



\*\* This news release from K-State Research and Extension is available online at <https://ksre-learn.com/double-up-food-bucks>

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### **Study: Double Up Food Bucks boosts economic growth in Kansas**

Food assistance program promotes healthy eating, spurs local food sales

*By Pat Melgares, K-State Research and Extension news service*

MANHATTAN, Kan. – A program that doubles the buying power for Kansans who receive federal food assistance is not only helping families eat more nutritiously, but also generating economic strength for their communities.

Erin Bishop, the program manager for Double Up Food Bucks in Kansas, said recent studies show that every Double Up Food Bucks dollar spent by a participant in the Supplemental Nutrition Assistance Program at a grocery store generates \$1.30 for the economy.

“And,” she said, “at farmers markets, farm stands or mobile markets, the impact of Double Up Food Bucks is \$1.60 generated back into the economy.”

Double Up Food Bucks is a nutrition incentive program that matches SNAP benefits dollar-for-dollar, up to \$25 per day, when used to purchase fruits and vegetables at participating locations.

[Kansas and Missouri form the Double Up Heartland Collaborative](#), in partnership with several organizations. Bishop said more than 800,000 Kansas and Missouri residents rely on federal food assistance via the SNAP program.

According to Bishop, Double Up Food Bucks gives customers “more buying power, and so they’re able to purchase more fruits and vegetables, which allows the vendors to move more perishable items more quickly off their tables.”

Double Up Food Bucks are accepted at many farmers markets, farms stands and grocery stores throughout Kansas. [A listing of Kansas locations is available online.](#)

Bishop, who coordinates the Kansas program through her job with K-State Research and Extension, said her role focuses on farmers markets and farm stands, and includes providing training to vendors on SNAP regulations and rules.

“We have seen an increase in foot traffic at those locations where SNAP is implemented, and even more so when Double Up Food Bucks is offered,” Bishop said. “We also help those markets do a lot of outreach and education about the program within their county.”

Bishop said the state’s extension agents, who are located in every county, have provided strong support in helping residents and vendors implement the programs.

“Often times, people will come to the market and may never had a turnip,” Bishop said. “And so extension agents provide an opportunity for customers to learn, try new things, feel empowered, then go home and feed their family this great Kansas produce that we have growing.”

A more detailed conversation with Bishop is available online on the weekly radio program, [Sound Living](#). More information about Double Up Food Bucks and the SNAP program is available at [local extension offices in Kansas](#).

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**FOR PRINT PUBLICATIONS:** Links used in this article

Double Up Heartland Collaborative, <https://doubleupheartland.org>

2024 participating locations, <https://doubleupheartland.org/locations>

Sound Living, <https://soundlivingksu.libsyn.com>

K-State Research and Extension local offices, <https://www.ksre.k-state.edu/about/statewide-locations>

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