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Media Advisory

Texas Health Resources Launches First Double Up Food Bucks Location in Denton County

Denton Community Market opens March 1 with new opportunity for SNAP users to double their buying power on fresh, local produce

What: Denton Community Market opens for its 16th year on Saturday, March 1, with a new opportunity for shoppers using Supplemental Nutrition Assistance Program (SNAP) benefits to double their purchasing power on fresh fruits and vegetables. Double Up Food Bucks is implemented regionally by Texas Health Community Hope, which engages in a broad range of innovative programs, investments, and collaborations to address health disparities and social and environmental conditions that impact the community. There are currently 15 Dallas and Tarrant County grocers and farmer's markets offering Double Up benefits. Denton Community Market is the first in Denton County.

Where/When: Double Up benefits will be available at the Denton Community Market, 317 Mulberry St., Denton, starting Saturday, March 1—on the market's opening day of the 2025 season. Hours are from 9 a.m. to 1 p.m. The market features more than 100 vendors, including seven local farmers. Denton Community Market Board President Deauhijela “Dee” Jackson said the addition of the Double Up program is a win for local farmers and SNAP shoppers.

“This will benefit our farmers because they can sell more produce, which means they can continue to supply our community with fresh, healthy, delicious food. It’s also a wonderful opportunity for families to put lots of fruits and vegetables--- straight from the farm—onto their dinner tables,” Jackson said. “We encourage shoppers to come out and ask questions, learn where this food comes from and discover new ways to use it. We’re here to help.”

How it will work: SNAP shoppers are invited to stop at the Market Booth (clearly marked) to check their benefits and get a list of eligible items. Double Up vendors will have signage at their booths to show where the program is available.

Why: Fresh produce is vital for maintaining a healthy lifestyle. Implementing the Double Up program is one of many ways Texas Health is working to improve nutrition security and enhance well-being in the communities it serves. Find the full list of Texas Health’s healthy food access locations [here](#).

About Texas Health Resources

Texas Health Resources is a faith-based, nonprofit health system that cares for more patients in North Texas than any other provider. With a service area that consists of 16 counties and more than 8 million people, the system is committed to providing quality, coordinated care through its Texas Health Physicians Group and 29 hospital locations under the banners of Texas Health Presbyterian, Texas Health Arlington Memorial, Texas Health Harris Methodist and Texas Health Huguley. Texas Health access points and services, ranging from acute-care hospitals and trauma centers to outpatient facilities and home health and preventive services, provide the full continuum of care for all stages of life. The system has more than 4,400 licensed hospital beds, 6,600 physicians with active staff privileges and almost 29,000 employees. For more information about Texas Health, call 1-877-THR-WELL, or visit www.TexasHealth.org.