Cultivate KC Program Overview

• Cultivate KC’s Nutrition Incentive Programs, formerly Beans&Greens, were co-founded in 2010 in partnership with the Menorah Heritage Foundation.

• Since 2010, Cultivate KC has driven over $1.7 million in local food purchases by low-income families (SNAP, SFMNP, Matching $).

• Our programs help make local food accessible to all members of our community and develops a more robust community supporting local farmers. It’s a win-win!
Nutrition Incentives

Families bring home more healthy food

Farmers make more money

More food dollars stay in local economy, strengthening communities
Double Up Food Bucks: Overview

In fall 2015, a group of partners met to discuss how to build on the successful grocery pilot and similar programs in farmers markets.

- Mid-America Regional Council
- Fair Food Network
- Cultivate Kansas City
- Douglas County Market Match
- University of Kansas Medical Center

In spring of 2016, the USDA awarded the Food Insecurity Nutrition Incentive (FINI) grant to the Double Up Heartland Coalition to expand SNAP match programs across Kansas and Missouri.
Geographical Scope
Double Up Food Bucks: How it works at the Farmers Market

Buy $1 SNAP tokens with your EBT card, get $1 Double Up Food Bucks tokens for fresh fruits and vegetables.

- Two colors of tokens: One for SNAP and one for DUFB
- $25 limit per day in most markets
  - $15 limit per day at City Market
Double Up Food Bucks: Eligible Items

Use SNAP for these items:

- Fruits
- Vegetables
- Honey
- Baked goods
- Cereals
- Milk & Cheeses
- Eggs
- Seeds and plants for food
- Coffee beans
- Coffee grounds
- Dips, Salsas
- Frozen food
- Meats
- Poultry

Use Double Up Food Bucks for these items:

- Fresh fruits and vegetables
Double Up Food Bucks:  2019 KC Metro Markets

City Market  
Bonner Springs Farmers Market  
Brookside Market  
Liberty Farmer’s Market  
Independence Farmer’s Market  
Ivanhoe Small Grower’s Farmers Market  
KCK Farmers’ Market: KCKCC, Strawberry Hill, Central Ave  
Overland Park Farmers Market  
Rosedale Farmers Market  

* There are markets open 6 days a week, mornings, afternoons, and evenings
Questions?