

KSU Extension Work in Rural Farmers Market Capacity Building for SNAP Access

www.doubleupheartland.org

Double Up Food Bucks in Kansas
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Double Up Food Bucks

A NATIONAL MODEL FOR HEALTHY FOOD INCENTIVES



Families bring home more healthy food



Farmers make more money



More food dollars stay in local economy, **strengthening communities**



DOUBLE UP
FOOD BUCKS

No Place Like Home: Rural Kansas Stats

- Lack of access to nutritious food doesn't just affect people in big cities, 20% of Kansas households participating in SNAP are in small towns and rural areas.
- Of the 105 counties in Kansas
 - 19 are densely-settled rural/ 20-40 people per square mile
 - 34 are rural/ 6-20 people per square mile
 - 6 are frontier/ fewer than 6 people per square mile



<https://www.kansasappleseed.org/snapinfo.html>
<https://kschildrenscabinet.org/wp-content/uploads/2018/03/Rural-Access-Kansas.pdf>



Unique Challenges Require Unique Approaches



- Rural Access and Capacity
- Creating Buy-In
- Highlighting a Need
- Staffing
- Outreach
- Fiscal Ability
- Nutrition Education



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KSU Extension helps farmers markets accept SNAP

- Contact Erin Bishop (erbish@ksu.edu) for assistance with farmers markets to accept SNAP
- Once farmers market can accept SNAP, they can apply to participate in Double Up Food Bucks (DUFB)
 - DUFB doubles (up to \$25/day) the SNAP funds that participants spend at the farmers market (or participating grocery store) to be spent on fresh fruits and vegetables
- Increases access to fruits and vegetables, which improves nutrition and health outcomes

