



NC FARMERS MARKET NETWORK

# Double Up NC

## WHAT IS DOUBLE UP NC (DUNC)?

DUNC is a nutrition incentive program that provides a **dollar-for-dollar match** for SNAP/EBT. The match can be used at farmers markets, food hubs, and direct agricultural retail outlets in North Carolina.



SNAP dollars that **people are already using** go directly to farmers

Improves the **food security and health** of SNAP participants

Enhances the **economic resilience** of rural communities, farmers, and retailers

"Double Up Food Bucks has **not only boosted our farm's sales but has also allowed us to forge a deeper connection with the community**, ensuring that more families can enjoy our produce."  
— grower in Western NC

**Programs like these directly benefit both customers and farmers and help the local economy thrive.** Nutrition incentive programs (sometimes called Double Bucks, Fresh Bucks, etc.) already thrive at farmers markets across NC. Collaborations in Western NC, Eastern NC, Charlotte-Mecklenburg, and the Triangle have shown that collective groups of farmers markets can make a stronger impact in their communities.

**OUR ASK: We are seeking state funding for the Double Up NC program** to support farmers and producers statewide.

**IT'S TIME FOR NC TO CATCH UP!** Statewide nutrition incentives programs are well-established with state funding in Virginia, South Carolina, Kentucky, Florida, and Louisiana. North Carolina is ready to join its neighbors in prioritizing healthy food access while investing in our farmers and producers.

**26 other states have SNAP incentives funding in their state budget — NC is next!**

# DOUBLE UP NORTH CAROLINA: A SLAM DUNC FOR NC'S LOCAL FARMERS

An extensive network of NC farmers markets is ready to implement and expand DUNC.



Existing regional SNAP/EBT  
Doubling programs operate at:  
**35+ MARKETS**



Those programs annually serve...  
**5000+ CUSTOMERS**



SNAP/incentives make up  
**20% of total sales at markets**



And those funds brought...  
**\$500,000 TO 400+ FARMERS**

Currently, these programs are paid for by fundraising and grants through local action siloed in different regions. **NCFMN is seeking state budget funds to create a statewide program that can then utilize the GusNIP federal matching program.** Initial program costs are estimated to be \$2 million.



Learn about the North Carolina Farmers Market Network at [ncfmn.org](http://ncfmn.org):



“Through the program we do several hundred dollars worth of business every month. **So it helps us out, because we sell more produce, and it helps the customer because they can better afford high quality food for their families.**”  
- Triangle Area Farmer

“The funding for small farms is really vital and important, and the **Double Bucks money keeps those small farms viable.** And then those small farmers, they spend every cent they get locally.”— Triangle Area Farmer

NCFMN does not operate alone! Our partners supporting this work across NC:



Public Health

