

ANNUAL REPORT 2024



DOUBLE UP™
ARIZONA

Program Overview

Double Up Food Bucks Arizona has been serving communities across the state since 2016. Stewarded by Pinnacle Prevention, the program incentivizes SNAP/EBT purchases with additional fruits and vegetables.

The program collaborates with Arizona businesses and nonprofits -- farmers markets, farm stands, Community Supported Agriculture (CSA) programs, mobile markets, and corner grocery stores.

“We absolutely love this program! It is the anchor program that has empowered the low income members of the community, the farms, and our small businesses to grow.

- Double Up site manager

Double Up funding supports the sale of Arizona-grown fruits and vegetables, dried beans, herbs, and edible plants and seeds, helping Arizona farmers sell more products and stretching the food budgets of our state's most underserved families.

Customers' monthly SNAP benefit allotments are stretched through Double Up's buy-one-get-one model. \$60 worth of SNAP transforms into **\$120** worth of fresh, local food.



Our Approach

Anyone with a SNAP/EBT card with active balance is eligible for Double Up Food Bucks Arizona - no separate application is required.

When customers spend \$1 with SNAP at participating locations, they get \$1 FREE to spend on fruits & veggies, dried beans, and edible plants and seeds with Double Up Food Bucks.



Farmers Markets



Use SNAP/EBT Card

Customers bring their SNAP Quest/EBT (formerly food stamps) card to a participating Double Up location.



Buy SNAP-Eligible Items

Customers purchase SNAP-eligible groceries like fruits, vegetables, bread, dairy, meat, and dried beans. There is no daily limit on SNAP purchases.



Get Free AZ-Grown Produce

Customers get free Arizona-grown fruits & veggies, dried beans, and edible plants and seeds with Double Up Food Bucks.

For every \$1 spent with SNAP, customers receive \$1 in Double Up Food Bucks. Shoppers can double any amount of SNAP.



Grocery and Corner Stores

For every \$1 that customers spend on fresh fruits and vegetables using their SNAP card at a participating store, they will receive \$1 in Double Up vouchers, up to \$20 per day.



Community Supported Agriculture (CSA)

Customers use SNAP to pay for their weekly share of the farmer's harvest, buying up to 2 weeks' worth of fresh produce at a time. They then receive up to 2 weeks' worth of fresh produce for free.

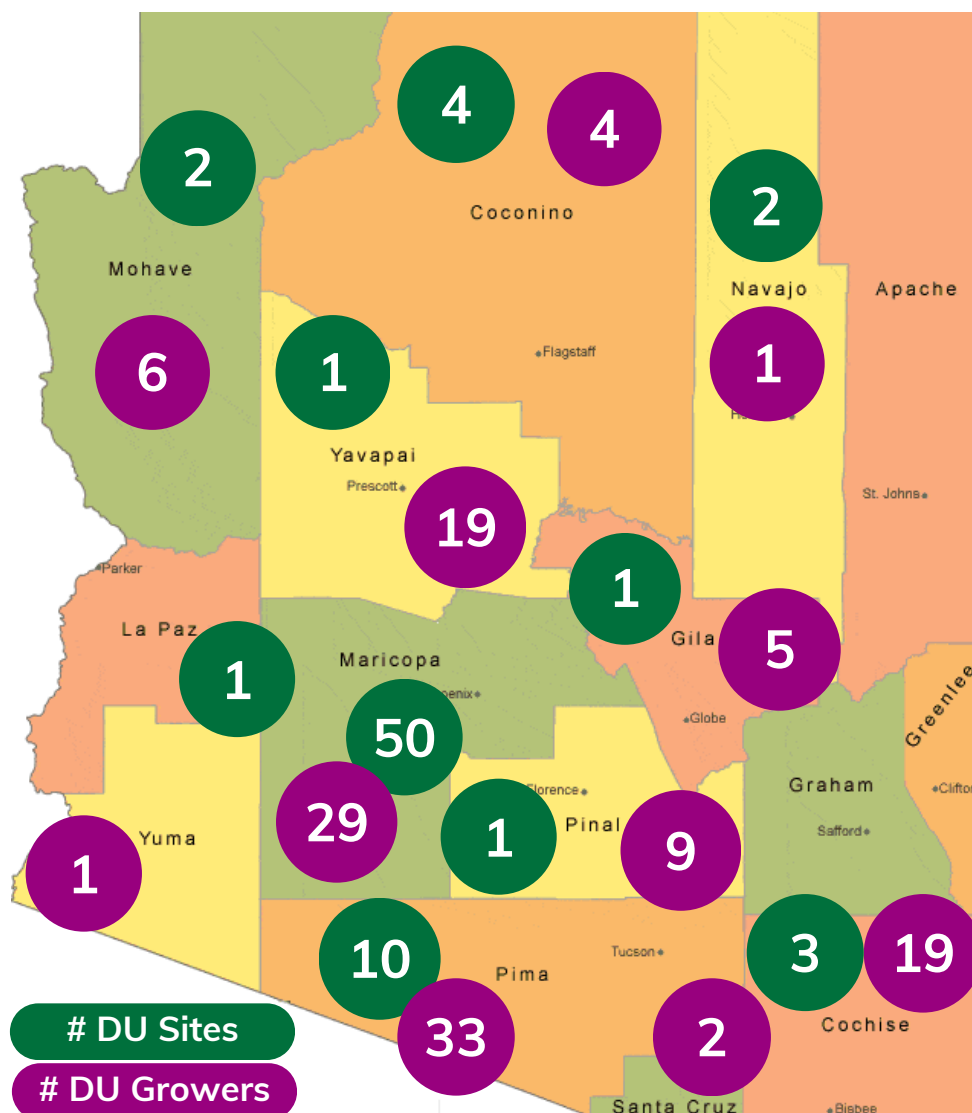
Farm stands can offer a 50% discount.



Mobile Markets

Customers bring their SNAP card to a mobile market and fill their basket with fresh produce. They will get a matching amount of free fresh fruits and vegetables with Double Up.

Double Up 2024 Landscape



75+

Double Up sites across the state: farmers markets, mobile markets, CSAs, farm stands, and corner stores

127+

producers and growers across Arizona that sell produce through Double Up

Impact on AZ Businesses

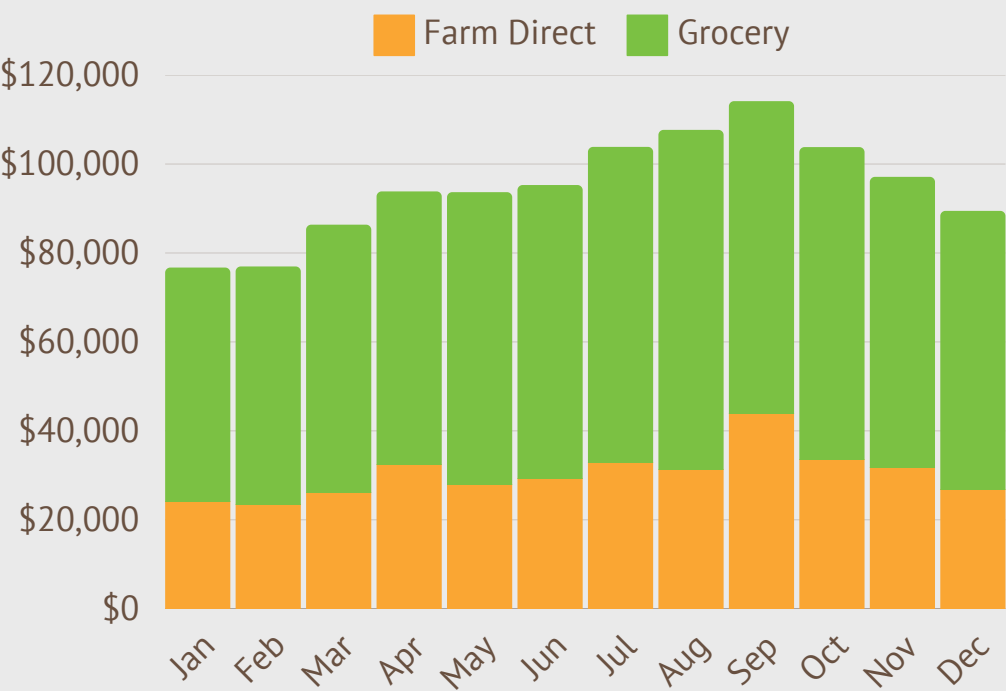
83% of site managers and 92% of growers say the Double Up program has brought in new and more customers.



2024 Program Highlights

The Double Up program helps keep state and federal investments circulating within our local economy.

2024 Double Up Redemptions by Month

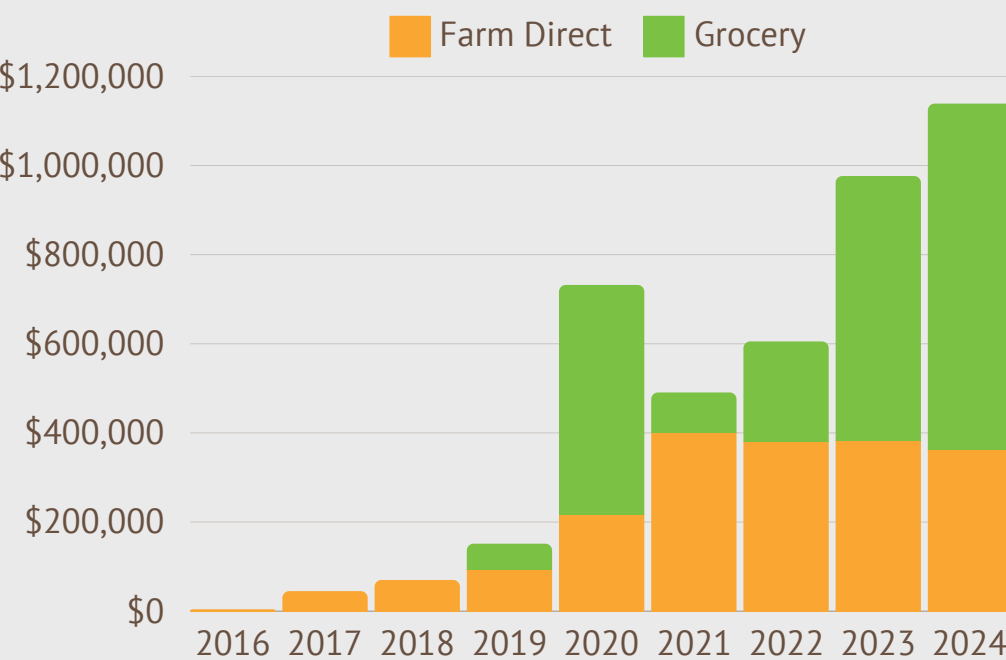


\$4.16M

Combined
SNAP and
Double Up
Sales in
2024



Double Up Redemptions by Year



73,009

SNAP
Households
Served in
2024

Community Impact

86%

of customers say that fruits and vegetables have become more affordable, with **80%** buying more fruit and **84%** buying more vegetables.

Double Up retail partners, particularly locally-owned corner stores, are able to supply familiar and culturally appropriate produce items to diverse populations of Arizonans.

Double Up encourages connectedness within our communities. Visiting farmers markets provides customers with increased chances for socialization with neighbors and growers, often in an outdoor environment.

About **half** of Double Up customers (**45%**) have children under 18 in their household.



“ People feel like they are able to afford healthy, local produce with Double Up Food Bucks.

- Double Up site manager



2025 Double Up Program Goals



“ I love Double Up, and appreciate it greatly! Staff + program open doors for low income folk like me!

- Double Up customer

With Double Up united alongside other important resources such as food banks, school feeding sites, early childhood education centers, congregate and home meal providers, the Farmers Market Nutrition Program for WIC and Seniors (AZFMNP), and Purchase Local Arizona (PLAZ), food-insecure Arizonans have more options to put food on the table.

Expand and Sustain

01.

Double Up's next opportunity for expansion is centered on large-scale brick and mortar retailers, allowing the program to serve the grocery needs of our most rural, historically underserved areas in all 15 counties in Arizona.

02.

Sustained program funding to support incentives at farmers markets around the state is essential to continuing the mission of supporting small and mid-size fruit and vegetable producers in Arizona.

03.

Program outreach and community engagement remains a high-priority, requiring innovative strategies to help spread the word about the program to eligible SNAP participants.



**Thank you for
supporting
Double Up Arizona!**

www.doubleupAZ.org



484 W. Chandler Blvd., Chandler, AZ 85225

(480) 307 – 6360

www.pinnacleprevention.org