

# Utah Double Up Food Bucks 2018

## Farmers Market & Farm Stand Application Guide

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- ⇒ SNAP-authorized farmers markets and farm stands in Utah are now invited to apply to participate in the 2018 Utah Double Up Food Bucks season, expected to run from June 1 – October 31. (Season dates are tentative, contingent on funding. We expect to confirm the final dates by April. We apologize for any inconvenience this may cause).
- ⇒ This document contains information information about what markets are eligible and how to apply to participate in the program.
- ⇒ Apply by **March 31, 2018 at 5:00 PM** at [https://docs.google.com/forms/d/e/1FAIpQLSeQ3vd95SSi\\_aFCGad3DBafbhZpFBQ1hkRm-B5-qip\\_I0HJNA/viewform?c=0&w=1&pli=1](https://docs.google.com/forms/d/e/1FAIpQLSeQ3vd95SSi_aFCGad3DBafbhZpFBQ1hkRm-B5-qip_I0HJNA/viewform?c=0&w=1&pli=1)
- ⇒ Please send attachments and questions directly to Christianna Johnson at Urban Food Connections of Utah, [christianna@downtownslc.org](mailto:christianna@downtownslc.org), or call 801-333-1102.

### New Management

Utah Double Up Food Bucks is now managed by Urban Food Connections of Utah and the Utah Department of Health, with support from Utahns Against Hunger. The program is part of the larger Utah Produce Incentive Collaborative.

### About Urban Food Connections of Utah

Urban Food Connections of Utah (UFCU) educates the community about local food, regional food producers and Utah's proud agricultural heritage. Through a series of programs, workshops, and events, we help communities incorporate more local and whole foods into their daily menus, support regional farmers and food producers by assisting with direct marketing and sales opportunities and provide educational resources to farmers and food producers. UFCU supports increasing access to local and nutritious foods to all community members, especially to people from low-income and traditionally marginalized backgrounds. These efforts bolster support for sustainable farming practices and increase year-round availability of locally and sustainably-produced food for our communities.

Visit [slcfarmersmarket.org/programs-events/double-up-food-bucks](http://slcfarmersmarket.org/programs-events/double-up-food-bucks) for more information about UFCU and the Utah DUFB program.

### About Utah Double Up Food Bucks

In 2015 Utahns Against Hunger was awarded a competitive USDA Food Insecurity Nutrition Incentive grant to launch Utah's first statewide healthy food incentive program, Double Up Food Bucks (DUFB). DUFB helps low-income, food insecure families stretch their food budgets, encourages the consumption of more fresh fruits and vegetables, and increases the number of outlets selling fresh produce in underserved areas. But the benefits of DUFB extend beyond increasing access to healthy food: Utah farmers also gain new customers and make more money, and more food dollars stay in the local economy. In short, the program is a win-win-win. In 2017, Double Up Food Bucks was offered at twenty-five farmers markets and farm stands in eleven counties across the state.

## How the Program Works

DUFB is now coordinated by Urban Food Connections of Utah (UFCU) and locally implemented by market managers across the state. The program works by matching Supplemental Nutrition Assistance Program benefits (SNAP, formerly “food stamps”) with dollar-for-dollar incentives, up to \$10 dollars per customer per market day, at participating farmers markets and farm stands. The incentives, called Double Up Food Bucks, are issued as tokens to SNAP recipients at market info booths where SNAP/EBT benefits are processed. The DUFB tokens can only be used to purchase unprocessed, locally-grown fruits and vegetables at participating markets. Farmers market managers reimburse vendors for the value of DUFB tokens received in exchange for eligible products. Vendor reimbursements are covered by grant funds provided to participating markets by UFCU based on market transaction records.

## Eligibility to Participate

To participate in Utah Double Up Food Bucks, farmers markets and farm stands ***must***:

- be authorized to accept SNAP benefits and have a valid SNAP-authorization number from the USDA Food and Nutrition Service (FNS) by **March 31, 2018** (a minimum of one season of SNAP experience is preferred, but not required)
- have a working EBT point-of-sale device by **May 1**, and a current contract with an EBT service provider by **June 1**
- have a SNAP currency (scrip, token or receipt) and redemption system ready by **May 1** (farmers markets only)
- demonstrate sufficient organizational capacity to implement DUFB according to program rules and handle associated administrative and reporting requirements
- have written support to participate in the program from the fiduciary organization (if different from the market organization)
- have a designated market manager or staff person responsible for DUFB
- have vendors who sell unprocessed, locally-grown fruits and vegetables at your market

### We Provide

- Funds to cover DUFB fruit and vegetable incentives redeemed at your market during the program season
- Mandatory in-person, webinar format, or phone trainings in early May (dates TBD)
- All necessary materials for implementing the program at your farmers market or farm stand (e.g. green DUFB tokens, flyers and posters for advertising the program in your community, signs for participating vendors, DUFB vendor agreements)
- Templates and tools for record-keeping and required program reporting to UFCU

### Your Role

- Read, sign and submit your DUFB grant/contract agreement by **May 1**
- Sign up and attend a **mandatory** in-person, over-the-phone, or webinar training session in early May 2018 (dates TBD)
- Offer and distribute DUFB to SNAP customers at the point of sale during the DUFB program season 6/1 – 10/31
- Provide UFCU with third party verification of SNAP sales at the farmers market for the program season (e.g. copies of batch reports or monthly statements, merchant receipts)
- Provide UFCU with documentation verifying vendor reimbursements for redeemed SNAP and DUFB tokens
- Complete all DUFB reporting requirements (submit transaction totals once per month via a simple online portal; submit hard copies of program verification records at the end of the season)
- Cooperate with DUFB program evaluation activities (UFCU will gather customer and market manager surveys at certain markets)
- Ensure adequate capacity to operate the program and cover any associated administrative costs
- Help promote the DUFB and SNAP programs on-site and in your community

- An operations manual and technical assistance throughout the season
- Outreach and marketing to SNAP recipients near participating markets

- *For farmers markets*, communicate to both participating and non-participating vendors at the market about DUFB program rules. Ensure signed DUFB vendor agreements are on file for eligible vendors prior to their participation in the program
- *For farmers markets*, regularly collect DUFB tokens and reimburse participating vendors for DUFB sales.

The following application questions are for reference only. **Please fill out the actual application online**

[https://docs.google.com/forms/d/e/1FAIpQLSeQ3vd95SSi\\_aFCGad3DBafbhZpFBQ1hkRm-B5-qip\\_I0HJNA/viewform?c=0&w=1&pli=1](https://docs.google.com/forms/d/e/1FAIpQLSeQ3vd95SSi_aFCGad3DBafbhZpFBQ1hkRm-B5-qip_I0HJNA/viewform?c=0&w=1&pli=1) by March 31, 2018.

## Contact Information

Please supply the contact information for the person submitting this application.

Full Name \*

Email Address \*

Phone Number \*

## Farmers Market or Farm Stand Information

Location and hours of operation for each farmers market or farm stand applying to participate in DUFB.

Market Name \*

Full street address of market/stand (street, city, state, zip) \*

Days of operation i.e. Saturdays \*

Hours of operations i.e. 9:00 am - 2:00 pm \*

Season start date \*

*Example: December 15, 2012*

Season end date \*

*Example: December 15, 2012*

Website and/or Facebook URL \*

When did this market/stand first open? \*

*Example: December 15, 2012*

Name of market organization (organization responsible for managing day-to-day market operations, including implementing DUFB) \*

Full name of Market Manager (or primary organizational contact) \*

Market organization mailing address (street, city, state, zip) \*

Market Manager email address \*

Manager phone number \*

If your farmers market or farm stand has more than one location, please submit additional details below

## Information on Fiscally Responsible Organization

What organization would be fiscally responsible for Double Up Food Bucks (DUFB) at your market, i.e., what organization would be responsible for receiving DUFB grant/contract funds and signing the DUFB Grant/Contract Agreement?

Name of fiscally responsible organization \*

Contact information (mailing address, phone, email, etc.) for fiscally responsible organization \*

What is the tax status of the fiscally responsible organization? \*

*Mark only one oval.*

501(c)3 nonprofit organization

Chamber of Commerce, Downtown Development organization - not designated 501(c)3

City / Township / Municipal government or government department

State of Utah not-for-profit

LLC, or other for-profit entity

Other:

If other, please list tax status here

Employer Identification Number (EIN) for the fiscally responsible organization \*

## Farmers Market or Farm Stand Indicators

Please complete the following to the best of your ability.

Number of SNAP EBT Transactions in 2017 \*

SNAP EBT Card Sales (\$) from 2017 \*

Number of Produce Vendors in 2017 \*

Total Number of Vendors (All Types) in 2017 \*

Please estimate how many total PAID staff members would help administer and operate DUFB at your market in 2018 \*

Please estimate how many total UNPAID people (volunteers) would help administer and operate DUFB at your market in 2018 \*

Do produce vendors at your farmers market or farm stand sell unprocessed fruits and/or vegetables? \*

*Mark only one oval.*

Yes

No

Do produce vendors at your farmers market or farm stand sell non-locally grown fruits and/or vegetables?

Yes

No

If yes, please explain

Do you allow resale produce (i.e. produce not grown by the vendors who sell it) to be sold at your market? \*

*Mark only one oval.*

Yes

No

If yes, please explain

## SNAP Operations

Provide the name of the organization that is authorized to accept SNAP at your market \*

SNAP authorization number (7-digit number printed on the SNAP permit sent to you when you became authorized to participate in SNAP) \*

Year authorized \*

Does the same organization that manages day-to-day operations at the market also operate the SNAP EBT Card program? \*

*Mark only one oval.*

Yes

No

If no, please explain the relationship between the organizations involved in market management and SNAP operations

When did your farmers market or farm stand first accept SNAP EBT Cards? \*

*Example: December 15, 2012*

What is your SNAP currency? \*

*Mark only one oval.*

Tokens

Scrip

Receipts

Not applicable (farm stand)

Other:

If other, please list SNAP currency here

Do you currently possess a functioning SNAP-authorized EBT point-of-sale device? \*

*Mark only one oval.*

Yes  
No

If no, please indicate when you will obtain functioning EBT point-of-sale equipment

How frequently do you reimburse vendors for SNAP sales? \*

*Mark only one oval.*

Weekly  
Monthly  
Not applicable (farm stand)  
Other (write in)

What types of documentation do you have in place to verify and track vendor reimbursements? (Check all that apply) \*

*Check all that apply.*

Receipts of token exchanges with vendor names/signatures  
Ledger of token exchanges with vendor names/signatures  
Record of checks issued  
Not applicable (farm stand)  
Other:

What process do you use for transferring funds to vendors for SNAP sales? \*

*Mark only one oval.*

Cash  
Check  
Direct Deposit  
Not applicable (farm stand)  
Other:

## Estimated Administrative/Operational Expenses for DUFB 2018

What type of administrative/operational expenses will your market need to cover in order to run DUFB? (Check all that apply). \*

*Check all that apply.*

Purchasing equipment  
Purchasing tokens, scrips, etc.  
Hiring new staff  
Training existing staff  
Outreach activities  
Education activities  
Other:

If other, please explain

Please estimate the total amount of money (\$) your market will spend to administer/operate DUFB in 2018 (DO NOT include the cost of reimbursing vendors for DUFB incentive tokens). Possible costs could include: purchasing equipment, EBT transaction costs or service provider fees, SNAP tokens/scrips, hiring or training staff, outreach/marketing activities, or education activities. \*

How will you cover any administrative/operational expenses associated with running DUFB at your market? \*

## Nutrition Education

Does your farmers market or farm stand plan to offer nutrition education programming in the 2018 season, either independently or in partnership with other organizations? (Check all that apply). \*

*Check all that apply.*

Federally funded SNAP-Ed nutrition programs and activities (Utah's SNAP-Ed program, Food \$ense, is run by USU Extension)

Expanded Food and Nutrition Education Program (EFNEP) and/or Education extension offered nutrition education/activities

No - Our market DOES NOT plan to offer nutrition education/activities during the 2017 season

Other:

If other, please explain

## Attachments

Upload proof of nonprofit status from the IRS (for 501c3 non-profit organizations) or a completed W-9 form for all other types of organizations.

Files submitted:

For farmers markets, upload a copy or link to market policies, rules, regulations, and vendor application.

## Questions?

Please direct questions about the application to Christianna Johnson at Urban Food Connections of Utah, [christianna@downtownslc.org](mailto:christianna@downtownslc.org), or call 801-333-1102.