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August 7, 2018

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Expansion of Double Up Food Bucks Colorado Supported by USDA Funding

(Denver, Colorado) - Colorado's Double Up Food Bucks program (Double Up) works! By providing Supplemental Nutrition Assistance Program (SNAP) participants incentives at farmers markets and retailers in urban, suburban, and rural communities throughout Colorado, it has supported thousands of low-income families in accessing more fresh fruits and vegetables, while supporting the economic strength of Colorado farmers and markets.

A [year-two evaluation](#) of the program reveals Double Up nearly *doubled* (from 2016) in terms new customers (from 1,171 to 2,169), number of farmers accepting Double Up (from 276 to 470), and total dollars spent (from \$160,946 to \$334,074). Both customers and vendors responded that the program was economically beneficial to them. For consumers the ability to stretch their dollars while providing healthy food for their families maximized the benefits.

Now, Double Up will be able to expand even more, thanks to additional grant funding announced on August 2 by the U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture. LiveWell Colorado, the organization that manages Double Up, was one of 24 organizations nationwide to receive the funding, which comes from the Food Insecurity Nutrition Incentive program, authorized by the 2014 Farm Bill.

The funds will enable LiveWell Colorado to focus on increasing both fruit and vegetable consumption for low-income Coloradans and economic opportunities for Colorado farmers through three new areas of expansion and innovation: 1) Offering the program in more year-round retailers, like corner stores, to extend the season, 2) including Double Up in more digital platforms, like apps related to SNAP, and 3) supporting regional work to build capacity to support and sustain Double Up.

"We are excited that more Coloradans will be able to benefit from this incredible program," said Amy Nelms, Food Access Coordinator for LiveWell Colorado. "Making it as accessible as possible for as much of the year as is possible is our goal."

The program is currently available in 29 counties across Colorado. An interactive map with locations, dates, and times of operation for participating markets is available at doubleupcolorado.org. Shoppers can also obtain their nearest location by texting their zip code to 1-844-383-2399.

For more information about Double Up Food Bucks, contact Amy Nelms at Amynelms@livewellcolorado.org or 720-573-3632.

About LiveWell Colorado

LiveWell Colorado is a statewide nonprofit organization committed to increasing access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color. LiveWell focuses on policy, environmental, and systems changes that advance opportunity for healthy behaviors. Working with partners in communities across the state, LiveWell aims to ensure that all Coloradans live in environments with equitable access to the nourishing food and physical activity they need to be healthy.