



Double Up Indiana Farmers Market Guide 2022

WHAT IS DOUBLE UP INDIANA?

Double Up Indiana is a program that provides Supplemental Nutrition Assistance Program (SNAP) customers free fruits and vegetables when they use their SNAP/EBT card. For each \$1 spent in SNAP at the market, customers earn \$1 in Double Up incentives to buy fruits and vegetables at the same market. Each customer is limited to earning \$20 per day in Double Up incentives.

Double Up Indiana is a program of the St. Joseph Community Health Foundation in Fort Wayne, Indiana, and is funded by the Indiana Department of Health's Division of Nutrition and Physical Activity and the U.S. Centers for Disease Control and Prevention. Purdue Extension Community Wellness Coordinators provide technical assistance to market managers.

The goal of the program is to **allow local families to purchase fresh, healthy food at affordable prices while also supporting local farmers and local economic growth.**

WHY PARTICIPATE?

Every year, millions of dollars in SNAP benefits are issued to Indiana residents monthly. Much of the share of SNAP purchases goes to large retailers like Wal-Mart, but Double Up Indiana provides incentives for SNAP customers to spend some of their benefits with local farmers and producers at Indiana markets.

HOW DOES IT WORK?

SNAP customers must go to the market information table to exchange their SNAP benefits for tokens in \$2 increments. They then receive equal amounts of Double Up tokens in \$2 increments, up to \$20 per visit. If the customer has any questions about the SNAP program and Double Up Indiana, please direct them to the information table where someone will be able to assist them.

WHAT ARE THE CURRENCIES?

The market has two types of currencies:

- SNAP tokens – explain their color here, in \$2 increments for SNAP-eligible products. No change is given.
- Double Up Indiana tokens – explain their color here, in \$2 increments for fruits and vegetables, mushrooms, herbs, and edible plant-starts. No change is given.

WHAT IS SNAP-ELIGIBLE?

All Produce • Mushrooms • Herbs • Honey and Syrups • Baked Goods and Bread • Meat, Poultry, Fish • Dairy and Eggs • Seeds and Seedlings for Edible Plants • Jams and Jellies • Tree and Ground Nuts • Take-and-Bake Items

WHAT IS DOUBLE UP-ELIGIBLE?

Fresh Fruits • Fresh Vegetables • Herbs • Mushrooms • Edible plant-starts



HOW DO I GET PAID?

At the end of each market day, take the SNAP and Double Up tokens you have accepted to the market table, where staff will record the amount that you turn in. The market will then reimburse for the cost of those tokens, either immediately or on a bi-weekly or monthly basis. Be sure to turn in all tokens you have accepted after every market day.

COMMUNICATION

Signage is essential to the communication of Double Up Indiana. Your “Double Up Vendor” sign will be provided to you and lets customers know where to spend their SNAP and Double Up Indiana dollars. If you need additional signs or lost your sign, you can contact market staff.

For more information, updates or questions, please contact your market staff.

MORE INFORMATION

Customers looking for more information may be referred to www.DoubleUpIndiana.org or may email DoubleUp@sjchf.org.