

# WHOLESOME WAVE'S DOUBLE VALUE COUPON PROGRAM

The Double Value Coupon Program (DVCP) is a network of nutrition incentive programs operated at farmers markets across the country. The program provides customers with a monetary incentive when they spend their federal nutrition benefits at a participating farmers market. The incentive matches the amount spent and can be used to purchase healthy, fresh, locally grown fruits and vegetables.



## DVCP Expands Access to Affordable Healthful, Local Foods

**35,851** DVCP participants

Over **95%** of DVCP consumers agreed or strongly agreed that it was easier to purchase fresh fruits and vegetables as a result of shopping at the farmers market

Almost **70%** of DVCP consumers said the incentives were very important in getting them to spend their federal nutrition benefits at the farmers markets



## DVCP Enhances Local Economies, Farm Viability and Farmers Markets

More than **3,500** participating farmers

**\$2.45 million** in sales generated by DVCP and federal nutrition benefits for farmers

### Due to DVCP, farmers reported:

- Diversifying their product offerings
- Adding hoop houses or greenhouses
- Increasing production or acreage

**27%** Average of total market sales that came from federal benefits and DVCP



## DVCP Increases Fruit and Vegetable Consumption

**90%** of DVCP consumers reported increasing or greatly increasing their consumption of fresh fruits and vegetables

## ELEMENTS OF WHOLESOME WAVE'S DVCP NETWORK

### COALITION BUILDING

Engaging diverse organizations in grassroots organizing to advocate for long-term policy change

### SEED FUNDING

Raising funds for new programs and the growth and expansion of existing programs

### PROGRAM DESIGN & IMPLEMENTATION

Providing technical assistance to program partners

### STRATEGIES FOR GROWTH & EXPANSION

Implementing innovative approaches to scale the reach and impact of incentive programs

### DATA COLLECTION & EVALUATION

Collecting and evaluating data from across the country to demonstrate the impact of nutrition incentives

The **DVCP NETWORK** connects and supports **53** partner organizations operating **305** markets in 24 states & D.C.

### LEARNING COMMUNITY

Facilitating knowledge sharing among partners through webinars, national convenings, and other activities

### POLICY ADVOCACY

Strengthening the national voice for nutrition incentives by educating and building the capacity of partners to engage in direct and grassroots advocacy



\* Farmers markets include traditional markets, farm stands, mobile markets and community supported agriculture (CSA) programs.

2014

**\$100 MILLION IN FUNDING**

The 2014 Farm Bill introduces the **Food Insecurity Nutrition Incentive Program**, which provides **\$100 million** in grants for nutrition incentive programs over the next five years.



The **GROWTH** of **HEALTHY** **FOOD INCENTIVE** **PROGRAMS**

2012

D.C. City Council allocates \$50,000 for Produce Plus checks, a citywide nutrition incentive program, following advocacy and education efforts by Wholesome Wave and local, community-based organizations

2010

**OBSTACLES FOR INCENTIVES MINIMIZED**

Wholesome Wave and its partners work with the USDA to ease the waiver policy on nutrition incentives at farmers markets, paving the way for the growth of incentive programs across the country.

**CITIES FUND INCENTIVES**

Incentive programs launched with City support in Philadelphia, Baltimore, and Minneapolis

2007

Crossroads Farmers Market in Takoma Park, MD obtains a formal USDA pilot waiver to operate the Fresh Checks nutrition incentive program that doubles the value of SNAP, WIC and Senior Farmers Market Nutrition Program benefits

2013

**EVIDENCE OF IMPACT**

Release of **Healthy Food Incentives Cluster Evaluation** demonstrating economic impacts of nutrition incentive programs\*

With continued efforts by Wholesome Wave and its DC-based partners, D.C. City Council increases allocation for Produce Plus checks to \$200,000 for 2014, and vocalizes support for ongoing funding

From a site visit to Wholesome Wave's Bridgeport farm stand, the CT Department of Agriculture allocates \$25,000 in Specialty Crop Block Grant funds for a Veterans Farmers Market Nutrition Program

2011

**DVCP's REACH GROWS**

**Over 200 farmers markets and over 50 community-based organizations run DVCP** across the country

Wholesome Wave releases *Innovations in Incentive Programs*, a collection of best practices and cutting-edge innovations in incentive programming

2008

**DVCP LAUNCHES**

- Wholesome Wave launches the **Double Value Coupon Program** at
- City Heights Farmers Market—San Diego, CA in partnership with the International Rescue Committee
  - 9 markets in the greater Boston area with The Food Project
  - 55 markets in NY with the New York Federation of Farmers Markets
  - Holyoke Farmers Market in MA with Nuestras Raices

New York City increases investment in Health Bucks from \$20,000 to \$200,000 per year

2005

**1<sup>ST</sup> HEALTHY FOOD INCENTIVE PROGRAM**

The New York City Department of Health and Mental Hygiene begins the Health Bucks Program



**DVCP Delivers Consumer Impact**

**“The Farmers Market is the only place in my town where I can buy my produce directly from the farmers. I love the sense of community I’ve gained. The [Double Value Coupon] program helps me buy enough for the week even on my very limited budget.”** — DVCP Participant, Forest Grove Farmers Market, Adelante Mujeres

**Consumers Value Many Aspects of Markets**

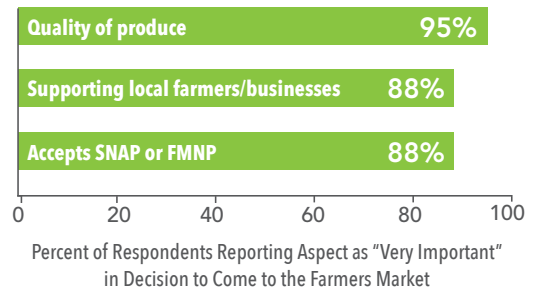


Photo courtesy of DC Greens

**WHOLESOME WAVE** is a national 501(c)(3) organization that strives to create a vibrant, just and sustainable food system for everyone. Through initiatives in 25 states and DC, Wholesome Wave increases affordability and access to fresh, locally grown food in ways that improve health, generate revenue for small and mid-sized farm businesses and bolster local economies. For more information, visit [www.wholesomewave.org](http://www.wholesomewave.org), email [info@wholesomewave.org](mailto:info@wholesomewave.org), or call 203.226.1112.

\* In collaboration with Fair Food Network, Roots of Change/Ecology Center, and Market Umbrella. Based on data from over 500 farmers markets, nearly 6,000 farmers, and over 130,000 customers in 24 states and D.C.