A WIN-WIN-WIN FOR NEBRASKA

- Low-income consumers eat more healthy food
- Local farmers gain new customers and make more money
- More food dollars stay in the local economy

166 new customers in the first 6 months of 2018 compared to 105 in the last 6 months of 2017, a 58% increase!

Have questions? Call us!
(402) 472-3716
or visit DoubleUpNebraska.org
BREAK IT DOWN

DOouble Up Locations

Lincoln

Sunday Farmers Market at College View
12 weeks reported
Dollars spent per SNAP person each visit: $39.55
New Customers: 40
102% increase in SNAP sales from the same time period in 2017

Fallbrook Farmers Market
2 weeks reported
Dollars spent per SNAP person each visit: $30
New Customers: 10
122% increase in SNAP sales from the same time period in 2017

F Street Farmers Market
4 weeks reported
Dollars spent per SNAP person each visit: $19.40
New Customers: 5

Community Crops Veggie Van
7 weeks reported
Dollars spent per SNAP person each visit: $15.84
New Customers: 10
9% increase in SNAP sales from the same time period in 2017

Leon’s Gourmet Grocery
6 months reported
SNAP sales have remained steady when comparing the first 6 months of the program to the last 6 months
61% increase in Double Up redeemed by Leon’s when comparing the first six months to the latest six months

Open Harvest
8 weeks reported
Dollars spent on produce per SNAP person each visit: $17.60
New Customers: 16
14% increase in EBT sales from the same time period in 2017
25% increase in produce purchases by SNAP customers from the same time period in 2017

Omaha

Note Omaha locations increased their match from $5 for $5 to $10 for $10 since 2017

Old Market Farmers Market
8 weeks reported
Dollars spent per SNAP person each visit: $26.43 vs. $21.10 average for 2017 season
New Customers: 31
31% increase in EBT sales from the same time period in 2017
The $10 incentive, along with the increase in SNAP sales, equals a 52% increase in dollars for local products from Old Market SNAP customers

Aksarben Village Farmers Market
8 weeks reported
Dollars spent per SNAP person each visit: $25.18 vs. $22.11 average for 2017 season
New Customers: 49
11% increase in EBT sales from the same time period in 2017
The $10 incentive, along with the increase in SNAP sales, equals a 43% increase in dollars for local products from Aksarben Village SNAP customers

Beatrice

Beatrice Heartland Foods
4 weeks reported
Dollars spent on produce per SNAP person each visit: $8.08
New Customers: 5