Double Up Food Bucks 2026
Non-Eligible Vendor Letter

Dear Vendor,

Our market has received a grant from Farmers Market Fund, a nonprofit based in Portland, to offer a program that doubles the amount of money that SNAP recipients can spend to purchase fruits and vegetables. This program has the potential to increase income and expand our market's customer base.

SNAP card users can double their benefits up to $20 per market day and receive Double Up Food Bucks (DUFB) to be used **only for fruits and vegetables**. The DUFB-branded matching currency – similar to the size and feel of a playing card, are worth $2 each, and can only be used to purchase fruits and vegetables that meet the following criteria:



- **GOOD FOR**: any variety of fresh, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt. Includes mushrooms, fresh herbs, dried beans, and edible plant starts.
- **NOT GOOD FOR**: nuts, grains, meat, eggs, cheese, baked goods, prepared foods, fermented foods, salsa, pickles, jams, jellies, honey, cider, juice, tea, or other foods that do not fit into the above guidelines; nonfood items.

As a vendor of other food or craft items, **you are not eligible to accept Double Up Food Bucks,** but you will still benefit from the program – other markets offering produce-only incentives have documented that vendors of meats, baked goods, prepared foods, and other items increased their income from SNAP token sales and cash because customers were able to spend Double Up Food Bucks on produce.

You may still hear customer questions about Double Up Food Bucks. Please refer to the attached Vendor FAQ or refer customers to the market manager. Customers may spend DUFB at any participating market.

If you have any questions about this program, please feel free to contact the market manager.

Sincerely,