

Nebraska Double Up Food Bucks

Families have healthier choices

Farmers get a financial boost

Local economies thrive

There are over 70,000 families in Nebraska that receive Supplemental Nutrition Assistance Program (SNAP) benefits. Nebraska Double Up Food Bucks is a private public partnership that incentivizes those SNAP recipients to purchase more fresh fruits and vegetables from local farmers and retailers for the triple win.

Each day, a SNAP customer can earn up to \$20 of Double Up Food Bucks when they spend \$20 on fresh produce at a participating retailer. We are happy to have 2,500+ families using Double Up Food Bucks in Nebraska. Together, they have spent over \$220,000 on produce among 12 different locations.



Families bring home more healthy food



Farmers make more money and gain new customers



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

We know there are so many more families that need better access to fresh, affordable food.

Now, more than ever, we rely on the SNAP program to put food on the table of those Nebraskan's who have been hit hard by recent disasters, the pandemic, and the resulting struggles. Double Up Food Bucks helps stretch those food dollars to feed families healthful, fresh, local food while supporting our local economies and ultimately, our communities.

Learn more about Double Up Food Bucks and how you can get involved:

visit DoubleUpNebraska.org

watch the Market Manager and Community Partner [Zoom](#)

or contact the program director at vwielenga2@unl.edu



**DOUBLE UP
FOOD BUCKS™**

Double Up Food Bucks

Retailer minimum requirements to participate

Retailer requirements	Relevant resources	Required documentation
<p>Become a certified SNAP retailer</p> 	<p>Eligibility requirements: https://www.fns.usda.gov/snap/retailer/eligible Apply here, both food stores & farmers markets: https://www.fns.usda.gov/snap/apply-to-accept Questions, visit the Retailer Service Center: https://www.fns.usda.gov/snap/RSC or call 1-877-823-4369 Training guides and videos: https://www.fns.usda.gov/snap/retailer/training</p>	<p>FNS number:</p>
<p>Procure a Point of Sale (POS) machine or EBT device.</p> <p>Contact Andy Vanek, Nebraska EBT coordinator Andrew.vanek@nebraska.gov 531-739-2021 OR Melissa Weyer, NE SNAP Program Manager melissa.weyer@nebraska.gov</p>	<p>Exempt retailers like farmers markets: https://www.marketlink.org/apply https://mailchi.mp/marketlink/interest Non-Exempt retailers must have a third party processor (TPP): https://fns-prod.azureedge.net/sites/default/files/resource-files/SNAP-EBT-TPP-guidance.pdf Other equipment resources: https://www.fns.usda.gov/snap/ebt-equipment-resources</p>	<p>Equipment servicer:</p> <p><i>Note: not all machines can do all things (credit, debit, SNAP).</i></p>
<p>Certification by the Nebraska Department of Agriculture</p>	<p>Contact Casey Foster, Ag Promotion, at NDA: Casey.foster@nebraska.gov If you already participate in Senior or WIC farmers market nutrition programs, find your profile here: https://www.nebraska.gov/apps-ag-farmers-market/</p>	<p>Vendor ID#:</p>
<p>Create or update your store/market's Nebraska MarketMaker profile</p>	<p>https://ne.foodmarketmaker.com/</p>	<p>Profile URL #:</p>
<p>Ability to implement adequate technology specifications and evaluation required for the program</p>	<p>Contact Vanessa Wielenga, Extension Educator, at the University of Nebraska-Lincoln to learn more about the types of reporting and evaluation required: vwielenga2@unl.edu</p>	<p>Signed USDA MOU</p>



Nebraska Double Up Food Bucks

Families have healthier choices

Farmers get a financial boost

Local economies thrive

Vision and long-term outcomes for Nebraska

The University of Nebraska Extension, along with its partners, is committed to increasing access to affordable, safe, and nutritious foods. Currently this program is funded by the U.S.D.A. and several private organizations and donations including Children's Hospital & Medical Center, CHI Health, the Silk Purse Foundation, and the American Heart Association of Nebraska.

The Nebraska Community Foundation is the lead applicant of Nebraska's USDA GusNIP award (9/2000-8/2023) to expand the program across the state. This award brings \$500,000 of federal funds into our economy, matched by \$500,000 raised locally, for SNAP participants to purchase fruits and vegetables. This grant supports our work to:

- Strengthen Nebraska's food system network
- Stimulate the local food economy
- Increase access and appeal of healthy foods through unified marketing
- Improve diet quality and health for low-income Nebraskans
- Contribute to rural prosperity
- Support metro-rural connection and collaboration

A local Double Up Nebraska team includes multiple disciplines and organization types including:

- Healthcare providers and hospitals
- Higher education and research
- Emergency food distributors
- Independently owned grocery stores
- Farmers and farmers markets
- Schools and other educators
- Service and philanthropic groups
- Community foundations

Nebraska Double Up Food Bucks ensures sustainability of programming by focusing on an entire community and their assets. We use a layered funding approach that allows each organization to contribute what they can according to their mission and initiatives. The USDA GusNIP grant requires a one-to-one match of local resources to secure federal dollars. This allows organizations to double their community impact by aligning programs through statewide partnerships.

Each community will be asked to assist in fundraising activities and securing local implementation support to bring Double Up Food Bucks to their residents and businesses.