



Improving Community Health & Economic Outcomes Through the Use of Technology in the Agricultural Sector

GRANTMAKERS IN HEALTH

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FAIR FOOD NETWORK



HEALTHY FOOD INCENTIVES



FRUITS + VEGETABLES = Better Health



Increased fruit and vegetable consumption leads to **increased functional health, decreased disease burden.**

Sources: Myint et al 2007; Lock, Pomerleau et al 2005

DOUBLE UP FOOD BUCKS



DOUBLE UP How It Works

<https://www.youtube.com/watch?v=GyzwYcgeJyM>



EASTERN MARKET



DOUBLE UP *Impact*

5 YEARS. 150+ SITES.



3 MILLION
Pounds of
healthy foods

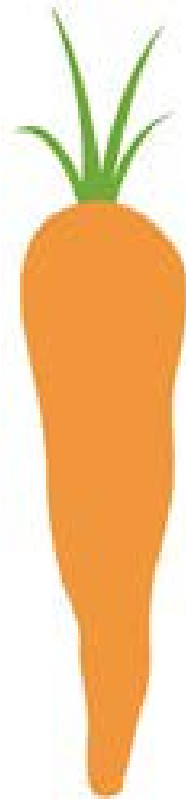


\$5 MILLION
Into the pockets of
Michigan farmers

DOUBLE UP Impact for Customers

93% of SNAP customers report **eating more fruits and vegetables.**

83% report **buying fewer low-nutrition/high fat snacks**



HEALTHIER CHOICES

DOUBLE UP Health Impact Evaluation

Multi-year health impact evaluation will:

- Provide the first in-depth analysis of a SNAP incentive **program users** and **associated health impacts**.
- Evaluate the effect of Double Up on **fruit and vegetable purchase and consumption**.
- Determine specific **barriers to and facilitators of** program use, increased fruit and vegetable purchase and consumption, etc.
- Develop a community-informed, clinic-based intervention and evaluate **impact on disease management and prevention**.

DOUBLE UP Health Impact Evaluation

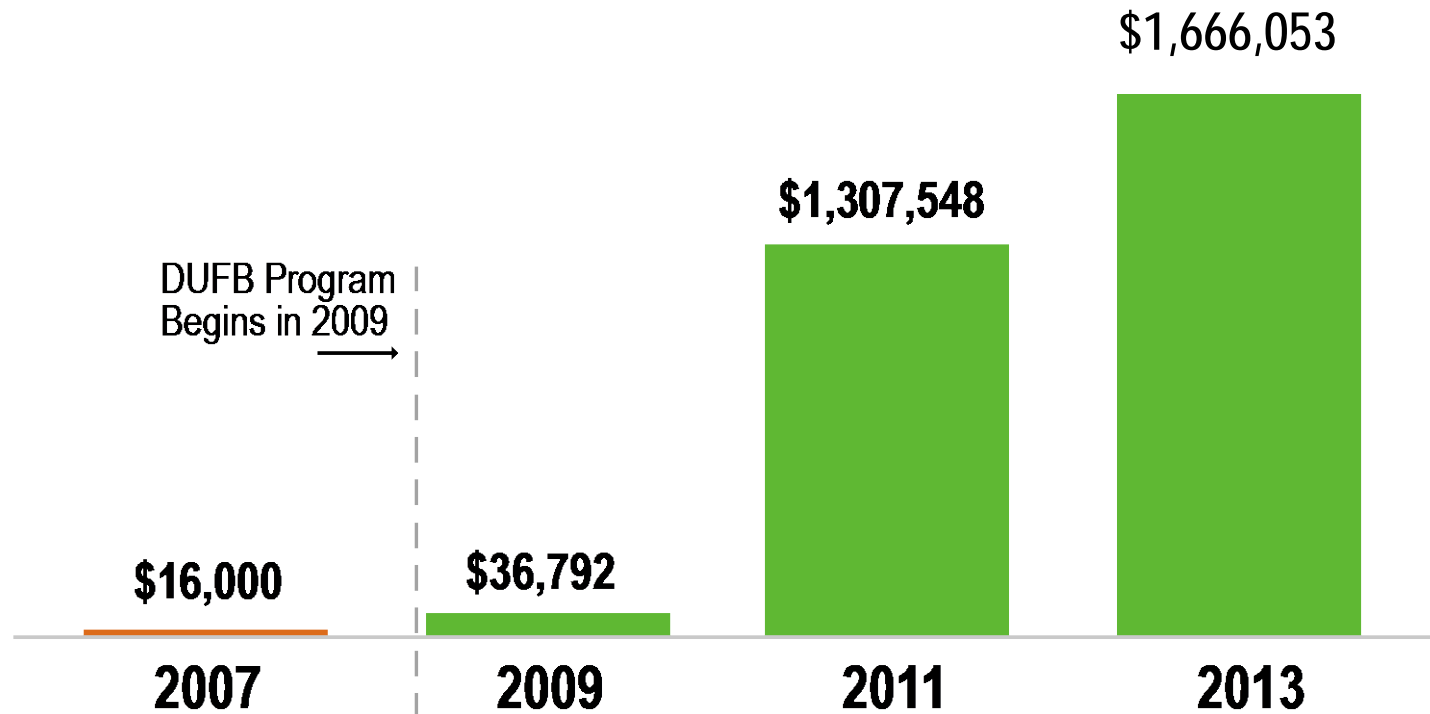


Initial Findings:

- Surveyed SNAP shoppers are overwhelmingly **appreciative of the program.**
- Double Up **supported intentional shifts to more healthful diet.**
- **Farmers markets valued as community and health resource.**

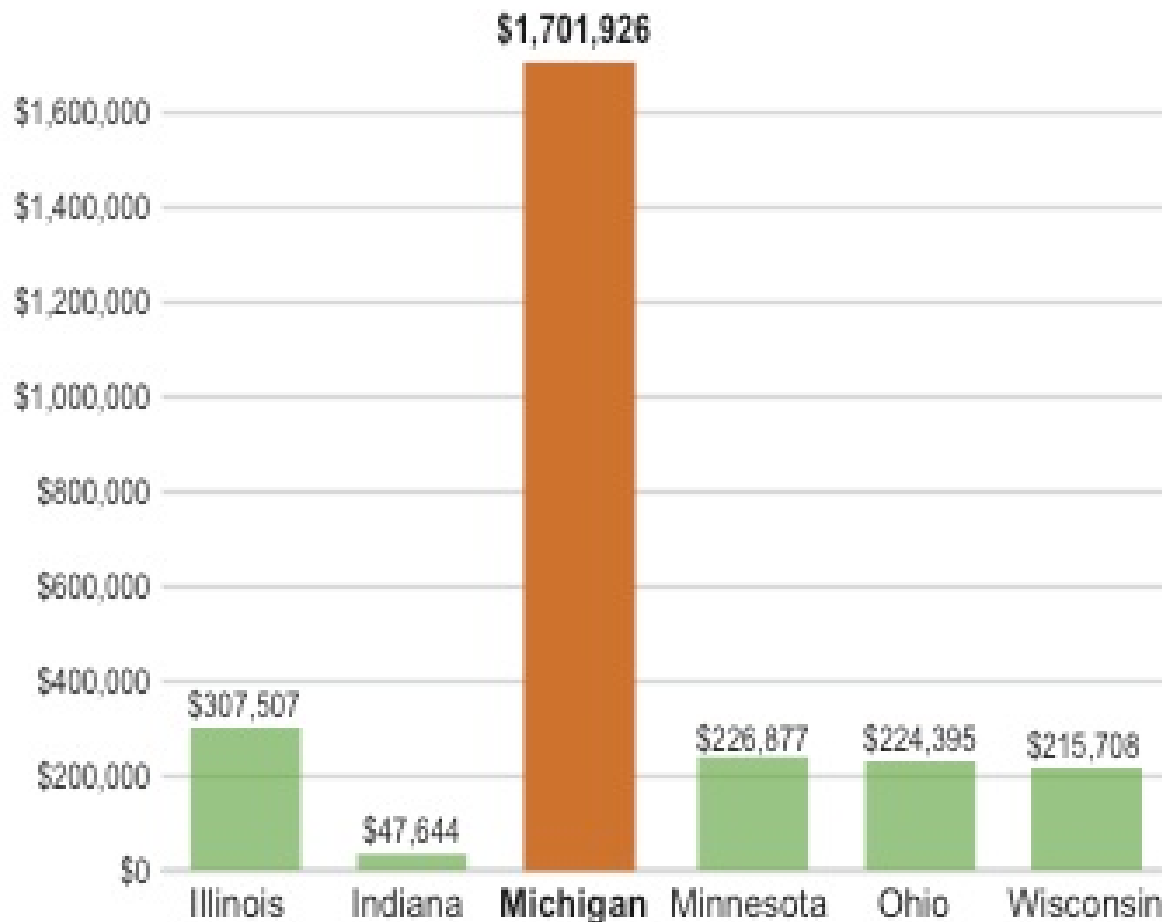
DOUBLE UP Quantifiable Success

Michigan Farmers Markets Combined SNAP & Double Up Sales Growth



DOUBLE UP Quantifiable Success

Michigan Farmers Markets – Total 2013 SNAP Sales



Source: USDA

CLUSTER EVALUATION



CLUSTER EVALUATION



National cluster evaluation found **significant economic and health impacts** of incentive programs.

CLUSTER EVALUATION



The 75 Double Up markets in Michigan made up just 14% of total markets surveyed, but **accounted for more than half of all SNAP incentive dollars** spent.

DOUBLE UP FOOD BUCKS Onward



FARM BILL National Incentive Program



SNAP INCENTIVES & Technology



- Healthy food incentives can help transform a community's food environment and improve health outcomes.
- Technology can help drive change at a systems levels with great potential in minority/underserved communities.

GROW THE GOOD



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