



The University of Arizona's SNAP-Ed Evaluated the Effect of Unlimited Double-Up SNAP Dollars at a Farmers' Market Before and During COVID

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Background

At farmers' markets, the SNAP dollars are doubled, up to \$20, to incentivize the purchase of produce through the **Double Up Food Bucks Arizona (DFBA)** program. In 2020, during COVID, the \$20 DFBA limit was removed.

Objective

To determine the effectiveness of unlimited DFBA in increasing DFBA transactions, sales, and redemptions at one Heirloom Farmers Market in Pima County.

Study Design

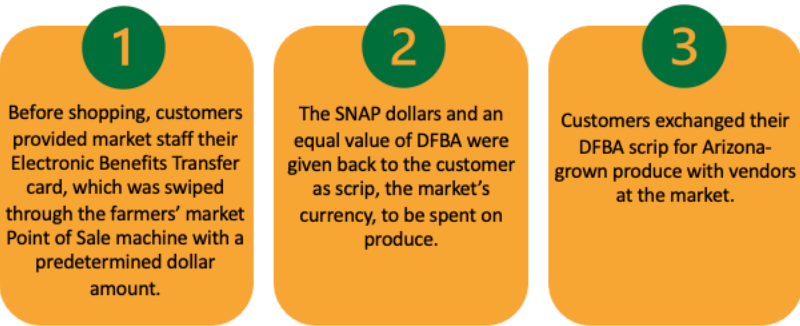


Figure 1: Customer's steps to use DFBA at the farmers' market.

The DFBA transactions, sales, and redemptions were recorded by market staff before (March 19, 2019 – March 7, 2020) and during (March 22, 2020 – December 20, 2020) COVID.

- Transactions:** The number of instances DFBA were given to SNAP farmers' market customers.
- Sales:** The total number of DFBA dollars that were distributed at the farmers' market.
- Redemptions:** The DFBA dollars that were spent on produce at vendor booths.

Figure 2: Definitions of DFBA transactions, sales, and redemptions.

Analysis

Table 1: Independent t test results for DFBA transactions, sales, and redemptions before and during COVID.

	Before COVID	During COVID	% Difference
DFBA Transactions			
Mean	16.38	31.46	63.04%
Standard Deviation	5.98	13.04	
DFBA Sales			
Mean	\$316.57	\$1196.45	116.31%
Standard Deviation	\$159.08	\$549.36	
DFBA Redemptions			
Mean	\$281.33	\$962.95	109.56%
Standard Deviation	\$92.77	\$334.07	



Results demonstrate that DFBA transactions, sales, and redemptions, significantly ($p < 0.001$) increased when the DFBA limit was removed.

Conclusion



Transactions, Sales, Redemptions
Unlimited DFBA **increased** DFBA transactions, sales, and redemptions during COVID.



Produce Purchases
By removing the DFBA limit, produce purchases, by SNAP customers, **increased**.