants, including in online presentations, cultural fairs, social media engagement, DUFB outlet visits, Know Your Rights events and grassroots community events.
- Double Up Food Bucks outreach conducted at the annual Día de los Muertos event in Lincoln City on November 1, 2024 with over 100 people in attendance. The event was presented by the Driftwood Public Library and Conexión Fénix.
- Hosted DUFB Ambassador Community Forum where Ambassadors shared about their outreach projects and program feedback with Double Up Food Bucks coalition partners and ODHS staff.

## Pacific Northwest CSA Program Report

The Double Up Food Bucks (DUFb) Community Supported Agriculture (CSA) program has seen major growth during 2024. Usage of DUFb CSA incentives increased over 38%, from \$134,123 in 2023 to \$185,367 in 2024. This indicates that the significant growth in incentive usage in 2023 after the change in the DUFb CSA incentive model from a maximum incentive credit of \$250 to a simpler 50% discount model has carried forward into 2024.

In addition to the increase in incentive usage, overall SNAP spending on CSA shares grew nearly 26%, increasing from \$156,739 in 2023 to \$196,983 in 2024, showing that DUFb and the new incentive model continues to drive increased SNAP spending on CSA shares, boosting Oregon farmers along with program participants. And while the number of CSA farms participating in the DUFb CSA program grew a modest 6%, increasing from 67 in 2023 to 71 in 2024, more of those farms are actually enrolling customers. In 2023, only 50 of 67 farms offering DUFb CSA shares enrolled customers; in 2024, 67 of 71 farms offering the program enrolled customers.

Geographic participation in the program also has better spread throughout the state, with an 18% increase in the number of cities with DUFb CSA customers (from 66 in 2023 to 78 in 2024) and a 31% increase in the number of counties with DUFb CSA customers, from 16 in 2023 to 21 in 2024. This indicates that the DUFb CSA program is driving greater distribution of CSA shares across the state, broadening out from the major metro areas to move deeper into small town and rural communities, impacting a greater diversity of participants and driving greater economic impact for Oregon farmers.

This growth has been driven by a variety of factors, including:

- Improvements in program design and delivery, particularly in regard to the change in incentive delivery to a 50% discount model.
- Ongoing technical support and training offered to farmers by Pacific Northwest CSA Coalition, including training in how the program works, tools and resources with which to enroll customers, and umbrella services offered by PNW CSA, such as SNAP processing, outreach, and promotion for the program.
- Statewide advertising and outreach about the DUFb CSA program, including through regional print ad campaigns, targeted social media campaigns, mailings of informational postcards in both English and Spanish, newsletter articles, and tabling at farmers markets and elsewhere.
- Matching tools to connect customers and farmers, including annual Share Fair events and a “Find Your Farmer” feature on the PNW CSA website.

In addition to the above efforts, PNW CSA also used state funds to address program barriers to assist farmers in delivering CSA shares to SNAP participants facing transportation barriers. PNW

CSA reimbursed farmers for their delivery expenses, allowing no cost delivery to participants who might otherwise not have joined the DUFB CSA program. This project has helped to address transportation barriers for SNAP participants, a key point of feedback from SNAP CAB members and DUFB Ambassadors. In total, 38 CSA member families received delivery support in 2024 from eight different farms. This total has grown significantly since the 2023 pilot period.