**Investment in Double Up Food Bucks Program**

***Request: A direct, annual appropriation of $1,000,000 to support the statewide nutrition incentive program, Double Up Food Bucks, at farmers markets and grocery stores throughout Iowa.***

***About Double Up Food Bucks***

Double Up Food Bucks (DUFB) helps low-income families access and purchase more fresh fruits and vegetables through “cash” incentives that increase their purchasing power at farmers markets and grocery stores while benefiting Iowa farmers and the local economy. For every SNAP dollar spent on fresh fruits and vegetables at participating sites in Iowa, SNAP recipients receive an extra Double Up Food Bucks (DUFB) dollar to spend on fresh produce.

Double Up Food Bucks is managed by the Iowa Healthiest State Initiative, a nonpartisan, nonprofit organization driven by the mission to improve the physical, social and emotional well-being of Iowans. The DUFB program is offered at 15 farmers markets and 21 grocery stores across 12 counties In Iowa. As a result of the DUFB program, participating shoppers spent a total of $708,567 on fresh, healthy food across those sites in 2019.

To successfully implement the Double Up Food Bucks program, the Iowa Healthiest State Initiative partners with organizations such as state and local public health and human service departments, community farmers markets, grocery stores (including Fareway and Hy-Vee), agriculture and land organizations, and statewide and community-based organizations. The program builds upon systems, infrastructure, and local and regional partnerships already in place and ready to scale a successful nutrition incentive program.

***Rationale for Appropriation***

Double Up Food Bucks (DUFB) is an investment into the local food system that helps create jobs, keep dollars in Iowa and allows people to have access to healthier food. Our vision is to expand the program to reach more rural Iowans, families in need and help Iowa farmers. A small investment in the Iowa food system helps to create jobs, keep dollars in Iowa, and allows people to have access to healthier food. In an effort to further drive rural economic development in Iowa, additional funding will be required for the program.

**2020 Expanded Funding Opportunity**

The USDA Gus Schumacher Nutrition Incentive Program: Authorized by the 2018 Farm Bill, GusNIP is an expanded program with permanent, mandatory funding, including $250 million over the next 5 years. The anticipated amount available for NIFA support of this program in FY 2020 is approximately $45 million. Applicants MUST provide matching contributions on a dollar-for-dollar basis for all Federal funds awarded. The non-Federal share of the funding may come from State government, local government, or private sources.

**Current Funding Support**

Double Up Food Bucks is funded by private donors and federal funding but unfortunately, we are leaving dollars on the table. We could double our federal funding and reach more Iowans if we were able to get state funding.

* USDA Food Insecurity Nutrition Incentive Program (FINI) 2018
* ACT
* Alliant Energy
* Amerigroup
* Bank of America
* Iowa Total Care
* ITC Group
* Wells Fargo

The Healthiest State Initiative investors provide financial and/or in-kind services in support of the mission to become the healthiest state in the nation.

* Advocare
* Bankers Trust
* Cognizant
* Delta Dental
* Hy-Vee
* MercyOne
* Meyocks
* Mid-Iowa Health Foundation
* Oasis
* Principal
* RDG Planning & Design
* United Way Central Iowa
* UnityPoint
* Wellmark

**Coalition Support**

* United Way of Central Iowa
* Well Kids of Central Iowa
* American Heart Association
* Eat Greater Des Moines
* Fareway Grocery
* Hy-vee Grocery
* Lutheran Services in Iowa
* Practical Farmers Iowa
* West Des Moines Valley Junction Foundation
* Wheatsfield Food Cooperative
* Grinnell Area Chamber of Commerce
* Main Street Waterloo
* Cedar Rapids Metro Economic Alliance
* New Pioneer Food Cooperative
* Northeast Iowa Resource Conservation & Development
* Horizons
* Oneota Food Cooperative
* City of Iowa City
* Dubuque Main Street
* University of Iowa
* Iowa State Outreach and Extension
* The Harkin Institute for Public Policy & Citizen Engagement
* Iowa Association Nutrition & Dietetics