



**DOUBLE UP™**  
**OKLAHOMA**

A PROGRAM OF HUNGER FREE OK

# Objectives

- About Us
- SNAP Overview
- Double Up Oklahoma Overview
- Participate in Double Up Oklahoma
- The Future of Double Up Oklahoma



# Hunger Free Oklahoma

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## Our Mission

*Leveraging the power of collaboration to solve hunger in Oklahoma by improving systems, policies, and practices*

## Our Approach

Outreach and Education

Implementation Assistance

Data and Technical Resources

Backbone for Collaborative Work

Program Informed Policy and Advocacy

## Focus Areas

SNAP Access

SNAP Outreach

Summer Meals

Afterschool Meals

School Breakfast

WIC Outreach

Public Education



**SNAP  
&  
DOUBLE UP  
OKLAHOMA**

# Supplemental Nutrition Assistance Program

The Supplemental Nutrition Assistance Program (SNAP) is administered by the USDA.

SNAP helps families struggling with their food budget by providing benefits that can be spent only on food.

Families receive these benefits through an EBT (electronic benefits transfer) card.

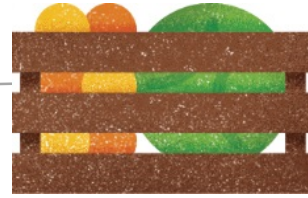


# Double Up Oklahoma

- Helps families who are on SNAP stretch their benefits just a bit farther.
- Offers a one-to-one match on SNAP dollars spent on fruits and vegetables
- Took a break over the winter
- Previously in 12 sites across the state
- \$101,000 in DUO Redeemed in 2018



# Double Up Oklahoma Benefits



Families bring home more healthy food



Farmers increase sales, farm profits



More food \$\$ stay in local economy, strengthening communities

# How It Works

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Shoppers swipe their SNAP EBT Card at the info booth in return for SNAP Tokens



For each SNAP token they receive, shoppers also receive a DUO token, up to \$20 per day



Customers use SNAP tokens to buy any eligible SNAP products, and DUO tokens to buy produce



Vendors collect DUO and SNAP tokens and return them to the market DUO manager for reimbursement





# DUO-Eligible Items

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- Fresh fruits and vegetables
- Frozen, canned, or dried fruits and vegetables **without** any added salt, sugar, oil, or fat



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Participate in  
Double Up  
Oklahoma

# DUO in 2020

- Privately funded demonstration
- Up to 15 sites beginning in April
- Additional sites, pending receipt of USDA expansion grant
- Focus on innovative approaches to reaching SNAP consumers



# Qualifying

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## Q&A

*What does  
“Local” Mean?*

For Double Up Oklahoma, local is any produce that is grown in Oklahoma or select border states including: Texas, Arkansas, and Kansas

- Sell locally-grown produce
- Accept SNAP benefits for at least 1 market season before 2020
- Have a valid SNAP permit #
- Have an EBT machine
- Accounting and reporting capacity
- Written support from an authorized signer
- A designated market manager or volunteer to implement DUO

# Priority

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- Farmers Markets familiar with, or that focus on, increasing access to fruits and vegetables for low-income consumers
- Farmers Markets with a compelling or innovative proposal to reach more low-income consumers
- Farmers Markets with experience accepting SNAP benefits
- Farmers Markets with extended seasons (beyond April-October) and extended schedules (more than once a week)

# How the Program Works for Farmers Markets

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- Attend a training
- Receive DUO tokens and DUO market materials
- Collect and maintain updated vendor agreements for DUO participating vendors
- Distribute DUO to SNAP participants
- Promote the program at the market and in the community
- Collect DUO tokens from vendors and reimburse them
- Complete bi-weekly reporting
- Invoice Hunger Free Oklahoma

# What HFO Provides

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- Training and Ongoing Assistance Implementing the Program
- Necessary program materials including DUO tokens, market signage, record keeping templates, DUO implementation guide
- Marketing materials for outreach and promotion
- Statewide network of partners for outreach and education
- Funds to support the Double Up match at your market
- General support – and where applicable, financial support – for innovative marketing and outreach strategies

# How to Apply

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- [www.HungerFreeOK.org/DoubleUpOK](http://www.HungerFreeOK.org/DoubleUpOK)
- Download the application guide
- Answer the questions in the guide before opening the application
- Open the application, and submit your answers, click submit!





# What You Will Need to Apply

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- Signed letter of support from fiscal agent
- Completed W-9
- Proof of 501(c)3 Status – Nonprofits only
- Annual Farmers Market Data (up to 3 years)
  - Total SNAP Sales \$
  - Total SNAP Transactions
  - Average Attendance (number of shoppers)
  - Average Vendor Participation/Normal Vendor Participation



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# What is next for Double Up Oklahoma



# Next Steps

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May – October  
2020

Double Up Oklahoma Farmers Market Pilot

March – May  
2020

Application for Gus Schumacher Nutrition Incentive Program Grant from USDA

October\*  
2020

Notification of Receipt of Grant

November  
2020

Program Expansion\*\* to additional markets, continuation of program in pilot markets

*\*Estimated Date*

*\*\*Pending receipt of GusNIP Grant*

# Contact Information

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